

7 Eye-Opening Exhibiting Facts And What Exhibitors Need to Do About Them

By Jefferson Davis, *Competitive Edge*

With an important tradeshow on your calendar, now is a good time to look at some specific exhibition industry research that points the path to improved tradeshow productivity.

- 1. FACT: The average company allocates 31.6% of their total marketing budget to events and exhibiting.** Source: Tradeshow Week Research
 - ACTION: This is a lot of money and you deserve to get real value and a return on your investment. Tradeshow present a powerful opportunity for both... if you are prepared to recognize and act on the myriad of opportunities.
- 2. FACT: This budget is spent, usually by marketing personnel of whom 98% did not receive one single hour of formal exhibiting education.** Source: Informal exhibition industry research
 - CULPRIT: Only 30 of the 9000+ degree granting institutions in North America offer exhibiting courses as part of their curriculum.
 - ACTION: Because you have been executing exhibits for years, it's a mistake to assume you or your team knows all there is to know about the topic. The body of exhibiting knowledge has exploded over the last several years and very few exhibitors are keeping up. Seek it out, use it and prosper.
- 3. FACT: 76% of exhibitors set no specific objectives for tradeshow.** Source Exhibitor magazine
 - ACTION: Use Exhibiting by Objectives to identify your top reasons for exhibiting, convert those reasons to measurable goals, back them up with workable actions plans, communicate the plan, monitor execution and measure results.
- 4. FACT: 80% of exhibitors do little or no targeted pre-show marketing.** Source: CEIR research
 - ACTION: Attendee behaviors have changed radically over the last several years. Take every opportunity to learn about the behavioral changes and use targeted pre and at-show marketing to get "in the mind" and "on the agenda" of the right attendees.
- 5. FACT: 86% of exhibit staffers have never received one single hour of professional skills training on how to work a tradeshow.** Source: Informal exhibition industry research
 - ACTION: Put your best people forward at tradeshow. Seek out and provide professional exhibiting skills training. It can make or break the overall effectiveness of your exhibit.
- 6. FACT: 87% of tradeshow leads captured are never effectively followed up on.** Source: Exhibit Surveys Tradeshow Trend Study
 - For many exhibitors, leads are the real product of a tradeshow. Not just new sales leads, but anybody you meet at a show requiring a follow-up action from your company, and that action delivers value. Learn how to create a closed-loop lead management process to control leads and convert them to revenue or value.
- 7. FACT: 86% of companies have no organized form of post-show measurement.** Source: Exhibitor magazine
 - Most companies only see what they spend and question what they are getting. Learn how to use easy-to-apply tradeshow performance metrics to measure and report exhibiting performance and results.

If your organization can relate with any of these seven facts, decide now to learn all you can about effective exhibiting. Get active, get involved, and use what makes sense for your company. Above all, do not be on the wrong side of any of these seven statistics.