

The Hosted Buyer Event Model:

*Does It Make Sense
For Your Business?*

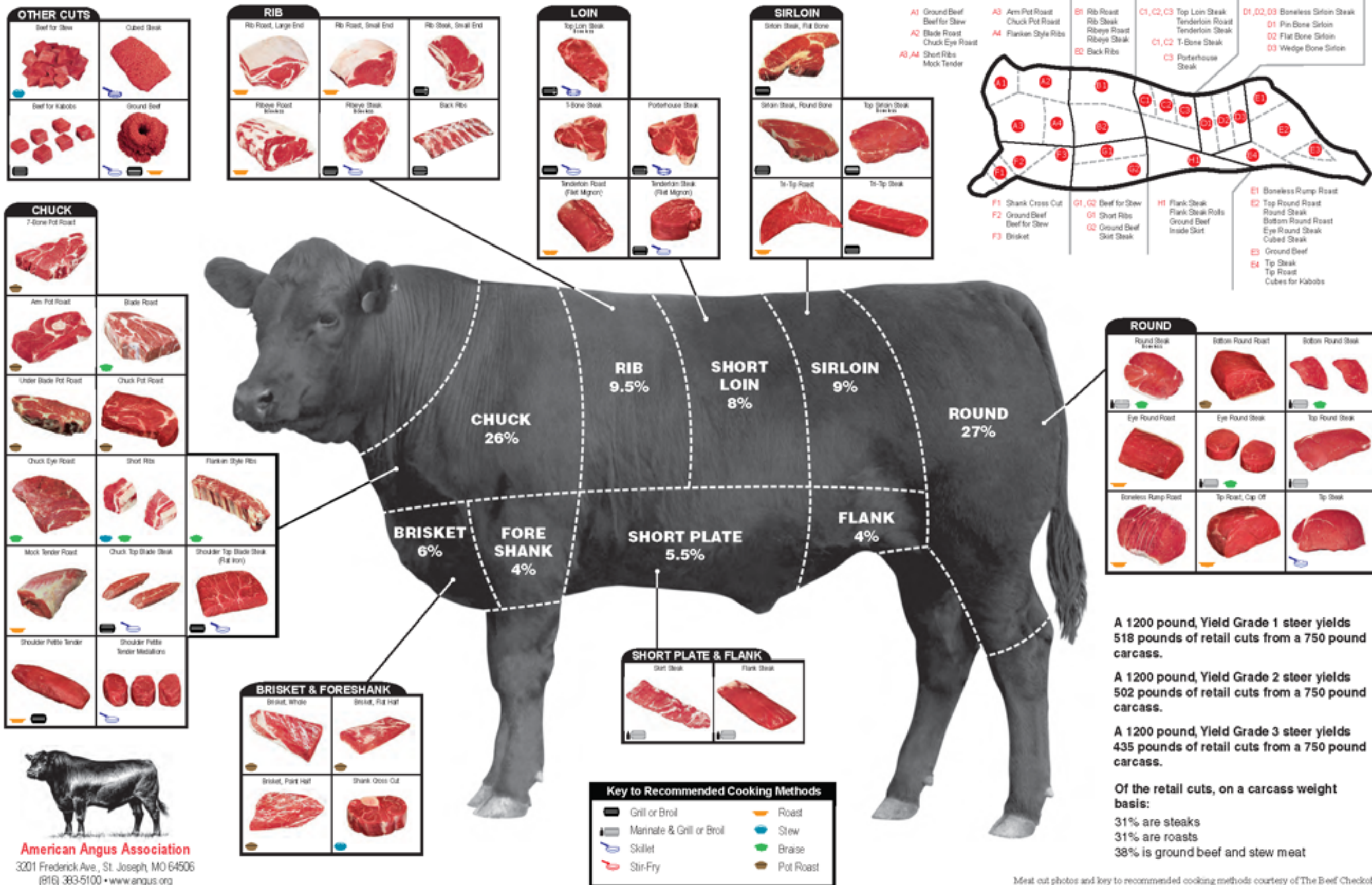


March 27-30, 2017 | The Biltmore Hotel, Miami - Coral Gables, FL

**It's everything
a trade show
isn't...**

- **Small-scale**
- **Intimate**
- **Highly-Focused**
- **Invitation-only**

ANGUS BEEF CHART



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“Speed Dating”



Up-Close Interaction



Lots of Dialogue



In-Depth Explanations



How Big is a Hosted Buyer Event?

- 50 top buyers
- 40 vendor-sponsors

Revenue from a Hosted Buyer Event?

- Gross \$500,000 to \$2,000,000 per event

Profits from a Hosted Buyer Event?

- Similar to expo, but incremental costs of added buyers

The Pros of Hosted Buyer

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- A different kind of value to buyers and to suppliers

The Pros of Hosted Buyer

- Good for sectors with intangibles, which are hard to sell in an expo space

The Pros of Hosted Buyer

- Higher revenue per vendor, so profitable in smaller markets

The Pros of Hosted Buyer

- **Allows you to work with small markets adjacent to your main focus**

The Cons of Hosted Buyer

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- **Smaller events means smaller revenue per event**

The Cons of Hosted Buyer

- **Doesn't work as well for “shopping” categories, (those with a large array of products.)**

The Cons of Hosted Buyer

- **Can compete with your own show.**

Destination



Lots of Smiling



Product Info is the Content



“Speed Dating”



One-on-One Dialogue



Real Conversations



Engagement



Lots and lots of Fun



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Your David and Goliath moment

