



EXHIBITIONS
& TRADE FAIRS

EXHIBITOR TRAINING MODULE 1:

THE POWER OF LIVE EVENTS

Think exhibitions are out of place in a rapidly changing digital world? Think again!

You may well have heard the adage that 80% of people spend more with companies they know. Exhibiting at an event gives customers – both existing and potential – the opportunity to know you in a way like no other marketing channel can.

In this training module you'll learn why exhibiting is very worthwhile, understanding:

Live events put you in front of a self-selected audience of active buyers.



The '**unique selling proposition**' (or USP) of exhibitions in a rapidly changing digital world.



How **brand experience** is king.



How **digital marketing tools** support, rather than supersede exhibitions.



WHY EXHIBIT AT AN EVENT?

Live events are highly effective forms of marketing!

91%

of decision makers find exhibitions an "extremely useful source of purchasing information", while 80% of trade show visitors are personally involved in purchasing.

Exhibitions are very powerful marketplaces that connect buyers and sellers. They are one of the oldest and most resilient forms of marketing, and in today's digital world, the value and strong return on investment (ROI) they offer businesses make them a very important part of a marketing strategy.

Many businesses have relied upon exhibitions for decades and have a good understanding of their value and how they can be measured. This series of Exhibitor Training Modules is for both those new to exhibitions and those who want to improve their results from events.

We've created six easy-to-understand Exhibitor Training Modules, covering why exhibit in the first place (this guide); who you need to know in the Exhibition Galaxy; how to plan for an exhibition including setting objectives; how to go about marketing; tips on dressing your stand and creating a memorable experience and how to measure your Return on Investment.

EXHIBITION USP

No communication method is more direct or more interactive than a face-to-face conversation. This is what exhibitions are all about.

So what do exhibitions offer you as a business that nothing else does? What is their 'unique selling proposition' offered by no other marketing method?

For a start, exhibitions allow you to **interact with your target audience** face-to-face. This means you can demonstrate your products, services and solutions to someone standing in front of you. Being able to answer questions there and then is powerful.

This is simply not possible with any other marketing form.

For instance: you can't hear what they're saying to your radio ads... nor do you know if they look confused during a verbal-only conversation.

Being **face-to-face** and engaging with people also gives you the opportunity to win back lapsed business, and of course, gives you the perfect opportunity to close sales.

76% of visitors make new purchasing decisions and have existing ones reinforced at an exhibition.

Talking to your customers face-to-face allows you to genuinely understand their needs and express an interest in their passion. **Personal interaction** leads to collaboration: you can truly partner with them in their idea generation.

For instance: going way beyond making a sale, you can **collaborate** with them on how they can improve an area of their business — with your solution. This then puts you in the position of being seen as highly experienced in your field, rather than "just a supplier" of XYZ.



Exhibitions bring your most active prospects and customers to you. Right there in front of you, ready to talk, listen and buy.

On top of making immediate sales, exhibitions allow you to advance all your marketing goals — and all at the same time, through:





BRAND EXPERIENCE IS KING

Visitors encountering you at an exhibition think your brand, product or service is 28% more innovative than they did before they attended.

Exhibitions allow you to create a total customer experience with your brand.

This should be a “money-can’t-buy” experience for target customers; the customer experience they can only have with you. They can...



See, hear, feel how your brand product or service will help them, and depending on what it is, they can smell and taste your product.

They get an all-rounded sense and understanding of your product that can only happen in person.

Not exhibiting at an event can hurt your brand:

visitors' opinion weakens 5% — even for extremely well-known or global brands.

Exhibitions leave a lasting impression: research has shown that two weeks post event, 69% of visitors have already recommended or intend to recommend brands they had seen.

EXHIBITIONS ALSO ALLOW YOU TO DISTINGUISH YOURSELF FROM YOUR COMPETITORS.

That can be through offering a truly personal experience; by having detailed product knowledge; by having strong after-sales service; through your friendly, reliable staff; via your track record of success; or maybe even initially just by your hospitality in person at the event.

People's perception of the quality and value of your offerings improves 21% after they experience you at an event.



DIGITAL MARKETING SUPPORTS EXHIBITIONS

Don't 'hide' behind online. People buy from people, so build relationships at an exhibition, and then continue to use digital marketing as part of your strategy.

Possibly one of the biggest arguments in this digital world is that digital marketing supersedes exhibitions. Nothing could be further from the truth!

When used together, mainstream advertising, digital media and exhibitions combine to create a powerful, multi-faceted marketing campaign that engages all the senses.

Rather, **digital marketing supports exhibitions**. Just as you can use print ads and radio ads or even television ads to push target customers to your stand at an exhibition, a digital strategy can do exactly the same thing.

So use digital marketing to inform your existing and potential customers of what you'll have on your stand and exactly how that can help their business.

The internet is a visual representation of your brand; it creates a first impression of

what people can expect when they meet you face-to-face. But people are social animals – they like to buy from other people. So use digital marketing as a tool to drive sales at an exhibition – sales you'll make in person as you build relationships.

No form of marketing supersedes an exhibition; rather they can all be used to support it.

The average visitor spends 5.5 hours at an event – which equates to watching or listening to 660 broadcast ads.

An exhibition is a highly effective form of marketing. It is...



2x more powerful than television ads



3x more effective than print media



4x more effective than radio

LET THE NUMBERS SPEAK

Exhibitions are part of the marketing mix – a highly effective part. Consider these figures:



Benefits of events exceed what's in the digital world.

80%

of professionals say attending exhibitions helps their job performance.



83% of visitors have the authority to buy.



72% of visitors intend to buy either at the event or in the near future.



Exhibitions create a deep vertical interaction with the product.



29% never see sales reps other than at exhibitions.

Events account for 9% of marketing budgets, but return

23% of business.





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This Exhibitor Training Module is part of a series of six easy-to-understand guides:

- 1. The Power of Live Events**
- 2. A Guide to the Exhibition Galaxy**
- 3. Steps to Get Started and Set
Exhibition Objectives**
- 4. A Marketing Guide for Exhibitors**
- 5. A Guide to Dressing Your Stand and
Creating that Memorable Experience**
- 6. A Guide to Measuring Exhibition
Success**

**For more information, contact the
Exhibitions & Trade Fairs' team. They can
help you through the guides and answer
any questions you have. After all, if you're
going to ask a question, ask an expert!**

Exhibitions & Trade Fairs has been creating and delivering award winning exhibitions and conferences since the 1970s. Around Australia and across the world. B2B and B2C. Large and small.

Our team has experience across incredibly diverse sectors, from energy storage, construction, mining, oil & gas, irrigation, automotive, manufacturing, to travel and lifestyle. We offer a full suite of services, so we tailor what we do for different organisations depending upon their needs. The result is an excellent event — from its quality as an industry-building tool to its ROI.