## **USEFUL EXHIBITION STATISTICS**

## Live Events work!

In an ever digital world the power of real time customer interaction has never been more relevant. Face to face exhibition time with your customers can have even more positive results to reinforce your business relationships.

Demonstrate and test drive products, answer questions, overcome objections. Real time interaction reinforces your messge!

Here are eight facts collated from exhibition surveys to help demonstrate the power of face to face.

## The Facts

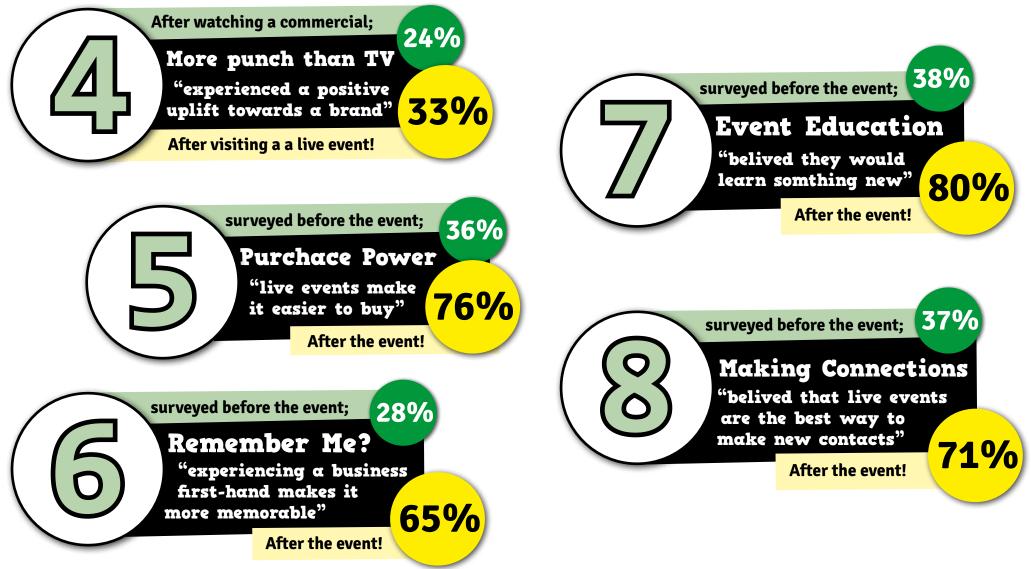
Independent research conducted for FaceTime. Both before and after vistors had been to a live exhibition concluded the following.

This information is courtesy of Facetime

surveyed before the event; 34% Sales Boost! "would like to buy 63% from an event" **After the event!** survey agreed before the event; 32% **Strong Marketing** "are live events the best 74% form or marketing?" After the event! survey agreed before the event; 27% **Connecting Brands** "live events allow you to be more open mined 74% about brand benifits" After the event!



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For more information and helpful advice about exhibiting visit: www.miragedisplay.co.uk