

Tradeshow Week
RESEARCH

for Exhibit Professionals

ACCESS



The Strategic Research Program for the
EXHIBITOR COMMUNITY.

www.TradeshowWeek.com/CustomResearch

for Exhibit Professionals
ACCESS

WITH TODAY'S RAPIDLY CHANGING MARKETS,
SHORTER PRODUCT LIFECYCLES, AND CORPORATE MERGERS:

Are you or your clients
investing in the right events?

Are your event marketing
programs "best of class"?

WE CAN ANSWER THESE QUESTIONS.

*Tradeshow Week's ACCESS for Exhibit Professionals
package includes **ALL SEVEN** of the following
customized research services over a 12-month period.*

1

EVENT SCHEDULE REVIEW AND RECOMMENDATIONS

Tradeshow Week tracks nearly every convention, conference and exhibition in the world. Our research team applies this database, updated daily, with other event information resources to provide you with targeted event recommendations.

Benefits:

- We invest time in understanding your unique marketing objectives. Next, we target events by industry, audience, show size and history to find an exact fit with your marketing objectives. The end result: Your own customized, detailed event plan focused on shows in primary, vertical and horizontal markets worldwide.

Your event recommendations are targeted to your specific marketing initiatives.

Each event profile includes:

- Show management/association contact information
- Event location and dates
- Show statistics: net sq. ft., number of exhibiting companies and attendance
- Industry sector indicator
- Profiles of attendees and exhibitors
- Rationale for recommendation

2

POST-SHOW AND/OR BOOTH VISITOR SURVEY

Tradeshow Week Research works with you to develop a custom survey of show attendees and/or booth visitors to comprehensively evaluate and improve your event marketing programs.

Benefits:

- Discover the issues and opinions of your current and future client base via survey results from a respected third party.
- Find out what key buyers think of your exhibit, competitors and event marketing approach.

3

STRATEGIC REVIEW AND BENCHMARKING OF BRANDING, DESIGN AND STAFFING

Through **ACCESS**, *Tradeshow Week* Research reviews your event branding and messaging, booth design and booth staffing strategies vs. industry benchmarks and best practices.

Benefits:

- Compare and benchmark your event marketing program vs. industry averages through *Tradeshow Week's* library of exhibitor surveys and deep industry insight.

4

EXECUTIVE OUTLOOK CORPORATE EXHIBITOR REPORTS

Receive an exclusive subscription to *Tradeshow Week's Executive Outlook*, a top management report based on detailed quarterly corporate exhibitor surveys. The survey reports cover topics such as ROI, exhibitor budgets, vendor relationships, successful event marketing strategies and dozens of other important issues. *Tradeshow Week's Executive Outlook* also forecasts the exhibitor community's collective ROI and ROO improvement confidence levels.

Benefits:

- Learn the major trends impacting leading corporate exhibitors and how they are embracing change.

5

CUSTOM INDUSTRY TRENDS PRESENTATION

Ideal for board, management or sales meetings, *Tradeshow Week's* Michael Hughes delivers industry trends presentations, in-person or via phone, customized to your exact markets. Note: In-person presentations may require an additional fee and travel and lodging expenses are to be paid by client.

Benefits:

- Benefit from our in-person presentations on event marketing best practices and shifting industry dynamics.

6

INDUSTRY TREND POWERPOINTS (UNLIMITED **ACCESS** FOR 12 MONTHS)

Gain **ACCESS** to our extensive library of non-proprietary PowerPoint presentations and other reports – continuously updated – from presentations at various conferences and meetings.

Benefits:

- Save time researching and developing industry trend PowerPoint slide-shows with *Tradeshow Week's* ready-made, in-depth presentations.
- Use the most up-to-date and accurate market trends analysis to enhance your own presentations and strategic planning.

7

ON-CALL ACCESS TO TSW RESEARCH TEAM (TWO HOURS PER MONTH)

When you need information and market intelligence fast, contact one of our on-call analysts to help.

Benefits:

- Get answers fast for all aspects of your event marketing programs.

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“We used *Tradeshow Week's* research group to help a client identify 100 potential exhibitions for their space imaging services. They have used approximately 35 of the shows to explore new markets, and they expect to use more in the future. The client felt that the research was very competent and qualified and they have used the report extensively. To say that the research that you conducted for this project was effective would be an understatement.”

-Eugene A. Winther, President & CEO, Expon Exhibits

“*Tradeshow Week's* research surveys allow me to benchmark my clients' spending against industry norms. Michael Hughes provides me with impartial industry data I can trust.”

-Candace S. Adams, CTSM, CME, CEM, CMM, CMP, Trade Show Consulting

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For more information, contact Michael Hughes:

Call: (323) 965-5317 • **Email:** mhughes@reedbusiness.com • **Visit:** www.TradeshowWeek.com/CustomResearch