



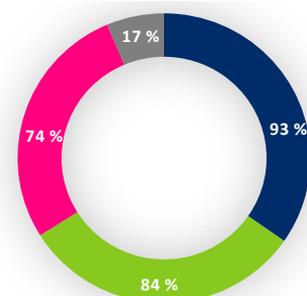
## The power of the Exhibition as a medium

*Why be an exhibitor?*

### Exhibitions are a powerful medium for company expansion

Trade shows are an excellent resource for both sales and image, serving as a venue for deals, discussions and meetings. On average, companies take part in five trade shows a year, with key aims in mind.

- Developing customer relations
- Improving their image
- Keeping track of market trends
- Motivating their people



Reasons for participating may include expanding their client base, boosting revenue, maintaining commercial relations with existing clients, getting a better feel for their market, and international exports.

### An excellent sales tool

Professional exhibitions in France **generate revenue for close to nine out of ten exhibitors:** on average, one quarter of this revenue is brought in during the exhibition itself, the rest in subsequent months.

Depending on its strategy, a company exhibiting at a show may introduce new products and services, or present new commercial offers to attract new clients and boost sales. It may sound out future purchasers and familiarise itself with their expectations.

Exhibitors can also find out more about competitors' products, assess the latter's strengths and weaknesses, and gain a better grasp of their rivals' market positioning – as well as their own.

## The best return on investment

Faced with a choice of promotional resources, exhibitors say that the medium of trade shows is the most cost-effective – ahead of the Internet, sales tours, direct marketing, events and advertising.

Exhibitions are thus recognised as being both effective and profitable: **Exhibiting companies see an average eightfold return on their outlay.** On site, during the exhibition, returns are already double the investment: in other words, immediate sales more than offset the cost of the company taking part in the trade show.

The higher the marketing/PR budget assigned, the more trade shows contribute to firms' annual revenues: 75% of the companies that make over half their annual sales via trade shows have invested at least one third of their communications budget in exhibitions. This is why one in three of France's 40,000 SMEs **exhibit every year, and devote over half of their communications budget to trade shows.**

## Paris trade shows: powerful leverage for exports



Out of **120,000** French firms with an export market, one in six enjoys export sales thanks to exhibitions.

International trade shows in France really do act as 'passports to exports', attracting a large number of overseas visitors; such events are often a first step in doing international business. What is more, trade shows make it possible to prospect a number of foreign and emerging markets – in one location and at limited expense.

One third of the €30 billion revenue generated at French trade shows comes from deals with international clients. Most of these sales are concluded by exhibitors who are themselves international. Meanwhile, almost seven out of ten French exhibitors conclude at least one deal with an international client on the occasion of a trade show.

## Expand your professional network

Most importantly, trade shows are a medium that builds trust, thanks to face-to-face meetings and genuine discussions between professionals. The physical proximity and sincerity they provide allow firms to **establish fruitful, long-term relations.**

Exhibiting at a trade show can result in **finding new partners, suppliers and distributors.** It's also a quick and simple way to reach professionals who might not have contacted a firm of their own accord.

And for young entrepreneurs, exhibitions are a good way of **building up a network of contacts.**

## A genuine springboard for innovation

Trade shows are an outstanding venue for innovation, offering an ideal opportunity to unveil new releases and stage public premieres, as well as discuss products and services under development with other companies in the business.

What is more, there is also a strong media presence at exhibitions, further raising awareness of innovations. Exhibition organisers engage in extensive promotion of participating companies, their latest news, and the products and services they offer.

## Exhibiting builds communities

For all their efficiency, electronic communications lack the personal touch. In the digital age, face-to-face contact remains vital. For companies – and especially SMEs – trade shows represent one of the most effective ways of being present in the field.

Exhibiting companies build customer loyalty, inviting clients to their stand to see just how dynamic they are, and thereby fostering good business relations. An appropriate event, manned by a contingent of company staff including sales teams, is an excellent way of bringing people together.

## Raising the company's profile and enhancing its image

Well-defined communications and development strategies allow exhibiting companies to stand out from the competition. For participation in an exhibition to be successful, firms need to be committed – and be mindful of the importance of follow-up after the event.

**Businesses are more likely to enhance their image and boost their reputation in their target markets through trade shows than over the Internet:** through stand displays, a relevant supply of information, exhibition media, a VIP space or conference venue, partnerships, advertising, and more.

Exhibitions are also a good opportunity to stand out by communicating about a new development to journalists.

**Paris: the leading  
business tourism  
destination**

With 83.7 million foreign visitors, France is still the world's leading tourist destination, ahead of the USA.

Paris is Europe's top destination for professional meetings and events, and also the top city worldwide for trade shows.

## Transports Publics, the European Mobility Exhibition

- **10,000** highly-qualified professionals from 58 different countries
- **250** exhibitors
- **30%** international exhibitors
- **92%** of all exhibitors make useful new contacts
- **88%** of all visitors establish institutional and commercial contacts
- **96%** of all visitors are satisfied with the exhibition



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