

80 Reasons to Exhibit

1. Generate Qualified Leads
2. Enhance Company Image
3. Introduce New Products or Services
4. Conduct Market Research
5. Build Distribution Network
6. Reposition Your Company in a Market
7. Build Repertoire with Customers
8. Demonstrate New Products or Services
9. Meet Buyers Face to Face
10. Reach Unknown Prospects
11. Shorten Buying Process
12. Reinforce Direct Mail
13. Receive Media Coverage
14. Change Company Image
15. Be Compared to Other Suppliers
16. Qualify Buyers
17. Demonstrate Non-Portable Equipment
18. Understand Customer Problems
19. Solve Customer Problems
20. Introduce New Promotional Programs
21. Feature Product or Service Benefits
22. Highlight Customer Testimonials
23. Offer Show Discounts for Immediate Sales
24. Introduce Company to New Market
25. Identify New Product or Service Applications
26. Continue Customer Contact
27. Distribute Product Samples
28. Change Perception of Your Company
29. Stand Above the Competition
30. Open Doors for Personal Sales Calls
31. Enhance World of Mouth Market
32. Create V.I.P Events
33. Showcase Technical Support Personnel
34. Appeal to Special Customer Interests
35. Uncover Unknown Buying Influences
36. Meet Customers Not Normally Called Upon
37. Overcome Unfavorable Publicity
38. Expose New Employees to an Industry
39. Meet Your Competition
40. Meet Potential Suppliers
41. Recruit Personnel
42. Educate Sales Force
43. Build Sales Force Morals
44. Educate Dealers
45. Hands on Demonstrators
46. Make Immediate Sales
47. Diffuse Customer Complaints
48. Reach Customers Who Need Personal Attention
49. Integrate Exhibit in Total Marketing Picture
50. Target Market by Attendee Job Position
51. Target Market by Attendee Function
52. Develop Leads for Distributors
53. Distribute Product or Service Information
54. Conduct Sales Meetings
55. Dramatize Your Message
56. See Buyers Not Usually Accessible
57. Meet Potential Clients
58. Be Compared to Your Competition
59. See Management Personnel
60. Reach Customers at Lower Cost per Call
61. Invite Potential Customers
62. Introduce New Selling Techniques
63. Introduce New Marketing Program
64. Support Corporate Theme Program
65. Present Live Product Demonstrations
66. Understand Customers Attitude
67. Create An Event or Impression
68. Show Audio Visuals of Products or Services
69. Support Distributor Accounts
70. Meet Power Buyers
71. Invite Special Customers
72. Introduce a Free Service
73. Create a Product Library
74. Reinforce Personal Sales Calls
75. Reduce Sales Calls
76. Promote Technical Data and Benefits
77. Support Sponsoring Organization
78. Promote Positive Industry Trends
79. Introduce New Employees
80. Create or Contact per Salesperson in Short Period of Time