

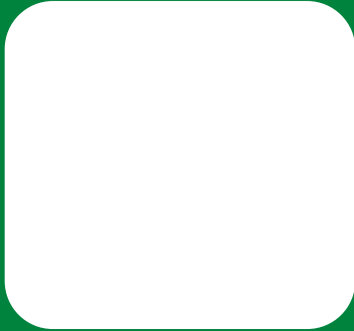
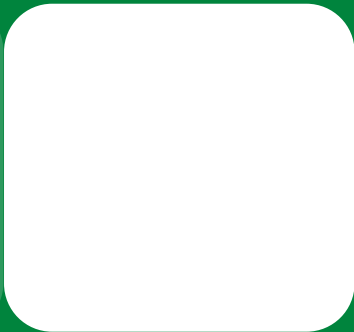
CUSTOM RESEARCH

TradeshowWeek



for Show Managers

ACCESS



The Strategic Survey and Research Program for
SHOW PRODUCERS



for Show Managers ACCESS

The *Tradeshow Week ACCESS* for Show Managers package includes **ALL EIGHT** of the following customized research and marketing services over a 12-month period.

Tradeshow Week Research helps show managers survey their attendees and exhibitors, analyze the exhibition market, benchmark their businesses and develop event strategies. Now, *Tradeshow Week Research* provides show producers with a package of highly-customized services, reports and full **ACCESS** to our analytical team on an on-call basis.

1 POST-SHOW ATTENDEE SURVEY

Tradeshow Week Research works with you to develop a custom email survey of your attendees to comprehensively evaluate and improve your attendee satisfaction, event operations, marketing, customer service, and other areas.

Benefits:

- Discover the key issues and opinions of your attendee base via survey results from a respected third-party.
- Test themes, attributes or locations for future shows.
- Benchmark your attendee responses vs. industry averages.
- Improve and expand your exhibition and conference programs and increase attendance at your show.

2 POST-SHOW EXHIBITOR/SPONSOR SURVEY

Tradeshow Week Research works with you to develop a custom email survey of your exhibitors and sponsors to comprehensively evaluate and improve your sales strategy and exhibitor-focused operations.

Benefits:

- Identify the main agendas and opinions of your exhibitors and sponsors.
- You also have the option to survey exhibitor prospects – using your database or *Tradeshow Week's* exhibitor files.

3 COMPETITIVE SET MARKET SHARE REPORT

Evaluate your competition by using *Tradeshow Week's* comprehensive event databases and in-depth industry coverage. We identify and analyze your competition – both primary and secondary competitors.

Benefits:

- Analyze net square footage, number of exhibiting companies, attendees and space rates.
- Track industry sector growth rates and market share rankings over a multi-year period.
- Receive electronic listings of shows in your primary and secondary industry sectors.

4 REVIEW AND BENCHMARKING OF ATTENDEE MARKETING PIECES AND WEBSITES

As a part of your custom ACCESS program, *Tradeshow Week Research* reviews your attendee marketing materials to deliver detailed feedback and recommendations based on our on-going studies of best of class attendee marketing programs. Our research library is comprised of the most detailed attendee marketing benchmarks based on hundreds of show producer surveys and best of class marketing collateral.

Benefits:

- Compare your attendee marketing program vs. industry averages and best practices.
- Learn the secrets of the best marketers in the business.

5 EXECUTIVE OUTLOOK CORPORATE EXHIBITOR REPORTS

Receive an exclusive subscription to *Tradeshow Week's* quarterly *Executive Outlook* reports on corporate exhibitor and show management trends. The survey reports cover topics such as budget growth forecasts, ROI, vendor relationships, successful event marketing strategies and dozens of other important issues.

Benefits:

- Learn the major trends impacting exhibitors and show managers.
- Insert custom, proprietary questions in future surveys.

6 CUSTOM INDUSTRY TRENDS PRESENTATION

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

Benefits:

- Profit from our custom, in-person presentations on industry trends and best practices.
- Inform board members on exhibition industry issues and changes.
- Update sales teams on industry dynamics and trends – with focus on exhibitors.

7 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 sessions at various conferences and meetings.

Benefits:

- Save time researching and developing presentations by accessing *Tradeshow Week's* ready-made, in-depth PowerPoints.
- Use the most up-to-date and accurate market trends analysis to enhance your own presentations.

8 ON-CALL ACCESS TO THE 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:

- Same-day answers to questions on all aspects of your business.
- We handle all of our conversations and strategy sessions with the strictest of confidentiality.

"Nobody knows the ins and outs of the B2B tradeshow, conference and expo industry better than Tradeshow Week's Michael Hughes. TSW and Executive Outlook have become the standard among top B2B tradeshow executives in search of key data and custom reports to gain a leg-up on the competition."
- min's btob newsletter

"Tradeshow Week research helped evaluate our tradeshow from the exhibitors and attendee perspectives. It helped us identify areas that needed improving. Michael Hughes was great. Extremely professional, very responsive, a real pleasure to work with. I would recommend his service to anyone."
- Angelo Gangone, Executive Vice President, Association of Woodworking and Furnishing Suppliers

Eight Ways ACCESS for Show Managers will improve your sales and marketing:

1. Discover the key issues and opinions of your attendee base via survey results from a respected third-party.
2. Test themes, attributes or locations for future shows.
3. Benchmark your attendee and exhibitors responses vs. industry averages.
4. Identify the main agendas and opinions of your exhibitors and sponsors.
5. Track industry sector growth rates and market share rankings over a multi-year period.
6. Learn the secrets of the best marketers in the business.
7. Keep automatically up-to-date on the most current trends impacting show producers and exhibitors.
8. ACCESS Tradeshow Week's research team when you need data fast.

for Show Managers

ACCESS

Order Form:

Fee: \$11,750

Payment Options:

- Bill me
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To order, fax to: (480) 483-4457

For more information, contact Michael Hughes:

Call: (480) 483-4471 • **Email:** mhughes@reedbusiness.com • **Visit:** www.TradeshowWeek.com/CustomResearch
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