

Why Trade Shows

Understanding the Importance of Trade Shows for you...

Trade Show: An exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent trends and opportunities.

Now that you know how a Trade Show is defined, it is time to answer the most important question, “Why Trade Shows?”

Trade Shows are vital to all industries because of the unique opportunity to present your brand or product in front of a large volume of pre-qualified consumers. Majority of your marketing efforts are focused on getting the consumer to you. What if you could bring your store to them? Think of a Trade Show as an opportunity for you to set up shop in a room filled with your target audience.

Trade Show Booths are used to spark the interest of your consumer by relating the message of your brand or product through visually stimulating displays. Resulting in FACE-TO-FACE interaction with your target audience. FACE-TO-FACE selling is the most powerful marketing tool used today. No other medium gives you the ability to successfully motivate your buyer the way FACE-TO-FACE selling does.

Studies done on Trade Shows found that 75% of attendees have the authority to spend company money. Meaning majority of the prospects coming to your Trade Show Booth are prepared to strike up a deal. Making it imperative that you choose the right Trade Show for you. Majority of Trade Show’s websites will provide you with the demographics, names of buyers, and a list of fellow exhibitors. You can locate a master list of Trade Shows in every industry by going to our home page and clicking on “Search Trade Shows” located under “How we do it...”

To learn more about Trade Shows and how to make yours successful, check out e4 Design’s Educational Articles.