



Exhibitions Mean Business FAQ's

Q. Is the trade show industry becoming irrelevant?

No. In fact, data shows an uptick in trade show attendance nationwide and a clear and consistent bounce back from 2008, a year that saw many industries take a hit. We are finding that business influencers continue to look to face-to-face marketing events for education, information and to create and their maintain business relationships.

Q. Why are face-to-face events important?

Exhibitions and events have a very unique value in that they allow industry members, whether buyers, sellers or other stakeholders, to connect face-to-face with more consistency and effectiveness than any other communications form. This is important because face-to-face engagement is what helps create strong business and personal relationships.

Q. Are face-to-face events really helpful to ALL industries or business segments?

It may sound like an exaggeration, but face-to-face events are literally connected to and used by every business sector, interest group and association out there. From tile manufacturers to medical equipment specialists, pet product companies to food and beverage providers – this industry covers it all.

Q. Conferences and trade shows are all about sales, aren't they? Why not save money and do it by phone?

Well, face-to-face events are about far more than just sales. They are a platform to dig into the topics and issues that impact how a particular industry actually DOES business. Is there new legislation that impacts how you operate? What are the latest educational tools available to help your new employees operate at their best level? How is mobile, for example, changing how your target customers think and buy? These are all the topics we cover at face-to-face events.

Regarding sales specifically, sure you can try to make a sale by phone, but would YOU buy something you had never seen in-person? Something you have never touched or tested for yourself? How comfortable are you committing to spending your hard-earned dollars on something you have only seen on paper or online. More importantly, how comfortable are you trusting someone you have only spoken to by phone? Personal interaction matters – relationships matter. And face-to-face interaction is a form of relationships building that has proven its effectiveness time and time again.