The trade show, an event or a gathering of businesses, professionals and business representatives that come together at a venue to exchange knowledge and services and where they make connections with other like-minded professionals, discuss their latest products.

Purpose Of A Trade Show:-

* *Sales*– The ticket to trade show success, making direct sales is the ultimate definition of winning.
* *Leads Capture*– Leads plays an important role and without leads salespeople have nobody to convert, so generating enough leads for the product is a must.
* *Competition* – Analyzing the competitors like what technology are they using, what marketing angle are they taking? It’s good to know what the competition is up to.
* *Existing customers**Engagement– Chances of Existing* customers investing in new products and services are more, so we can build relations and offer them more benefits.
* *Introduction of new products* – Launch of new products could benefit the old and new customers. And it will help us have a better idea of what current customers suit us for our new addition.
* *Marketing* – Always have a plan and idea before going into a trade show of who we’d like to speak with, so we can create a strategy that’s more likely to convert them.
* *Feedback* – Gathering feedback is how we can improve services and sales and marketing; we may receive advice that revolutionises how we do things.
* *Trends*– Spotting a trend is important if we want to stay relevant or avoid something that’s a flash in the pan.