

EXHIBITIONS ARE AN EFFECTIVE WAY OF DOING BUSINESS



Exhibitions are effective business tools

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Exhibitions are effective business tools for both the visitor and exhibitor through the opportunities for marketing, developing their image and promote themselves, business opportunities, creating and maintaining contacts, and education.

For exhibitors, exhibitions create maximum opportunities to market goods and services, by gathering a key business audience in the same place and the same time and facilitating the opportunity to generate a high number of leads and contracts. Research shows that there is a high ROI for those who participate in an exhibition, with every 1 € / 1 \$ spent / invested by a company to exhibit, leads to 2 € / 2 \$ during the exhibition itself and 8 € / 8 \$ when including prospects follow up after the event.

EXHIBITIONS ARE AN EFFECTIVE WAY OF DOING BUSINESS

Exhibitions have many business benefits for both the visitors and exhibitors

HIGH ROI

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PROMOTION, BUSINESS AND EDUCATION

For both visitors and exhibitors exhibitions provide opportunities for marketing, developing their image and promote themselves; business opportunities, creating and maintaining contacts and education

MARKETING

Exhibitions are very effective instruments of marketing, especially for small and medium enterprises

INFLUENTIAL

Exhibitions attract high value influencers, who spend more, talk to more people and recommend more brands

PROFITABLE

Exhibitions are profitable in comparison to other media. Exhibitors can gain an individual contact with a customer for an affordable price, while the exhibition offers a high level of service and high-class visitors

GAME CHANGERS

Exhibitions have the power to change the landscape of an industry as it is known. Exhibitions facilitate the exchange of knowledge and cooperation, which leads to creating new ideas and projects, which can completely change the situation or tendencies in a particular sector

KNOWLEDGE

Exhibitions are central nodes in the global knowledge economy

DISCUSSION

Exhibitions are platforms of discussion on economic and social developments, research and new ideas

INNOVATION AND COMPETITION

Exhibitions stimulate innovativeness and competitiveness

LEARNING

For visitors, exhibitions are learning expeditions: they attend

Exhibitions are a face-to-face marketing opportunity for both visitors and exhibitors. In our evermore digital world, face-to-face interactions are considered even more crucial and 80% agree that a person spends more money with people or companies they have met face-to-face than with people they have not met.

Exhibitions have the power to completely change the landscape of a particular sector. By facilitating the exchange of knowledge and cooperation, new ideas and projects can be created, which can completely change the situation or tendencies in an industry. This 'power' is heightened by exhibitions ability to stimulate innovativeness and competitiveness. Offering a condensed overview of innovations, research, developments and trends on the market, exhibitions encourage businesses to be the best and compare themselves to their market rivals.

Education is an equally important factor at an exhibition. Considered central nodes in the global knowledge economy, exhibitions become learning expeditions for visitors and exhibitors alike. Immersion in an exhibition can indicate what the future of their industry will look like, provide ideas and inspirations and give access to the thoughts of leading figures in their industry.



Join us in celebrating the exhibition industry on 6 June with Global Exhibitions Day