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The Top 5 Reasons to Exhibit at a Trade Show

1. Trade Shows Generate New Audience Appeal

"88% of the attendees at a trade show haven't seen a member of your company's sales staff, and 70% plan to buy one or more products. On average, 76% of attendees ask for quotes and 26% end up signing purchase orders." Center for Exhibition Industry Research (CEIR)*

2. You Have Direct Access to New Clients

Trade shows offer the unique ability to impress thousands of new clients in one day. If you play it smart, you can turn every impression into a sales lead by creating landing pages and using marketing strategies to obtain customer information.

3. Your Promotions Will Last Beyond the Event

"87% of attendees will pass along some of the information they obtained at the show, and 64% will tell at least six other people about it." (CEIR)

4. Your Competition Will be Exhibiting

Customers are there to remember brand names and create contacts, if your brand name is absent, you're at a serious disadvantage. Your competition will get the upper hand in your market.

5. Trade Shows are Cost-Effective

"It costs 22% less to contact a potential buyer at a show than through field sales calls." (CEIR). Save money on gas, labor costs, and marketing by reaching thousands of new clients in one day.

** The Center for Exhibition Industry Research has been highlighting the importance of exhibitions in today's business environment for over 30 years. For more information: www.ceir.org*