

2011 BUSINESS EXPO

Why Participate?

Indicators that your company should participate:

- You want to be a part of a very powerful marketing medium bringing together hundreds of exhibitors and over a thousand potential customers.
- You want to develop profitable business relationships with other area businesses including lead and sales generation.
- You want to deepen your company's understanding of what other businesses have to offer.
- You want to unveil a new product or service (or a new company!) to over 1,500 business professionals at Mobile's only business-to-business Expo creating awareness and visibility.
- You want to market your business in a cost-effective way to purchasers, distributors, partners, resellers, decision-makers.
- You want to conduct cost-effective market research and information gathering that trade shows offer and/or product testing.
- You want to reinforce current customer relations.

More food for thought:

- The *Trade Show Bureau* claims that the average total cost of closing a sale in the field is \$1,080, while the cost of closing a sale to a qualified trade show prospect is \$419.
- Trade shows help level the playing field for smaller firms, since booth space is generally inexpensive (for the Chamber's event, \$2 per square foot for a \$200, 10x10 exhibit!), and even small companies can usually afford attractive displays. With creative marketing and booth design, small businesses can actually appear as substantial as much larger corporations. -*United States Small Business Administration*
- The cost of closing a sale from a trade show lead is 45% less than closing a sale from a direct field sales call. 50% of the orders placed after a trade show requires no follow up phone call. -*Center for Exhibition Industry Research*
- According to a study published by the *American Business Press in Aisle View*, trade shows are rated second best as an advertising medium.