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## **THE ROLE OF EXHIBITION IN THE MARKETING-MIX**

### **Selection Criteria**

Trade shows are useful for many company strategies: e.g. launching new products, opening new markets, improving many customer relationships. Each potential exhibitor has to select the right show for each purpose. Therefore he should use as information sources as possible. The better the information concerning a show's quantity and quality, the better the chance for a successful participation. Based on this information the exhibition manager has to define criteria and objectives for the company's trade fair participation.

The following criteria are relevant:

- Types of trade fairs available for the product segment
- Relevance of the trade fair for the market
- Client target group
- Competition
- Costs
- Quality of the trade fair organizer
- Basic conditions

### **Exhibition Strategies and Styles**

Once a decision to participate has been made, the exhibition strategy, the exhibition style and exhibition targets have to be determined. Exhibition strategy and style complement each other. It has proved to be helpful to follow these planning steps as the exhibition styles make it easier to decide which booth design and which communication tools to choose for the participation.

Exhibition (marketing) strategies

- Within the market processing strategy it is decided which products will be offered to which markets. The company can either present new or already known products. It might choose the present markets as relevant for the market offer or new markets which are not yet opened for the company's assessment.

- If you combine the potential markets (new or known) with the type of products (new or known) four market processing strategies can be distinguished. For further explanation see the next slide.

### Exhibition style

- The concept of the exhibition style provides a guideline from which the design elements of a booth can be chosen and the marketing instruments can be selected and finally applied.
- An exhibition style supports the decision making process in the run-up to the exhibition. The management has to choose which communication instruments (i.e. press conference, brochure, direct mailing, special event, banners, advertisement) to use. The exhibition style delivers the criteria for the final decision.

### **Exhibition Targets**

- One important step in the participation concept is the definition of exhibition targets, since efficient participation in a trade fair is only possible on the basis of sound goals.
- The organisational preparation is influenced by the set goals. After the show they offer the possibility to check the success of the participation.
- The content of exhibition targets has to be determined. This includes the definition of the target groups and the determination of the time in which the goals should be realised.