

## Why you should participate in Trade shows?

In a competitive business environment Trade shows and exhibitions have become very essential world over. These are specialist market places that allow exhibitors to promote their products and services, reach new customers and generate new sales while giving the visitors the opportunity to find out about the products and services on display.

Trade shows and exhibitions can also provide business people with the opportunity to network and make useful contacts with other people working in their industry. Trade shows are an important promotional tool for your business. These can be helpful on the following ways to get generate new business;

- 1) Trade Shows and Exhibitions are a chance for you to demonstrate your product or service to customers face-to-face interacting with them and get the response and feed back of your product on the spot.
- 2) This is a direct way to test new markets or launch new products and services
- 3) With this you get a chance to find out directly from the customers about their exact requirement
- 4) Trade shows are very good opportunities for networking
- 5) In Trade Shows and Exhibitions many potential customers are concentrated in one place
- 6) Many potential suppliers are also concentrated in one place in Trade Shows

Other than the buyers and sellers, trade shows can also attract journalists, media, politicians and other "movers and shakers" in particular fields. It can be a good idea to invite your existing customers to visit your stand too, as face-to-face contact can revitalise relationships that exist mostly through on correspondences, email or on the phone.

At their least effective, unless you know exactly what you want to achieve, trade fairs can be an expensive waste of time. So you must be sure of what you want to achieve and make the goals specific and measurable. Choose your fair carefully and give yourself plenty of time to plan. When it's over, follow up the contacts you made.

Based on your goals evaluate what you got out of the trade show so that you can build on your experience for next time.

Essentially, you have to find the right trade fair. If the area of interest it covers is too specialist or too broad, it is unlikely to attract visitors who want to buy what you have to sell or exhibitors offering the products and services you are looking to source.

If you are exhibiting some products, start by making a profile of the customers you want to reach. Identify their special interests and where they are located. Then take a look at the most likely trade fairs for your industry sector, and try to match them with these customers.

Most established exhibitions will be able to provide a detailed breakdown of the number and type of visitors from previous years. This will give a good indication of whether the types of customers you are targeting are likely to be there.

When you attend a Trade Fair as a customer, work out what you want to achieve before you go as to what kinds of product or service you want to find out about or who do you want to meet. Match your requirements against what the most likely trade shows have to offer. You should be able to get a list of the companies planning to exhibit before you attend. This will help you avoid a wasted journey.

There are even many web sites which provide the list of products and their trade fairs and exhibitions. You can also contact specific venues, ask a relevant trade association or contact your local Chamber of Commerce to find out what's on in your area.

Before booking, find out more about the characteristics of any fairs that look promising - for example, who goes, their spending power, who exhibits, any data from past events. The organizers of a good trade show should be able to supply this kind of information.

If you are arranging your own exhibition, you need to think through your strategy and aims and plan carefully how you will manage your exhibit.

## About the Author

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