

Exhibitions **Work**



The case for a powerful,
cost-effective marketing medium

**Got a
Passion?**
com.au

Live Exhibitions & Events

EXHIBITION AND EVENT ASSOCIATION OF AUSTRALASIA



LEXUS

*discovered it
handled it
bought it
felt it
learned it
worked it*

Exhibitions work.

The effective part of the marketing mix.

It's true whether you sell industrial power plants or sticky puddings: the better you know your customer – and the better your customer knows you – the more likely you are to make that first sale and the increasingly profitable sales that follow.

If you had to design from the ground up a marketing medium that's perfectly suited to this kind of relationship building and customer retention, it would probably look remarkably like exhibitions, the most direct form of direct marketing ever.

Top marketers in virtually every industry have known it for years. The right exhibition is the only marketing medium that:

- *brings your most active prospects and customers to you.*
- *allows you to demonstrate products, answer questions, overcome objections and meet your market face-to-face.*
- *harnesses all five senses to drive home your messages.*
- *allows you to further virtually all of your marketing goals at the same time: from long-term brand building to immediate sales; from researching the market to generating media coverage; from launching new products to entertaining loyal customers; from educating prospects to collecting high-quality leads.*

Get up close and personal with your customers

Got a passion to increase your sales? Only Live Exhibitions and Events bring you face to face with your target market in an atmosphere of business expectation.

Not only do they let your customers touch, taste, test, and fall in love with your product, they also give your competitors nowhere to run.

Live Exhibitions and Events are the surest way to make an intimate connection with new customers.

These are just a few of the things that exhibitions, and only exhibitions, bring to your marketing efforts in a measurably cost-effective way.

Of course, exhibitions are only part of the entire marketing mix. But, as more and more marketers are learning each year (and as an ever-increasing body of research supports), they're the most effective part.

'Is face-to-face marketing important?'

*In a comprehensive survey 87% of marketers said that face-to-face marketing is important to their company. ^{*1}*



*Meet your market
face-to-face*

Eye-to-eye marketing.

Don't let anything get between you and your prospects.

When it comes to the total quality of a marketing interaction, nothing holds a candle to exhibitions. Ever see one of your print ads turn a hardened sceptic into an evangelist? Ever see a radio spot absorb an objection and turn it into a sale?

“After attending our first Reed Gift Fair, we were introduced to a large variety of retail customers from all over Australia. The Reed Gift Fair is a fantastic way for our team to meet face-to-face with our customers and introduce them to our range of bath and body products. The timing of the fairs also allowed us to successfully launch new products to market, coinciding with key retail buying seasons.”

Leanne Haining, Urban Rituelle

FACT:

When asked what exhibitions do better than any other medium, this is what marketers came up with:

- Face-to-face communication
- Interaction with people
- Meeting pre-qualified prospects
- Demonstrating products
- Direct communication
- High-quality communications ^{*2}

“In 2008 the fair was the most successful ever, we doubled our stand size and the cost was easily off set by increased sales. What amazed us most was the breadth of customers we picked up. Buyers came from Perth, Darwin, Fiji and Sydney looking for that point of difference. I can say without hesitation, it was the best money spent. We found residual sales coming in to us from the fair up to 6 months later.

No other format can offer the exposure to retailers from an importers or wholesalers point of view. You have the retailer away from their busy store, and demands on them are removed, they come to look and to buy, your success is only bound by what you put in. The cost is low when you calculate the costs to cover the same vast areas with reps, let alone carrying car loads of samples.”

Steve Kelly, Best of All Group

“We have been an exhibitor at Fine Food since 1992 and we continue to find success and return for our investment. We wouldn't keep coming back if we weren't converting more than our fair share.”

Joshua Symmonds, Coffex Coffee Pty Ltd

“There is simply no other event where we can meet every level of our business. We are able to talk to existing customers, launch new products, sample and receive feedback on the spot. We have never failed to meet our objectives at the expo.”

Bill Denman, Patties Foods

“I've done countless shows over the past 30 years. After this week at HIA Homeshow I would definitely say the good old days are back!”

Jeff Collins, Real Flame

Concentrated marketing.

Meet a self-selected core of buyers.

Think about your hottest prospects. What is their most valuable commodity? Their time. That's why, in business-to-business markets, it can be so hard for your sales team to get in to see them. And in consumer markets, the visitors are spending their leisure time, which is arguably even more precious.

Given the value of their time, what does it say about a prospect who invests a day to visit an exhibition? It says they're motivated.

It says they have a reason to be there. It says they're serious buyers in active buying mode.

This is the power of exhibitions: no other medium concentrates your efforts on the most active buyers in your market at any given time.

Decision-makers prefer trade shows.

'Extremely useful source of purchasing information':

- **91% Trade shows**
- **88% Articles in trade publications**
- **86% Friends or business associates**
- **70% Manufacturers' reps**
- **70% Ads in trade publications** ^{*3}



*Impress
motivated buyers*



***Flexible delivery of
your marketing goals***

Versatile marketing.

Whatever your goals, exhibitions can take you there.

Because they represent the marketplace in one place and time – bringing together suppliers, buyers, purchase influencers, consultants and the media – exhibitions are an incredibly versatile marketing medium.

If you want to launch new products, generate media coverage, build brand awareness, generate leads and retain existing customers, exhibitions let you do it all in one bold stroke.

Marketers surveyed reported the effectiveness of exhibitions for achieving a wide variety of goals.

Exhibitions are effective for:

- *Personal selling to potential buyers*
- *Building prospect databases*
- *Building relationships with existing customers*
- *Educating the market*
- *Generating sales leads*
- *Demonstrating products or services*
- *Generating media exposure*
- *Building brand awareness*
- *Launching new products*
- *Positioning company as market leader* ^{*4}

‘Can it get any better? Three days of exceptionally planned and managed exhibition with the emphasis on attracting consumers currently building and key players in the trade. How refreshing.’

Geoff Swan, Nobo Panel Heating

“This was the first time we have been involved with the Good Food & Wine Show and we were delighted with the results. The cooking school gave visitors hands on experience with our range of herbs and spices and the stand provided consumers a chance to interact with the brand and overcome any barriers to trial. The brand recall figures of 61% speak for themselves.”

Katie Veitch, Gourmet Garden

Cost-effective marketing.

Exhibitions deliver measurable value.

The days of using exhibitions as ‘flag waving exercises’ are long gone. Today’s best marketers expect exhibitions to deliver a significant return on investment – in measurable terms, including cost per lead and cost per sale. Many even track the value of each exhibition over three, six and twelve months (after all, a single new customer can represent huge lifetime value to your company).

Fact:

*80% of trade show visitors are personally involved in buying the products or services on show. And 29% never see sales reps other than at exhibitions! ^{*5}*

We decided to launch our new children’s clothing label at Fashion Exposed in Sydney this year and it was a phenomenal success. The extensive exposure we received at the Fair, combined with the quality of the product itself resulted in a record number of orders being placed at the Fair along with many leads that turned into orders after the Fair. We were pleasantly surprised to be awarded the best children’s stand in the Fair and the connections that we have made will prove to be an invaluable ingredient for the future success of our new label.

Kim Iadorola, Little Kangaroos

We weighed up the actual cost of the event against the value of being able to identify what real opportunities the exhibition would produce for us and the opportunity to interface with 4,000 – 5,000 potential buyers over 3 days. We knew full well that ETF had undertaken the best possible marketing campaign covering all forms of media, the best possible direct mail campaign and the best possible venue to show case our industry products. In the end the decision to exhibit was easy and we were not disappointed. The 3 day exhibition was probably our most successful.

Sam Scata, BT Equipment P/L



***Now is the time to
measure your success***



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LINDEMANS

Capture all five senses

“MadFish Wines have participated in the WA Wine & Food Festival for a number of years and believe it is a very successful promotional initiative that provides the opportunity to meet and speak with existing customers, introduce our brand and wines to new wine drinkers and develop our wine club database. Best of all, it allows buyers to use all five senses to gain an understanding of our product and allows us to gain immediate feedback on our wines.

With the change from the WA Wine & Food Festival to the Good Food & Wine Show Perth, we believe that the profile of the show will be lifted and the additional features of the show including the Celebrity Chef Theatre and Riedel Wine Theatre will attract a more savvy wine and food consumer group.”

Jodi Warburton, MadFish Wines.

“Working with the Good Food and Wine Show on our debut feature in Melbourne and Sydney, The Lindemans Early Harvest Restaurant has been a thoroughly rewarding venture.

Through a unique food and wine experience, we were able to make deep consumer connections and deliver a true Lindemans Early Harvest brand experience to Good Food and Wine patrons. It ticked all our boxes. Congratulations to the GF+W Show team on a sterling effort in Melbourne and Sydney, 2008.”

Amanda Pritchard, Foster’s Australia

Intelligent marketing.

Exhibitions make business sense.

As a marketer, you've never had so many marketing media to choose from. Some may boast 'interactivity' - but what is more interactive than a conversation between people?

Others may claim to be 'direct' - but can you get any more direct than face-to-face?

Still others focus on targeting - but none can put you in front of a self-selected audience of active buyers.

No one would say that exhibitions should be the only medium in your marketing plan. But many would agree that exhibitions are the pinnacle of the marketing pyramid - that they deliver completely what other media can only get you a step closer to: personal interaction with real buyers.

You've heard the argument. You've read what other top marketers have to say. And you've seen the research data. Now it's time to stop and think: are you using your most powerful marketing medium as much as you ought to be?

For more help

For more information about exhibitions in your market and how to make the most of exhibitions, visit the Exhibition & Event Association of Australasia's website: www.eeaa.com.au

About EEAA

EEAA is the peak industry association representing all aspects of the exhibition and event industry, with member companies including organisers, venues and event suppliers.

Other publications:

1. *How to Exhibit*
2. *How to Measure Exhibition Success*

For more information call: +612 9413 9520 or visit www.eeaa.com.au / www.gotapassion.com.au

References

- 1 BENCHMARK RESEARCH 1999
- 2 BENCHMARK RESEARCH 1999
- 3 SIMMONS MARKET RESEARCH, PROVIDED BY THE CENTRE FOR EXHIBITION INDUSTRY RESEARCH, USA
- 4 BENCHMARK RESEARCH 1999
- 5 AEO EXHIBITION EFFECTIVENESS RESEARCH, MULTI-SHOW STUDY 1999



***Get smart
Exhibitions work***

The Exhibition & Event Association of Australasia launched the Got a Passion campaign with the aim of lifting the profile of the exhibition & business events industry and sharing its passion about five senses / experiential marketing.

There are many ways to express the incredible diversity of the industry and the one word that encapsulates it all is... 'Passion'.

Exhibitions & events are for people with a 'real passion' – be it business, leisure or lifestyle related. It is an industry driven by exhibitors, organisers, venues and supplier services who have an insatiable 'passion' to make every exhibition a sensational success.

While other marketing channels offer elements of entertainment and education, exhibitions are the only communication medium that can truly connect you to your 'passion', where you can see, touch, feel, smell, taste, hear & embrace it. As an exhibitor it's one of the best sources of connecting intimately with your customer's passion whilst creating measurable sales. If you've got a passion for increasing business then there is bound to be a show for you.

So head to our events calendar on
www.gotapassion.com.au
and connect with your passion today.

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