



# TRADE SHOW

## PROFESSOR

MENTORING | CONSULTING | TRAINING

### 25 Reasons Why I am Passionate about Trade Shows

And why you should be too!

By The Trade Show Professor

- It's the best and most efficient way to connect with new prospects.
- It's the best and most efficient way to connect with your current customers.
- A form of marketing that allows the prospect and/or customer to see the product.
- I get to see a project move from idea, to design, to fabrication on the show floor.
- I get to see a big open space convert to a fully functioning market center in a few days.
- I get to learn about new products, how they work, and how they are sold.
- I get to go to exciting cities, both domestic (USA) and foreign.
- I get to walk through modern facilities.
- A form of marketing where the customer/prospect can touch the product.
- I get to help others who may not understand the trade show industry.
- I get to help others show off their products and services.
- I get to help others have a great show without frustration and worry.
- I can meet with others in the industry.
- I get to see and hear the President of the US.
- I can see friends and associates that I have not seen for a year.
- I can network with peers and professionals.
- I get to eat food from a food truck.
- Forklifts, forklifts, forklifts.
- I can see the latest innovations in the music, automotive, etc. industries.
- A form of marketing that allows the prospect/customer to smell or taste the products.
- I get to work with other professionals who are specialists in exhibit installation tactics.
- I can see a huge room on Tuesday night, with clutter all over, transform into a clean, ready to open show by Wednesday morning.
- I get to see graphics installed from the ceiling.
- I get to go through airport security hoping my duct tape won't get confiscated.
- I'm in Show Business!