

Why Train & Educate?

Why Tradeshow Training & Education?

It happens all the time. A company works hard to put together an attractive, enticing exhibit for a tradeshow, but when it's all over, the results, in terms of quality booth traffic, qualified leads and at and/or post-show sales are nowhere near what they expected.

The problem usually lies, not with the exhibit or the show, but with seven exhibition industry facts:

- The average company allocates 31.6% of their total marketing budget to tradeshow.
- Only 24% of exhibitors set specific objectives for tradeshow.
- 82% of exhibitors do no little or targeted pre-show marketing.
- 49% of booth visitors are dissatisfied with how exhibitors met their information needs.
- 76% of salespeople view tradeshow leads as "cold calls".
- 87% of tradeshow leads captured are never effectively followed up.
- Only 14% of exhibitors have any organized form of post-show follow-up.

These eye-opening facts tell us that:

- Companies spend a fortune on tradeshow.
- The majority of companies are making critical exhibiting errors and oversights causing their tradeshow investment to end up as "expensive appearances".

So what is driving these facts? Two more industry statistics complete the story:

- 98% of college degreed marketing professionals did not receive one single hour of exhibit marketing education as part

of their curriculum.

- 86% of booth staffers have never received one single hour of professional skills training on how to manage visitor interactions on the challenging tradeshow floor.

The untold truth is there is a shocking lack of formal knowledge on how to execute a results-driven exhibit. And this "knowledge gap" is quietly costing exhibitors hundreds of thousands of dollars in unproductive exhibit investments and missed revenue opportunities.

Bridging this exhibiting knowledge gap must become a top priority for every company wanting to convert their tradeshow program from "expensive appearances" to "productive and profitable investments."

It's time to start bridging the exhibiting knowledge gap!

Click on the "Get Results" tab to discover the many exciting benefits awaiting you.

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Competitive Edge - 704-814-7355 - www.CompEdgeTraining.com