



TRADE SHOWS – A
MODERN MARKETING
TOOL FOR SEE

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WHEN EXHIBITING YOU HAVE TO MAKE AN **IMMEDIATE** IMPACT

- o* TRADE SHOWS ARE A MODERN DAY MARKET PLACE FOR DESTINATIONS WITHIN THE MEETINGS INDUSTRY TO SHOW WHAT THEY HAVE TO OFFER
- o* THERE ARE AROUND 150 DESTINATIONS COMPETING AT MOST MAJOR TRADE SHOWS AROUND THE WORLD
- o*..... FROM AUSTRIA TO ZIMBABWE

MAJOR SHOWS AROUND THE WORLD

*o*GLOBAL: EIBTM IMEX FRANKFURT
IMEX AMERICA

*o*REGIONAL: AIME ITCMA BIT FITUR ITME
CIBTM MEETINGS AFRICA GIBTM

*o*NATIONAL: CONFEX REISLIV BTC

*o*SOUTH EAST EUROPE: CONVENTA

*o*AS EXHIBITORS OR VISITORS YOU HAVE MANY CHOICES

TRADE SHOWS ARE AN **UNHOLY** ALLIANCE

o TRADE SHOW ORGANISERS

o EXHIBITORS

o VISITORS & HOSTED BUYERS

o TRADE SHOW VENUES

o ALL HAVE TO WORK TOGETHER IF THE SHOW IS
TO BE A SUCCESS

CEIR RESEARCH JULY 2012

o RECENT STUDY OF 10,000 TRADE SHOW ATTENDEES & VISITORS

o 48% RATED TRADE SHOWS AS MOST FAVOURED F2F

o 26% RATED SALES CALLS

o INSTANT IMPACT FOR GETTING YOUR MESSAGE ACROSS

Research shows ...

*EXHIBITIONS ARE ONE OF THE MOST EFFECTIVE
MEDIUMS FOR ESTABLISHING & MAINTAINING
CUSTOMER RELATIONS IN A DIGITAL AGE*

*78% OF USA COMPANIES IN THE ENGINEERING &
PLANNING MARKETS SEE TRADE SHOWS AS
BEING AN EFFECTIVE TOOL FOR INCREASED
VISIBILITY & RELATIONSHIP BUILDING*

REASONS FOR EXHIBITING **YOUR** DESTINATION

*o*ROI

*o*BRAND ENGAGEMENT

*o*VISIBILITY & ACCESSIBILITY

*o*STRONGER RESPONSES BY POTENTIAL
BUYERS

*o*TIME EFFICIENCY – NUMBER OF CONTACTS
IN SHORT TIME

SEE EXHIBITORS ...

- o HAVE FLEXIBLE AND VARYING BUDGETS*
- o WIDE CHOICE OF EVENTS IN FRONT OF THEM*
- o NEED TO SHOW ROI*
- o HAVE TO BE PROFESSIONAL*
- o HAVE MANY ANCILLARY COSTS ... FLIGHTS HOTELS etc.*
- o HAVE TO SHOW A “ FEELGOOD ” FACTOR*

TRADE SHOW MARKETING

*YOU NEVER HAVE A BETTER CHANCE OF
GETTING YOUR DESTINATION MESSAGE
ACROSS THAN AT A TRADE SHOW*

*SUDDENLY THE CUSTOMER IS IN FRONT OF
YOU AND MARKETING HAS A **HUMAN**
DIMENSION !!*

SUCCESS AT A TRADE SHOW REQUIRES

o CLEARLY DEFINED GOALS

o CORRECT STAFFING LEVELS IN ATTENDANCE

*o WORKING CLOSELY WITH THE ORGANISER TO
TAKE FULL ADVANTAGE OF ALL OPPORTUNITIES
AT HAND*

EXHIBITING FOR SUCCESS AT A TRADE SHOW

- o PRE SHOW CONTACT BETWEEN EXHIBITORS & VISITORS*
- o EDUCATING THE STAFF IN ATTENDANCE*
- o GREAT “ SHOW STOPPING “ STAND DESIGN*
- o WORK WITH THE PRESS & INDUSTRY ASSOCIATIONS*
- o UNDERSTAND THE VISITORS & BUYER NEEDS*
- o WORK CLOSELY WITH THE PRESS*

THE GOLDEN RULES OF TRADE SHOWS

o ALWAYS WORK THE SHOW UNTIL THE LAST MINUTE

o ITS YOUR BUDGET ... USE IT WISELY ... USE IT ALL

o MAKE SURE THE ORGANISER IS WORKING FOR YOU

o NEVER HAVE WHITE SHELL SCHEME EVER
NEVER !!

ITS YOUR TIME

*SOUTH EAST EUROPE IS CREATING GREAT
INTEREST WITHIN OUR INDUSTRY*

*CONVENTA IS A LAUNCH PAD FOR THE MEETINGS
INDUSTRY IN THIS REGION*

*ALBANIA – BOSNIA HERZOGOVINA – BULGARIA –
CROATIA – MONTENEGRO – SERBIA – SLOVENIA*

AS WELL AS PARTS OF AUSTRIA & ITALY

SOUTH EAST EUROPE

- o*BUYERS ARE LOOKING TO YOUR OPPORTUNITIES
- o*TRADE SHOW ORGANISERS ARE LOOKING TO YOU
- o*OTHER EXHIBITORS LOOK TO YOUR CREATIVITY !!
- o*THE SO CALLED BIG BOYS LOOK ON WITH ENVY
- o*IT IS AN AGE OF DISCOVERY HERE IN SEE ...

ITS YOUR BUDGET

o YOUR TIME & COMMITMENT

o YOUR INVESTMENT

o YOU HAVE THE STORY NOW TELL THE
WORLD

o SUCCESSFUL TRADE SHOWS CAN BE YOUR
FLAGSHIP

IN THIS PARTICULAR PART OF THE WORLD YOU HAVE ICONS



YOU ALSO HAVE THE INDUSTRY ICONS



USE THEM WELL !!!!

LET'S VISIT THE SHOW













That's all Folks!