



## 7 Eye Opening Industry Facts - and What You Need to Do About Them

With a new year under way and the hope of new results, now is a good time to take a look at some specific exhibition industry research that points the path to improved tradeshow productivity.

1. **FACT: The average company allocates 31.6% of their total marketing budget to events and exhibiting.** Source: Tradeshow Week Research
  - ACTION: This is a lot of money and you deserve to get real value and ideally a return on your investment. SEMICON West presents a powerful opportunity for both... if you are prepared to recognize and act on the infinite possibilities.
2. **FACT: This budget is spent, usually by marketing personnel of which 98% did not receive one single hour of formal exhibiting education.** Source: Informal exhibition industry research
  - CULPRIT: Only 30 of the 9000+ degree granting institutions in North America offer exhibiting courses as part of their curriculum.
  - ACTION: Because you have been executing exhibits for years, do not assume you or your team knows all there is to know about it. The body of exhibiting knowledge has exploded over the last several years and very few exhibitors are keeping up. Seek it out, use it and prosper.
3. **FACT: 76% of exhibitors set no specific objectives for tradeshow.** Source Exhibitor magazine
  - ACTION: Use the Exhibiting by Objectives process to identify your top reasons for exhibiting and convert them to actionable measurable goals.
4. **FACT: 80% of exhibitors do little or no targeted pre-show marketing.**
  - ACTION: Attendee behaviors have changed radically over the last several years. Take every opportunity to learn what the behavioral changes are and use targeted pre-show marketing to get in the mind, and on the agenda, of the right attendees. Source: CEIR research
5. **FACT: 78% of exhibit staffers have never received one single hour of professional skills training on how to work a tradeshow.** Source: Informal exhibition industry research
  - ACTION: Put your best people forward at tradeshow. Seek out and provide professional exhibiting skills training. It will make or break the overall effectiveness of your exhibit.
6. **FACT: 87% of tradeshow leads captured are never effectively followed up on.** Source: Exhibit Survey Tradeshow Trend Study
  - For many exhibitors, leads are the real product of a tradeshow. Not just new sales leads, but any human being you meet at a show that requires a follow-up action from your company. Learn how to use closed-loop lead management to gain control over your leads.
7. **FACT: 86% of companies have no organized form of post-show measurement.** Source: Exhibitor magazine
  - Most companies only see what they spend and question what they are getting. Learn how to use tradeshow performance metrics to measure and report exhibiting performance and results.

If your organization can relate with any of these seven facts, decide now to bridge the exhibiting knowledge gap. You will find many in the SEMICON West 2008 Exhibitor University series. You get timely access to relevant exhibiting information through the monthly exhibitor bulletin. You can log into 4 custom webcasts and attend a live full-day workshop at SEMI headquarters. Get involved, use what makes sense for your company and above all do not be a part of these seven statistics.

**Jefferson Davis**, President of Competitive Edge is known as "the Tradeshow Turnaround Artist". Since 1991 his consulting and training services have helped companies improve tradeshow performance and results to the tune of over a half a billion dollars. For questions or information you may contact Mr. Davis at 1.800.700.6174 or [jdavis@compedgetrainng.com](mailto:jdavis@compedgetrainng.com).

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