With the deepening of economic globalization, everyone in the market continue to strengthen promotion and guidance measures, through exhibitors into the national and international market to enhance industrial exports and overall industrial competitiveness. So, exhibitions has become one of the important marketing activities nowadays to promote their services and products.

Few Factors that can help survive in this industry are:-

* Promotion :-Conduct a pre-show promotion to help drive clients to your booth, Send an email that offers to make a donation to a charitable cause for every client who visits your booth or include a contest or give-away,which allows you to collect information about clients on their entry forms.
* Exhibition Strategy :- Always have strategy to generate leads. You need to have plan on what to say to each visitor and what you plan on doing with the information you gather.Always gather as much information as you can from the client.
* Follow Up :- Make sure to prioritize the clients and follow up quickly. Write a summary of the event for future planning, including what worked and what can be changed. It can be helpful to put together a spreadsheet to document the costs.
* Capabilities :- It plays an important role in Survival, lack of it and the resource are the reason for failure for most of in the industry. It is said Exhibitions that have a long history and capability are likely to acquire a strong reputation.
* Size of the Firm :- It is something that build trust among the clients and has a positive effect on its survival. It is associated with s the number of well-trained managers, and its relationships with business partners,stakeholders.
* Networking:- It helps in maintaining relationships with key stakeholders, helps to bring clients to the table. It is said, The chance of exhibition survival increases when there is a connection between an exhibition and the related industry associations. So, Networking plays a huge role at each and every step in this industry.

Exhibition history is a unique and inimitable resource. Although failure is pervasive in the exhibition sector, identifying the survival factor beforehand is important in the competitive industry.