

The Awesome Power of Exhibitions

... 10 Reasons to use them!

1. True 'permission' marketing

TV, radio and magazines provide interruption marketing! With exhibitions and events the buyer/visitor chooses to attend in order to see the advertisements. Time is our most precious commodity. Customers give both their time and permission to clients at events, at a time they are ready to buy. Other forms of advertising hit their target audience on the 'off-chance' that they are ready to buy.

2. Conversation beats communication!

All advertising and marketing seeks to communicate appropriate messages to customers and prospects. Exhibitions and events allow the client/brand to go one step further and engage in the power of conversation with their target audience.

3. The 'chemistry' factor

We are social beings. We like to do business face-to-face, shaking hands and looking people in the eye.

4. Trade shows deliver buyers

76% of visitors to trade shows have buying responsibility. Furthermore, a third of trade show visitors cannot be reached by clients/brands in their offices – they use trade shows to make buying decisions.

5. Consumer shows create communities

Consumer shows are extremely effective for creating the 'tipping point'. Where brand messages reach enough people to create an epidemic!

6. Fulfilling sales and marketing objectives

Events can be used to deliver a number of sales and marketing objectives, from direct sales, through database building, account management, entertaining, market research, recruiting, brand building, demonstration etc.

7. Leveraging the event through PR

Client activity at the event is what creates news stories that can reach newspapers, TV, radio, magazines and beyond.

8. Exhibitions/events can both complement and compete effectively with other media

TV advertising is becoming more challenging for brands. Direct Mail and Telemarketing is still perceived as intrusive but clients/brands increasingly want to get face-to-face and interactive. Sponsors are now looking beyond the sports marketplace into the events arena.

9. Delivering a practical platform to gauge your industry

Exhibitions and events offer a snapshot of the industries they serve, conveying clients with 'what's new' and 'who's who', as well as providing a rare yet key opportunity to 'literally' keep a close eye on the competition!

10. Use all FIVE senses to communicate your message

This defines 'experiential marketing'. Clients increasingly want to use it to bring their brand messages alive: I saw it at an exhibition... Touched it, heard it, smelled it, squeezed it, discovered it, tried it, liked it - bought it!!!