

The Purpose and Value of Trade Shows

Trade shows and similar sales and marketing events have withstood the test of every technological revolution *because people buy from people*. Trade shows are a time-efficient and cost-effective way for sellers to sell and buyers to buy. Everything you say and do on the show floor will influence prospects' perception of your company, its people and its capabilities, and ultimately influence their buying behavior. To help you better understand the importance of the role each booth worker plays, please review the following information and statistics from the Center for Exhibition Industry Research in Chicago (CEIR.org):

- 90% of trade show attendees have not been called upon (face-to-face) by any company exhibiting at the show in the twelve months prior to the event.
- 46% of executive decision makers made purchase decisions while attending a show.
- 77% of executive decision makers found at least one new supplier at the last show they attended.
- **42% of attendees felt the booth worker didn't understand their needs because he/she didn't listen (not because the attendee didn't try to express them).**
- 51% of executive decision makers requested that a sales representative visit their company after the show.
- 76% of executive decision makers asked for a price quotation at the last show they attended.
- 95% of executive decision makers meet with their current suppliers at a trade show.
- Some attendees get turned off by the exhibit staff. In fact, only 15% of the show audience is comfortable being approached by a booth worker while in the aisle. The majority prefer to approach the booth worker.
- 40% of any given trade show audience is attending the show for the first time.
- 50% of the attendees have not been to another show in the previous year.
- 50% of the audience wants to see "What's New" in products and services.
- 75% of the attendees come with a personal agenda:
 - they know some of the companies and/or products and services they want to see
 - they know which educational sessions and social events to attend.