



MAKES A SOUND INVESTMENT!



WATCH SALES ROCKET

31% of visitors to your booth will make new purchasing decisions or have existing ones reinforced based on the interaction they have with you.



NOT BEING AT AN EVENT CAN DAMAGE YOUR BRAND

The perception of a brand that is not represented at an event actually deteriorates by 5%. Even more if a direct competitor is present.

AN EFFICIENT LEAD GENERATION CHANNEL

Meet more prospective buyers in less time on a level field designed to create a natural sense of urgency.



PERSONAL CONTACT BEATS OTHER FORMS OF MARKETING HANDS DOWN



3X
more powerful than TV ads



4X
more effective than print media



5X
more effective than radio

MEETING IS BELIEVING

Visitors who saw your booth at a live event think your brand, product or service is 29% more trustworthy than they did before they attended.



PERSONAL CONTACT CHANGES MINDS

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



BECOME THE ONE SELECTED

An astounding, but not surprising, 73% of prospects will buy from someone who they previously met face-to-face over someone they have had no prior personal contact.

PERSONAL CONTACT LEAVES A LASTING IMPRESSION

21% of visitors surveyed two weeks after attending a live event said they had already recommended or would be recommending someone they had seen at the event.



Research conducted by MPPC on behalf of Value Media Corporation