

## *Why Tradeshows Work*

**There are 10,000 tradeshows a year, attended by 120 million people who spend \$90 billion!**

### *Who Are These Attendees?*

- 49% Come to buy something
- 50% Are looking for new products & services
- 29% Are the decision makers
- 86% Have buying influence
- 88% Are new customers
- 83% Have not been approached by your company in the last 12 months

### *Can You Make Money At A Tradeshow?*

- 26% Will sign a purchase order
- 51% Will request a sales presentation
- 77% Will find a new vendor or supplier
- 94% Will compare competing products
- 95% Will want your business brochure

You will reach 7 times as many prospects at a tradeshow than you would capture through any other type of marketing, except field sales.

These leads will cost you 61% less to close.

Tradeshows will generate more sales for your company than Advertising, Direct Mail or Cold calling.

9 out of 10 companies ranked exhibitions as the #1 Most Useful source of purchasing information, because they could examine and evaluate competing products in one location.

80% of tradeshow attendees base their opinion of your company on the actions of your employees at the booth.

**Compliments of Exhibit Experts – "Tools For Tradeshow Success" 602-437-3634**

\* Statistics compiled from Exhibitor & Business Marketing Magazine & the Center For Exhibition Industry Research