

EXHIBITION MARKETING

In a recent survey conducted by the Centre for Exhibition Industry Research the results showed that more than 90% of attendees rated exhibitions, as the most useful source of gathering pertinent information because they can examine and evaluate competing products all at one location. As a result, more than 75% of the attendees find new suppliers and obtain quotes with 26% of them purchasing products whilst at exhibitions.

Exhibitions provide a unique opportunity to display your product and business to large number of current and potential customers. The presentation will analyse the significant position, that the participation in a fair/exhibition, plays as part of the marketing-mix. Issues will be raised are the following:

1. Exhibitions - a strategic marketing tool
2. Setting objectives - maximise the opportunity
3. Budgeting and cost control
4. Choosing, designing and building your stand
5. The essence of good stand design
6. Publishing your presence. Communication and Promotion activities.
7. Stand staffing and organisation
8. Appoint a staff manager
9. Selling techniques
10. Following up after the show
11. Evaluating exhibition effectiveness