

## **Research infographic shows how vital trade shows are to global business**

# 10 STATS THAT PROVE THE IMPORTANCE OF TRADE SHOWS

Whilst global revenues for trade fair and exhibition organisers fell by two-thirds in Q1 2020 according to the Wall Street Journal, the industry is rushing to adapt as it slowly begins to reopen.

Although many businesses have done remarkably well by moving almost entire operations online, the importance of face-to-face contact with prospective customers cannot be overlooked for the future.

Here are 10 stats that prove just how important trade shows really are:

**81%**

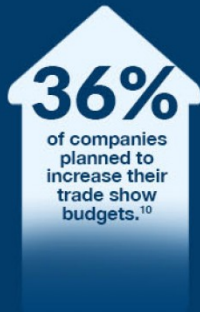
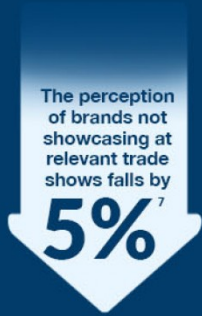
of trade show attendees have buying authority.<sup>3</sup>

**76%**

of businesses integrate trade shows with other marketing activities.<sup>9</sup>

**90%**

of trade show attendees are searching for new products or solutions.<sup>5</sup>



Trade shows are the second-largest source of B2B revenue in the US.<sup>4</sup>

Germany has the two largest exhibition venues in the world; Messe Hannover and Messe Frankfurt with a combined 811,797 sqm.<sup>9</sup>



Meeting potential customers, brand awareness and engaging existing customers are the most positive aspects of exhibiting at a trade show.<sup>2</sup>



The global B2B trade show market is worth over



**Truro, Nov 30, 2020 ([IssueWire.com](http://IssueWire.com))** - The global pandemic has hit every business sector this year. Yet one industry that has been particularly adversely hit is that of business events and trade shows with the requirement for social distancing all-but shutting down the sector, aside from the entrepreneurial few who have been able to shift events online.

But just how important is the global B2B trade show industry?

Leading supplier of promotional products, Boosters, has crunched the numbers and created an infographic highlighting how valuable the sector is and the impact it has for global business sales.

According to their research, the trade show industry is worth \$34bn a year, with Messe Hannover and Messe Frankfurt proving the largest exhibition spaces in the world.

They also found that trade shows are the second-largest source of B2B revenue in the US with 81% of attendees having buying authority.

The UK Government has announced this month that large business events for up to 4,000 attendees can go ahead from December within Tier 1 & 2 zones, or up to 50% capacity.

View the Boosters trade shows infographic and full research here  
- [https://boosters.co.uk/our-latest-news?news\\_id=29](https://boosters.co.uk/our-latest-news?news_id=29)

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