

EXHIBITIONS WORK TO BRING BUYERS AND SELLERS TOGETHER GENERATING COMMERCE

IN TIMES OF ECONOMIC DOWNTURNS COUNT ON EXHIBITIONS!

The Center for Exhibition Industry Research conducts research studies that prove the effectiveness and efficiency of exhibitions as a marketing medium.

Trade shows provide the perfect forum for companies to introduce new brands and display products to buyers. Exhibitions are especially effective when combined with a company's integrated marketing strategy. Exhibitions, as a selling medium, are always an excellent way to identify new leads and can improve an exhibitor's ROI via face-to-face contact with customers.

- Approximately two thirds (**63% – 70%**) of visitors place a **high level of importance on face-to-face interaction** during the pre-purchasing stages of the customer's buying process.¹
- To decision makers, **exhibitions continue to rank in value above sales calls** and trade publications as one of the most useful sources of purchasing information.²
- 87% of **purchasing decision makers** found that exhibitions are an **"extremely useful"** source of needed purchasing information.²
- Product interest is perhaps the best prediction of an exhibit's success. The average **product interest at surveyed exhibitions is 82%**.³
- **26% of visitors** to exhibitions represent companies comprised of **1000+ employees**.³
- **77%** of qualified visitors at exhibitions represent **new customers**.⁴
- Exhibitions bring **prospective customers with a net buying influence of 82%** to exhibitors, which means that an **overwhelming percentage of attendees have buying authority**.⁴

"If you were to buy into what the media is telling us, you wouldn't have expected anyone here today," "But just take a look at the hall...it's amazing."

Tony Caruso, vice president of sales & marketing for ISB. Exhibitor, Fabtech 2008

"I'm here to get new technology that will help us keep our competitive edge. In this economy, if you're not moving ahead, you're falling behind."

J.T. Hughes, Hydro Technologies Inc., Jeffersonville, Indiana, Attendee, World of Concrete 2009

¹ CEIR Research Report F03.03 (2003)

² CEIR Research Report PE1.03 (2004)

³ CEIR 2007 data

⁴ CEIR Research Report ACRR 1130.08 (2008)

- When compared with **trade publications, sales representatives, catalogues** and similar information resources, decision makers say that **exhibitions rank higher** in providing the best opportunity to investigate competitive products and services side by side.⁵
- Decision makers say that exhibitions make real-time evaluations possible and provide the best opportunity to **“touch and feel” displayed products and services.**⁵
- Exhibitions bring visitors back year after year: **39% of visitors attend the same exhibition at least two years in a row.**⁶
- To make a **first face-to-face contact** with a potential buyer with a lead garnered from an exhibition, companies can expect an **average cost of \$215**. Making a first face-to-face contact **without a lead from an exhibition will cost a company \$1039**. Thus, meeting a prospective customer at an exhibition versus in the field **saves an organization \$824.**⁷
- **67%** of sales and marketing managers say that **exhibitions increase corporate and/or brand recognition.**⁵
- **63%** of sales and marketing managers say that **exhibitions assist in gaining/retaining market share.**⁵
- 66% of sales and marketing managers say that **fewer sales calls are needed to close a sale with an exhibition lead** because the potential buyer is able to meet with sales/technical staff at the exhibition. 68% say that fewer sales calls are needed because the potential buyer has already seen a product on the exhibition floor.⁵

"Dealers have been optimistic. The important buyers are here, and we're glad to have new things to show."

Jonathan Cohen, president, Stanton Carpet, Exhibitor, Surfaces 2009

"I come to World of Concrete every year because there's always something new to see. I'm here to look for new products to help me do my job better. I see technology for cutting and drilling and this year's new products are always better than last year's—there's always something new."

Steve Cirjak, Best Concrete Cutting, British Columbia, Exhibitor, World of Concrete 2009

"SURFACES 2009 turned out to be quite successful for Bostik as we introduced our new TruColor Pre-Mixed Grout line and found it to be a major source of interest for attendees. We experienced a constant flow of traffic throughout the show that consisted of quality decision makers."

Christine Krisko, Marketing Communications Manager, Bostik, Exhibitor

⁵ CEIR Research Report PE 2.03 (2004)

⁶ CEIR Research Report ACRR 1155.08 (2008)

⁷ CEIR Research Report SM 37 (2009)

- Exhibitions continue to attract a **high quality audience before, during and after national recessions.** Exhibitions also continue to attract first-time attendees during recessionary periods.⁸
- The percentage of **attendees with buying plans has not changed significantly in times of recession over the past 40 years.**⁶

For more testimonials, see the pages following. To add your show's testimonials, send an e-mail to info@iaee.com.

"Our booth met our attendance expectation and we were quite happy with the quality of the visitors we had."

*Erik Berg, Applications Manager, Exhibitor,
2009 International Roofing Expo*

"I saw WOC as an opportunity to get out here and make contacts with some dealers. Plus, the thing is, you can't win the game if you're not playing it. There are a lot of people who are just rolling up in a little ball and seeing what happens in 6-8 months, a couple of years; I refuse to do that. I know there's still business out there to be had if you look hard and in the right places."

*John Rieth, Main Street Financial, Florida,
Attendee, World of Concrete 2009*

⁸ CEIR Research Report RCSR 21.09 (2009)

2008 FABTECH International & AWS Welding Show, introducing METALFORM, October 2008

Attendance: > 21,000 manufacturing and welding professionals

Exhibit space: 397,336

Exhibitors: 989

"FABTECH/AWS is always an important event for us. The Las Vegas location worked out well for us. The quality of meetings with our distributor customers made the trip worthwhile....We even had couple of cameo performances by Elvis. We've already started our planning for Chicago in 2009."

Thermadyne Industries Global Communications Director Wes Morgan

"These were people who were well prepared, and came to the show looking for specific solutions to specific problems."

First time exhibitor Alex Laymon, President of DPSS Lasers, Inc.

2009 International Roofing Expo

Attendance: 7,472 verified attendees

367 less than 2008

Exhibitors: 950

"The show was successful for us – in terms of booth traffic and qualified attendees." *Bill Lyon, Director of Marketing, Dow Roofing Systems*

"We received quality contacts at the show, which exceeded my expectations. The show was a success." *Michael Gray, National Sales Director, RMI, Inc.*

"The 2009 IRE gave us good exposure to a broad variety of roofing professionals." *Erik Ehinger, PPG Industries, Inc.*

"The show was very successful this year with many quality sales opportunities generated." *Kathy Fakas, Underwriters Laboratories*

SURFACES 2009

Attendance: >35,000

Exhibit space: 500,000+ nsf

Exhibitors: >1,000

"At SURFACES, we get the opportunity to strengthen relationships with an outstanding group of our customers and potential customers through essential face to face interaction. We hope that our interaction at SURFACES this year will help the attendees make their businesses more successful in 2009 and we look forward to the show in 2010." *Brian Saker, Business Manager, BASF Construction Chemicals, LLC - Building Systems*

"We had a good show with many visitors to our booth and we received many positive comments about both our product range and the presentation. We believe that we have really good and serious leads from the show." *Glen Bush, Hakwood*

"We are pleased with the past two days. People are here to do business. They are not interested in the casino, but the attendance is down. There is no question about it, but the top retailers are here." *Piet Dossche, president, US Floors, Calhoun, Ga*



"We were up in both foot traffic and leads over last year." *Drew Holland, marketing manager for Healthier Choice, Exhibitor, Surfaces 2009*

World of Concrete 2009, February 3-6, 2009

Attendance: 65,287

Exhibit Space: 880,000 nsf

"We have a lot of new products to launch and this is the best place to do it. World of Concrete is always a great show for us and this year is no exception. We have a booth inside and outside. It's important to be outside because people want to see these things in action," **exhibitor** *Ed Jaroszewicz, Wacker Neuson, Michigan*

"I think there are opportunities for companies in a down market to get their message out there. There's a lot of proof that companies that continue marketing during a recession tend to come out stronger when the economy rebounds. The right people are still at WOC. We've had more good leads here in two days than we typically generate at other shows in 3-4 days—the people who are here are serious," **exhibitors** *J. Allan Haggai and Sonda Gerdes, Freightliner Trucks, Fort Mill, South Carolina*

"We were pleasantly surprised by the quality of the prospects who visited the Cemen Tech booths during the WOC. We had set some conservative targets for the show and while our overall leads were down vs. previous years, the quality of the conversations we had at the show was strong. In a tough economic environment, WOC was encouraging as to the potential

"This is our premier concrete show; we've been here for 15 years. We feel it's important to our customers that we show our presence. We want to show stability. It doesn't send a good message to current and prospective customers if you're not here—they start to fear that you might be going out of business or aren't doing well. We talked about it, should we be at WOC. Everyone said yes.

If we could only do one tradeshow this year, this would be the one we chose. We are getting less traffic, but as far as strong leads, I haven't heard anyone who is disappointed. We're getting as many good leads as we did when the economy was good." **exhibitor** *Darrell Messman, Palfinger North America, Lincoln, Nebraska.*

"We are seeing the right buyers in our booth—decision makers with purchasing authority. When the economy is uncertain, you have to be selective about what shows you do, and this is the right show for us. Coming and having a presence can help position us for when the economy rebounds." **exhibitor** *Susanne Nichols, Raydan Manufacturing Inc., Nisku, Alberta, Canada*

"This is a big show for us and there is still important business to be done. We're launching a new range of products in a couple of stands so we are here to promote that," **exhibitor** *Robert Burgese, KGS Diamond, England*

"The economy is affecting us all, but I am always looking for new products, technologies and ideas to help me be more competitive. The economy will turn around eventually and I need to make sure I'm well positioned for the rebound." **attendee** *David Santarossa, Santarossa Mosaic & Tile Co., Inc., Indianapolis, Indiana, Attendee*

