

The Importance of Exhibitions

Exhibitions are an influential, flexible and highly cost-effective business tool – as well as being significant wealth generators in their own right. In established economies they are a vital part of the marketing mix, alongside direct selling, advertising, direct mail and the Internet.

In new and emerging markets they are a major stimulus for industrial and commercial development:

- Driving industrial development and technology transfer
- Boosting regional and national industry
- Stimulating foreign investment in industry and infrastructure

Exhibitions also have a major impact on local and national economies:

- Generating direct spending on local hotels, restaurants, transport etc.
- Creating employment – directly, in convention centers, hotels, restaurants etc, and indirectly, by assisting the development of small and medium enterprises
- Raising city/regional profile

The Importance of Exhibiting

Exhibitions are one of the most effective mediums for establishing and maintaining customer relations. In an increasingly digital age, they are the only media where buyer, seller and product physically come together - a potent force for business.

Highly targeted

With their tightly focused profiles and carefully targeted audiences, trade exhibitions are highly cost-effective sales and marketing platforms. The Herlitz Company is committed to delivering business contacts that create value for each and every customer. Through buyer clubs, appointment setting systems etc, and on-line visitor planning services, we match the needs of buyers and suppliers ever more closely.

Flexible

Exhibitions provide a highly flexible environment in which a wide range of sales and marketing objectives can be achieved, from generating sales leads and launching new products, to building brand image, maintaining customer relations and appointing new agents. With a wealth of exposure opportunities, from stand presence and sponsorship, to seminars and competitions, and awards, together with our web sites, The Herlitz Company events provide a dynamic environment for your sales and marketing activities.

A two-way communication process

Unlike magazines and direct mail, exhibitions involve a two-way communication process. Visitors can question, challenge and debate. Exhibitors can give and seek information. Most importantly, business is conducted face to face - the most persuasive form of selling, and of building customer relationships.

The buyer comes to you

Exhibition visitors are pro-active rather than passive recipients of your sales and marketing messages. They make a conscious decision to attend, and set aside valuable time to do so. Many are determiners and influencers who it might otherwise be impossible to identify.

Neutral sales environment

The buyer feels under no great pressure to buy, while the seller is not apprehensive about visiting the buyer on his home territory.

A three-dimensional media

Whilst an advert, direct mailing or web page may say a product is the fastest, quietest, smallest or most advanced on the market, at an exhibition, buyers can see, taste, touch and try your product for themselves. Nothing beats the impact of a live demonstration.

Fast market penetration

You can reach a large proportion of the market in a short space of time. Whether you are looking to raise your company profile, change market perceptions or generate sales leads, you can achieve more in four days at an exhibition than you might otherwise achieve in months.

Exhibitions are also one of the quickest and most cost-effective means of exploring and entering new export markets.

Individually, the benefits listed are not unique to exhibitions but what is unusual is their combination in a single, highly flexible promotional tool. Exhibitions combine the mass-reach of advertising, the targeting of direct mail, the persuasive power of face-to-face selling, and the networking benefits of the Internet, to create a unique environment in which a wide range of sales and marketing objectives can be pursued, either singly, or side by side.

The Importance of Visiting

There are many ways of sourcing product and supplier information, but only exhibitions allow you to put a supplier's claims comprehensively to the test easily and cost effectively – by examining the products for yourself, questioning their creators, and comparing and contrasting their performance. Specifically, visitors attend exhibitions to:

See what's new

Exhibitions are a recognized launch pad for new products, and an extremely time-efficient way to keep up to date with the latest innovations.

Evaluate products and suppliers

You can compile a wide range of competitive information on products and suppliers in a concentrated period of time. According to the US Center for Exhibition Industry Research (CEIR), decision-makers are more likely to name trade shows as an 'extremely useful' source of purchasing information than any other media.

Keep abreast of industry and market developments

Exhibitions are a rich source of new ideas and applications and, as such, play an important role in strategic planning and business generation. The Herlitz Company works closely with sponsoring trade associations and the media to ensure our events are at the forefront of developments.

To network/develop business contacts

Exhibitions are a focal point for industry, attracting a broad cross-section of representatives, from buyers and sellers, to trade associations and the media. A full program of associated activities at The Herlitz Company events provide a wealth of additional networking opportunities from seminars and social events, to competitions and award ceremonies.

Other common reasons for attending exhibitions include:

- To consolidate business relationships
- To solve specific problems
- To find new markets
- To appoint agents/seek principals
- To discuss specific terms/conditions/pricing
- To obtain technical knowledge
- To discuss business needs in a neutral environment