

# 95 Reasons to Exhibit at the National Pizza & Pasta Show

- 1) Generate new leads.
- 2) Meet people face-to-face who have been difficult to reach via phone or e-mail.
- 3) Showcase your products.
- 4) Establish your brand.
- 5) Reinforce your e-mail and direct mail campaigns.
- 6) Qualify leads and advance the sales cycle.
- 7) Trade shows allow you to introduce your equipment to customers in a hands-on environment that gets results.
- 8) Solve customer issues and concerns.
- 9) Grow your business.
- 10) Competition is there. See what they're doing right.
- 11) Haven't exhibited in a show in the past year.
- 12) Highlight new solutions to a captive crowd.
- 13) Cross-sell current customers.
- 14) Trade shows are valuable networking tools.
- 15) See and learn what's new in the marketplace.
- 16) See more customers in 2 days and in 1 location than you can see in 2 months in the field.
- 17) Continue conversations with prospects.
- 18) 81% of show attendees have buying authority.
- 19) Upsell existing clientele.
- 20) I can see a ton of customers all in one place.
- 21) New to the marketplace? Exhibit to gauge your existing offerings to a specific audience. Capture their responses.
- 22) Tell customer success stories to an engaged and interested audience.
- 23) Try a new market segment for your current products.
- 24) Shake hands and hug current customers.
- 25) Give buyers the chance to see and taste your products.
- 26) Train new employees, partners.
- 27) Get new ideas.
- 28) Assess the market's awareness of your company, your brand.
- 29) Research companies for possible M+A.
- 30) It costs 62% less to close a lead generated from a trade show than one originated in the field.
- 31) Obtain feedback on new products or services.
- 32) Close sales.
- 33) Network – meet new people in the industry.
- 34) What better way to have your clients and prospects visit with you to demonstrate the features and benefits of your products.
- 35) Meet with key clients. Interview them for case studies.
- 36) Maintain relationships with clients and business partners.
- 37) Establish new partnerships.
- 38) Learn about and observe industry trends and emerging technology in a face-to-face, hands-on environment.
- 39) The #1 reason why we exhibit is nothing replaces Face-to-face interaction with existing clients and also potential clients.
- 40) Provide personalized customer education with in-booth presentations, demos, one-on-one meetings.
- 41) Get publicity.
- 42) Gain insight into the food and beverage marketplace.
- 43) Meeting face-to-face with open-minded prospects; people who are in the market to buy.
- 44) Reconnect with current customers and meet new ones. It gives us a chance to visit with them face-to-face and learn what we can do to help them and their industry.
- 45) See colleagues from other branches.
- 46) Re-establish your brand.
- 47) Demo "soon to be released" offerings in your booth.
- 48) Place your company in the global spotlight.
- 49) Trade shows are about FACE TIME! Face-to-face contact with customers and prospects is critically important for ordering.
- 50) New to the marketplace? Exhibit to understand what's out there.
- 51) Catch up or stay in front of industry trends.
- 52) Exhibitions are the #1 source for attendees who make the final purchasing decisions!
- 53) Host a press event to introduce the industry to a new product.
- 54) We love any opportunity to meet and speak with our customers one-on-one.
- 55) Help customers/prospects understand how a product works.
- 56) Provide price quotes.
- 57) Support your channel partners and build relationships.
- 58) Grow a new market segment.
- 59) Trade shows showcase the latest trends in the industry.
- 60) Identify new product ideas from customer feedback
- 61) Continue conversations with current customer and partners.
- 62) Together with business partners, showcase your offerings to an engaged audience.
- 63) Discover companies who can help grow your business.
- 64) Re-brand your company.
- 65) Give media a sneak peak of new offerings that you're planning to unveil at the show.
- 66) Meet face-to-face with key accounts. Interview them in-person and write up a success story.
- 67) Grow your team: recruit new hires.
- 68) 72% of show visitors say the show influenced their buying.
- 69) Hold a product launch party or reception.
- 70) Test new product ideas.
- 71) Promotion/brand awareness, business development, vendor/professional research, etc. But if we had to pick the #1 reason, it's to connect with potential clients & reconnect with past clients.
- 72) Recruit new distributors and dealers for your product.
- 73) Conduct competitive research.
- 74) Meet new companies that can grow your business.
- 75) Communicate directly with your target audience.
- 76) Invite PR contacts to the press room for an interview on your newest solution. Give them the chance to take pictures.
- 77) Make your business stand out.
- 78) Manage key accounts.
- 79) Reinforce your brand in the industry.
- 80) Schedule face-to-face appointments with key accounts.
- 81) Distributed a beta model to current customers. Get them to test it and get feedback.
- 82) Customer Maintenance – address and update service issues with accounts.
- 83) The value of exhibiting at trade shows lies in relationship-building. Trade shows act as a conduit to build better business relationships.
- 84) Grow and expand your revenue base.
- 85) Conduct market research and analysis.
- 86) Invite the media to your booth for a private demo.
- 87) Showcase new products in your booth. Invite show guests to try it out. Get immediate feedback.
- 88) Tradeshow are the best, most economical way to gain competitive knowledge, compare products & see what's hot.
- 89) Negotiate or renegotiate terms with current account.
- 90) Continue discussions with existing contacts, partners.
- 91) Schedule demos of existing and proven products.
- 92) Perfect your lead generation strategy – test new sales pitches and messages on-site.
- 93) Run live demonstrations and presentations of new products.
- 94) Get clients to act quickly with show specials.
- 95) Celebrate a company milestone.