

## Trade Show and Event Goals

### Show and Event Goals Might Include:

- generate leads
- customer meetings
- book follow-up appointments
- close sales
- demo products
- recruit personnel
- advance the buying process
- support your industry
- press coverage
- branding
- improve name recognition
- create awareness
- test-market products
- distribute samples
- identify trends in the industry
- support channels
- develop international contacts
- collect mailing list names
- enhance relationships with current clients
- develop competitive insight
- support strategic partners

The Deloitte and Touche study for the Center for Exhibition Industry Research quantified the percentage of exhibitors who find each of the following types of objectives very important to trade show exhibiting. Companies had many other objectives for exhibiting, but these are the objectives that most closely align with overall corporate marketing objectives.

- 63% Promote Company Capabilities / Awareness
- 51% Introduce New Products
- 46% Sales Leads from New Prospects
- 36% Sales Leads from Present Customers
- 31% Enter New Markets
- 21% Generate Immediate Sales Orders
- 16% Public Relations

More and more companies are prioritizing goals that reduce the cost of sales by:

- shortening the buying and selling process
- enhancing existing relationships
- leveraging executive presence and involvement at a show through pre-arranged customer meetings
- leveraging technical resources through pre-arranged booth tours