Title:
Reading Trade Shows Report

Word Count:
351

Summary:
Have you wondered how people work out the viability of major trade shows? How they calculate what is feasible and what is not? When it is feasible and when it is not? This is where Trade Show Reports enter the equation.

These reports are written by data analysts who forecast the future growth of the market. The information contained in the reports allows for the individualized planning of trade shows that anticipate the needs of invitees.

What information belongs in a T...

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Article Body:
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What information belongs in a Trade Show Report? Let us look at the following points:

Management associations coordinates (phone and address)
Location for trade shows and dates
Statistics of the show – how many square feet, how many stalls/booths, how many companies are expected
What industry segment(s) took part
Ranking of the events and shows separately and comparatively
Total market size estimate
Benchmarks

Forecasts of market vis-à-vis high ranking products

Data corresponding to the above points will be collected with the help of questionnaires, interviews, and personal discussions. The correct interpretation of data can create a report which will serve as a guide for successfully organizing the next trade show(s).

There are many other trade show reports which cover other aspects, such as:

Analysis of key industries
Possibility of the industry to hire
Whether revenue from exhibitions will rise or fall in the current year
Global, national and regional major growth strategies
Is the cyberspace killing the tradeshows – how much does it matter
Will investment be high in the current year
What growth percentage is expected in the presented this year

Trade show reports are mostly used as guides. But many times they are also used as a follow-up measure as well. There are reports which look particularly at the profile of the customers and try to organize the data captured to draw an accurate picture of the return on investment from the past trade shows, as well as forecast the future trends.

The trade shows reports are invaluable tools to understand how customer behavior, market growth, or recession rates indicate the industries which will grow best, and the demand of products.