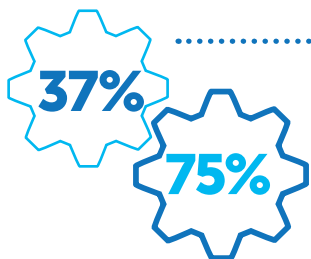


The power of exhibitions

Think exhibitions aren't worth the investment? Think again...

TRADE EVENTS:  are a sound investment and offer a guaranteed ROI



Live events change minds

Before an event 37% of people thought they would make new contacts and 38% thought attending an event would make buying easier. This doubled to 75% and 76% respectively following the event.

Seeing is believing

Visitors who encounter you at live events think your brand, product or service is 28% more innovative than they did before they attended.



Watch sales rocket

76% of visitors at B2B exhibitions make new purchasing decisions and have existing ones reinforced.



Live events are good for your image

21% Perception of the quality and value of your brand or service is improved by 21% after visitors experience you at a show.

Not being at an event can damage your brand!

The perception of a brand that is not represented at an event actually deteriorated by 5%. This is true even for extremely well-known or global brands.



Live events leave a lasting impression

69% of visitors surveyed two weeks after attending live events said they had already recommended or would be recommending brands they had seen at the event.



Your next opportunity is waiting

To discover more about exhibitor opportunities at Seatrade Europe, get in touch with:



Victoria Philpot

Sales manager, Seatrade Cruise Events

Email: victoria.philpot@ubm.com Phone: +44 120 6201566

Research conducted by Cog Research on behalf of Facetime | www.facetime.org.uk