Why exhibit at tradeshows?

In an era of tight budgets and even tighter schedules it more important than ever to reach your customers and prospective customers in the most cost effective and efficient manner.

Study after study demonstrates that there is no more effective way to connect with a customer than a tradeshow.

The study data demonstrates that exhibitions are highly valued by business decision-makers. Exhibiting companies and prospective exhibitors now have more evidence that exhibitions provide business opportunities.

Some of these potential opportunities for exhibitors include:

- Unique opportunities to close sales
- Finalize negotiations on sales in progress
- Reach new prospects
- Introduce new products and applications to a captive audience
- Demonstrate equipment and specific applications to key prospects
- Demonstrate stability and commitment within the industry

In fact:

- Generating sales leads...
- Taking orders...
- Introducing new products and services...

All sales related goals and objectives were found to be more effective at exhibitions than business-to business

- advertising,
- direct mail,
- public relations,
- telemarketing.

The cost of finding a prospect

A Trade Show Bureau study found that the average total cost of closing a sale in the field is $1,080, while the cost of closing a sale to a qualified trade show prospect is $419.

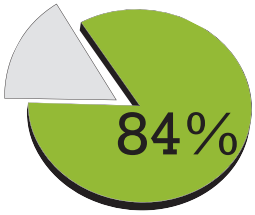
$1080

In the field

$419

At a tradeshow

Who's coming to see you?



Number of attendees who visited an exhibitor who had no contact with that company within the previous 12 months

82% of booth visitors are interested in the product or service displayed and having buying authority

49% of booth visitors plan to buy the exhibitor's product or service within the next 12 months

77% of booth visitors are qualified and have buying influences for the exhibitor's product or service

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Conducted by Deloitte & Touche Consulting Group
Leveraging your Exhibitor Sponsorships CEIR Report: G16.05
Exhibit Surveys, Inc.
Nielsen Expositions