

Chapter 5 Trade Fair & Exhibitions

5.1 Meaning of Trade fairs, Exhibitions & Expositions

5.2 Purpose of Trade Shows, Fairs and need for client identification

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5.1 Meaning of Trade fairs, Exhibitions & Expositions

Trade fairs/shows are temporary events in different recurring intervals where new products and services are presented.

A trade fair is an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent market trends and opportunities.



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Exhibition is an event at which objects such as paintings/products or any art work are shown to the public, a situation in which someone shows a particular skill or quality to the public, or the act of showing these things



Expositions is a large public exhibition of art or trade goods a clear and full explanation of an idea or theory.

Usually sponsored by local government or trade group to showcase the products and services of a particular company, region, or country.

Expositions will give detailed information including characteristic, settings and methodology of working of the product/ service.



Trade fairs/ exhibitions/expo's are the platforms that your business needs to achieve your goals. Regardless of the sector and industry you have decided to operate in, a trade fair marketing can provide you opportunities that the day-to-day business correspondence usually does not. With the opportunities of participating as an exhibitor or as a visitor there will be benefits for both types of attendance. The market trends are experiencing constant fluctuations and being part of such event might be essential for your future professional plans. In the following paragraphs we will take a closer look how beneficial a trade fair could be if you attend prepared for its prospects.



5.2 Purpose of Trade Shows, Fairs and need for client identification

1. Meeting with Potential Customers and Future Partners

One of the major reasons that makes visiting an expo an important step into the business world is the possibility to communicate to people face-to-face. For instance, a carefully prepared company booth and a personal approach to every visitor, might leave a lasting impression to a person who plans to complete a business deal at the trade show.

Let's not forget that a big percentage of the expo attendees are decision makers from all size companies, so it is important to know your audience and provide information according to the person's role in the industry. Therefore, it is crucial when engaging in a business conversation to provide all the information a visitor might need in a concise and attractive way.

When the exhibition is over participants will surely remember the meeting, they had with the exceptionally prepared, company representatives who took part at the event.

2. Trade Fair and Expos are Possible Sales Opportunities

After we have discussed the importance of direct “live” communication and first impression we will continue with a fundamental process that runs over the course of the event.

Completing a long-awaited deal or negotiating prices could be the milestone that can change your company’s future or expand the product sector of your business. Careful preparation will convert into leads as people are generally motivated to commit to a deal when participating at an event.

So, we aware of the possibilities that the trade fair marketing provides, next the exhibitor has to distinguish the steps that his company has to make in order to achieve his goals.

Start with -

- Discuss and set goals with your team, so they can be prepared well in advance and apply the most efficient sales strategy.
- Reach out to as many visitors as possible. Don’t forget that most of them are motivated to commit a deal, or at least hear what you can offer to them.
- Monitor yours and your team’s performance, take notes, collect business cards, contacts, etc. Apart from these steps, you can make a wide research on what are your competitors offering at the current moment months before the expo’s dates. Exploring their strengths and weaknesses may lead to a better presentation on the show.

3. Improve Skills and Gain Know-How at the Additional Program of the Trade Fair

Most of the expos have an additional program, which includes supporting events that make the visitor's experience more beneficial. Workshops, conferences, demonstrations, lectures, tastings are all scheduled to add value to the exhibitions. Industrial associations and organizations create distinct areas where they can display new products, or a member's expertise.

This is certainly a way to obtain know-how especially if your day-to-day business does not necessarily include training and workshops. A good example of how valuable an additional program could be are the food, spirits and wine exhibitions. Tastings are crucial at those events – new products can be sampled, experts rate them and eventually a winner is picked if there is a scheduled competition.

Most of us have heard about award-winning wines that have to be tasted at least once, so we can know the true meaning of high quality and standard. A great example of how exciting and useful an additional program can be is the VINITALY wine expo – where visitors can explore a wide range of exclusive events.

4. Brand Awareness

A big percentage of the companies that attend exhibitions look for opportunities to expand their business network and build awareness. This is a creative way to get the brand in front of new customers, so they can learn more about what is your companies' business.

A perfect opportunity if you want the wide audience to remember you as a reliable, serious and important player on the industry's market. This can be obtained by positioning your company's booth near the leaders in the industry. This is a strategy used to help your customers recognize you as an established brand. Having this in mind, physical appearance is an important step in this process – a company that wants to attend a trade show will have to invest in retention materials, display banners, booth construction, uniforms or branded clothes, etc.

By doing all this, you add value. People will eventually recognize you as a trustworthy and reputable brand that they can rely on, complete a deal or start a partnership with. At some point, it is all about the appearance.

The most important thing is to have conversations with as many people as possible – expand your business network. It is essential to hear what customers have to say, what their point of view is. It is the way to improve, so you can exceed people's expectations at some point, win new customers and partners.

Apart from the serious and business part of the event, try to enjoy your visit. After all there should be time for small breaks and non-business conversations, in order to truly connect to other people

