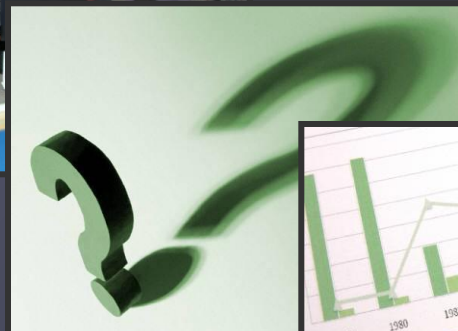


# Audit of purchasing power of exhibition visitors



## What is the primary goal of any Exhibition?

➤ to create the conditions for the effective face-to-face meeting of exhibitors and visitors;

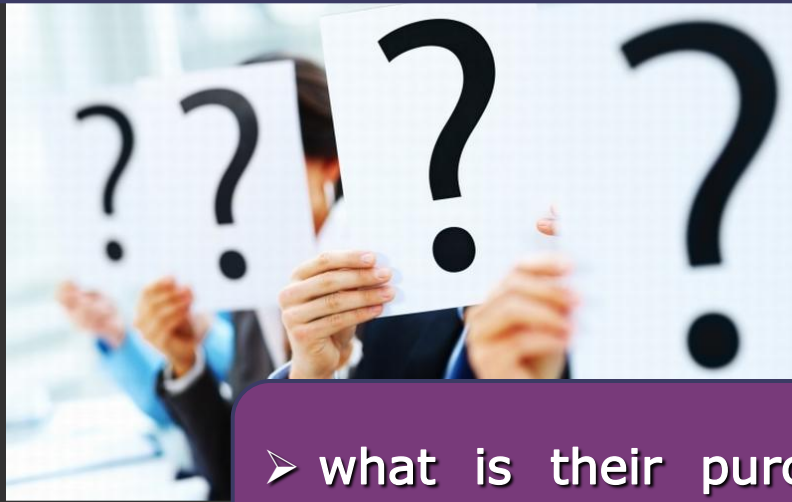
## What is the main reason for Exhibitor to take part in Exhibition (taking into account a lot of alternative marketing tools around)?

➤ the unique possibility to meet the potential buyers face-to-face in one place.



Looking for an effective exhibition to participate in, the exhibitor obviously would like to get answers at least on two questions:

➤ how many professionals interested in his services and products are going to come to exhibition?



➤ what is their purchasing power: for how much they are willing to conclude contracts?

The AUDIT of Exhibition Statistics can help to answer the first question.

The reliable information about exhibition:



➤ **Areas** indoor and outdoor area, special display area as a part of exhibition and on its theme (sq. m.), total indoor and outdoor exhibition area (sq. m., net), total area of exhibition (gross, sq. m.)...

➤ **Exhibitors** the number of direct national participants, the number of direct foreign participants, total number of participants, the number and the list of participating countries, the number of correspondence foreign exhibitors ...

➤ **Visitors on certain categories** total number of visitors, the number of specialists, attending the exhibition event, the number of foreign visitors, the number of national visitors...

Than how to determine the real purchasing power of visitors ?

Is there a tool which can help to answer the second question?



Russian exhibition market has a reliable and effective tool - AUDIT of purchasing power of exhibition visitors.

## Audit tasks are:

➤ to determine the **total amount of purchases on the subject of exhibition** carried out by visiting companies within six month after the end of exhibition;

to determine the **quantity of purchases made by visiting companies from exhibitors** within six months after the end of exhibition, by sections or even on certain goods;

➤ to determine the most effective, “purchasable” section of exhibition;  
to assess the state of the market according to customers’ (exhibition visitors) opinion;

➤ to determine the general level of customer satisfaction with the exhibition.

# The Methodology of the audit of visitors purchasing power:

The survey is conducted by telephone interviews.



Registered visitors of the past exhibition are being interviewed \*

The survey is conducted six months after the end of the exhibition.

\* About 50% of the respondents answer the question on the amount of contracts (in the experience of the conducted audits).

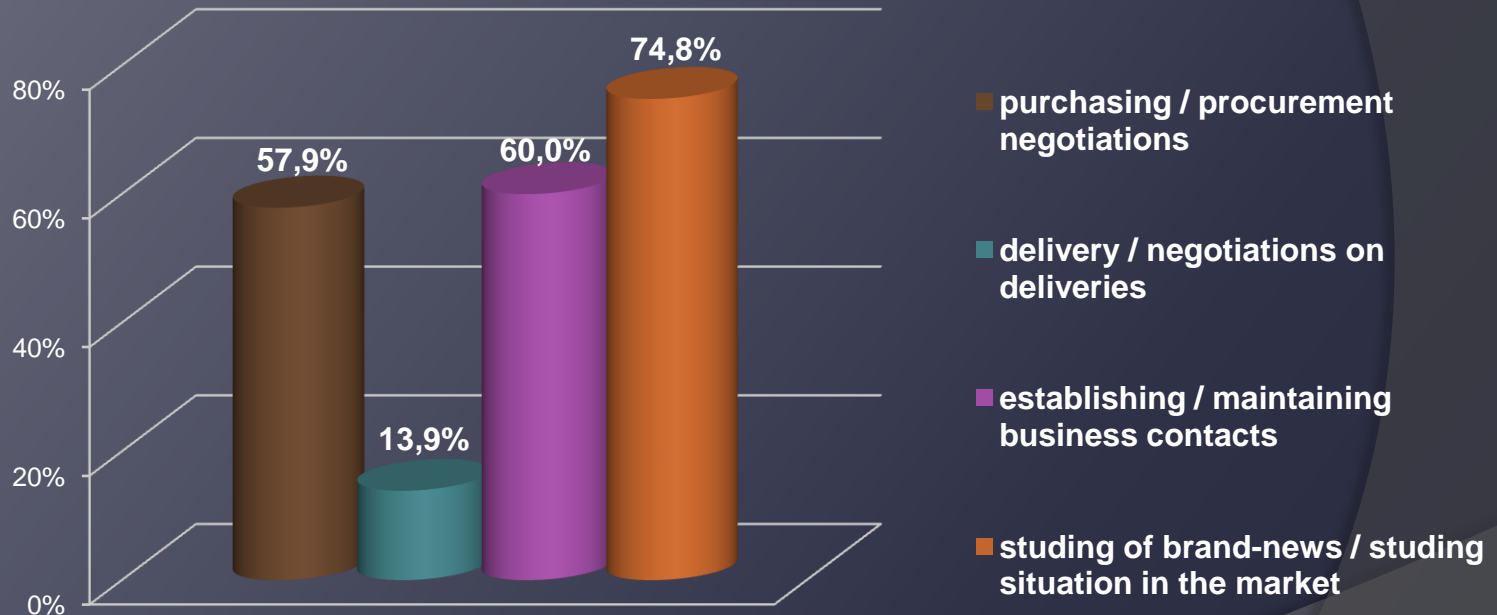
The sample size (number of respondents) is based on the total number of visitors registered in the exhibition event :

Number of registered visitors	Number of respondents
less than 3000 people	at least 8% of the number of visitors
from 3000 to 5000 people	at least 250 people
from 5000 to 10000 people	at least 5% of the number of visitors
from 10000 to 25000 people	at least 500 people
from 25000 to 50000 people	at least 2% of the number of visitors
over 50000 people	at least 1000 people



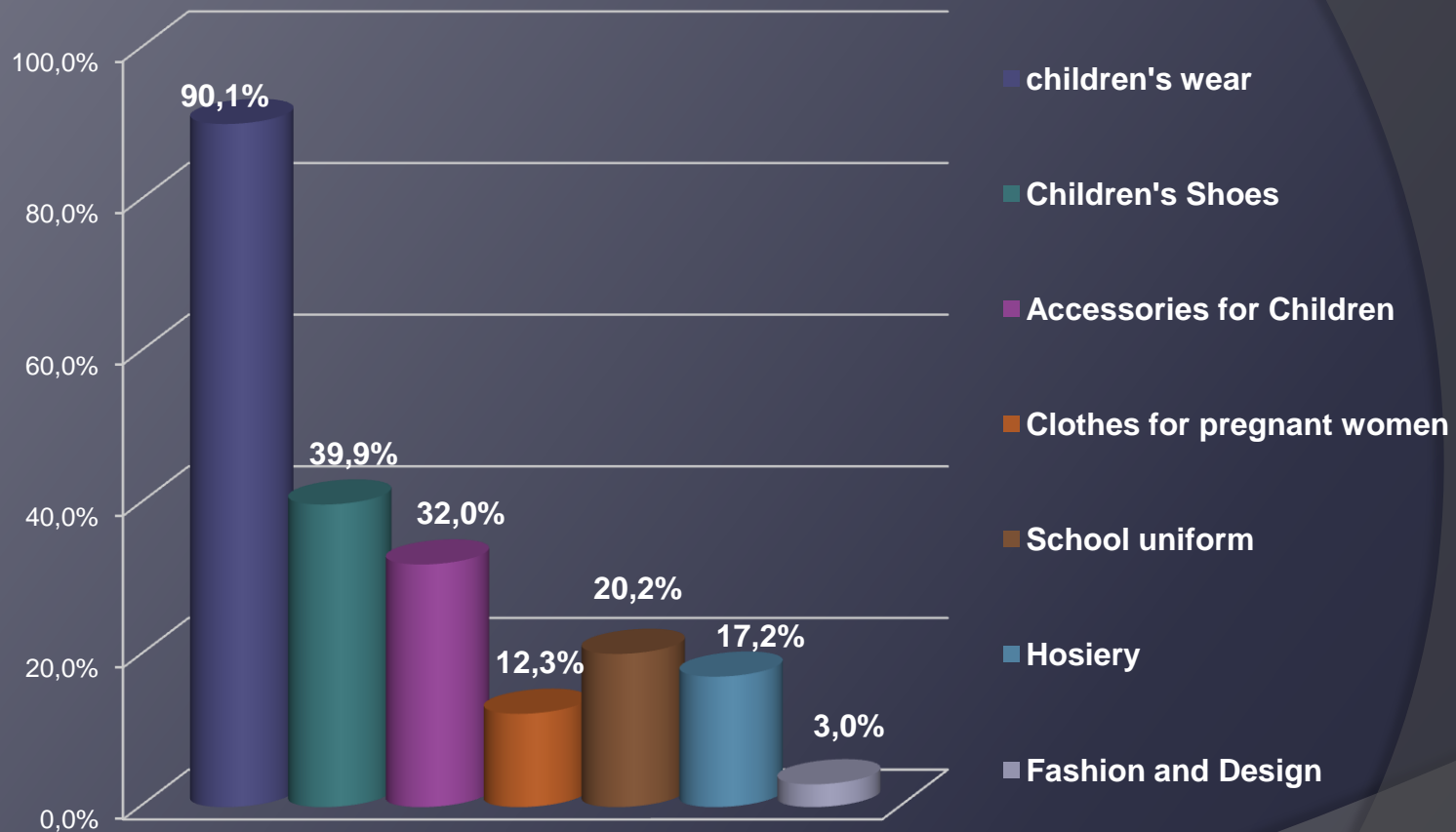
The major result of the audit of purchasing power of exhibition visitors is an analytic brief, which presents and describes a number of indicators in graphical form.

## Purposes of visiting the exhibition \*



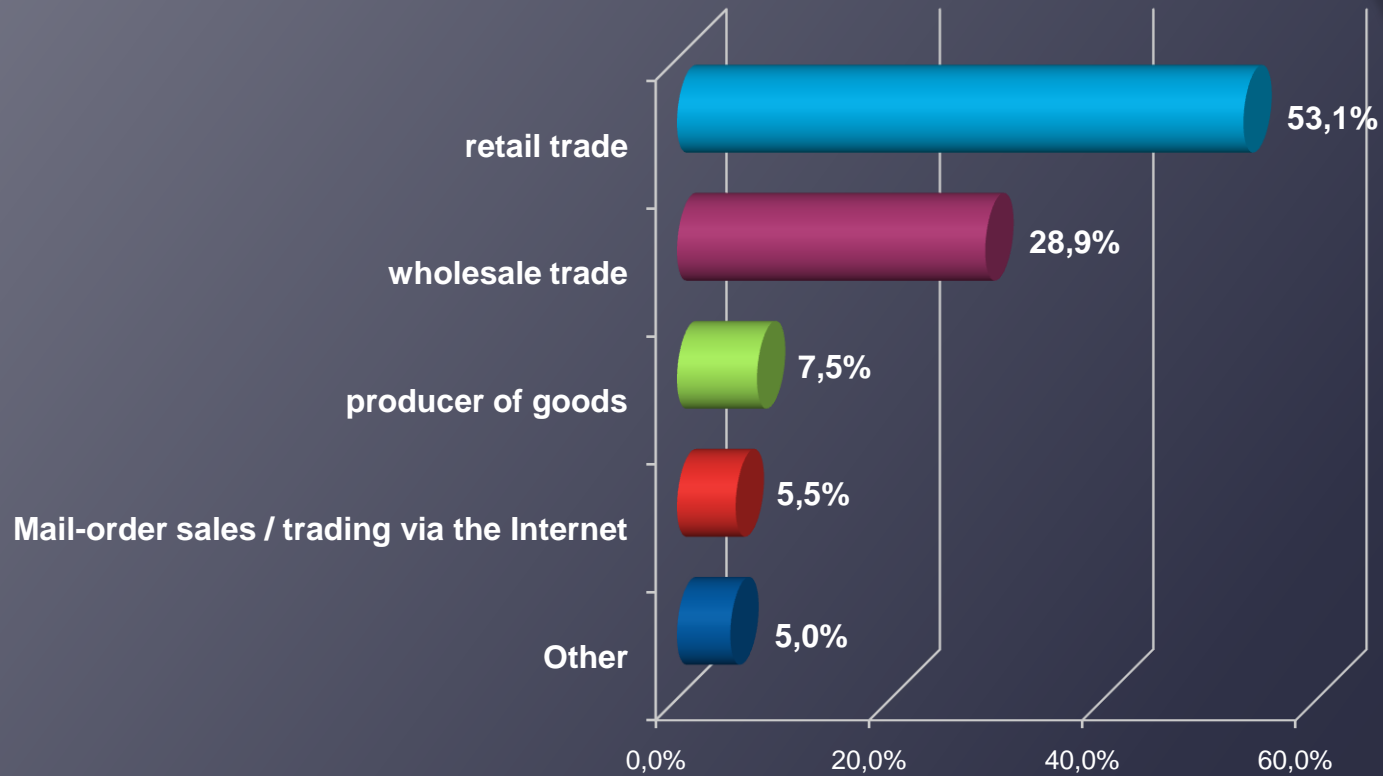
\* Answering the question one respondent could choose more than one answer

# Interest in the subjects of the exhibition \*



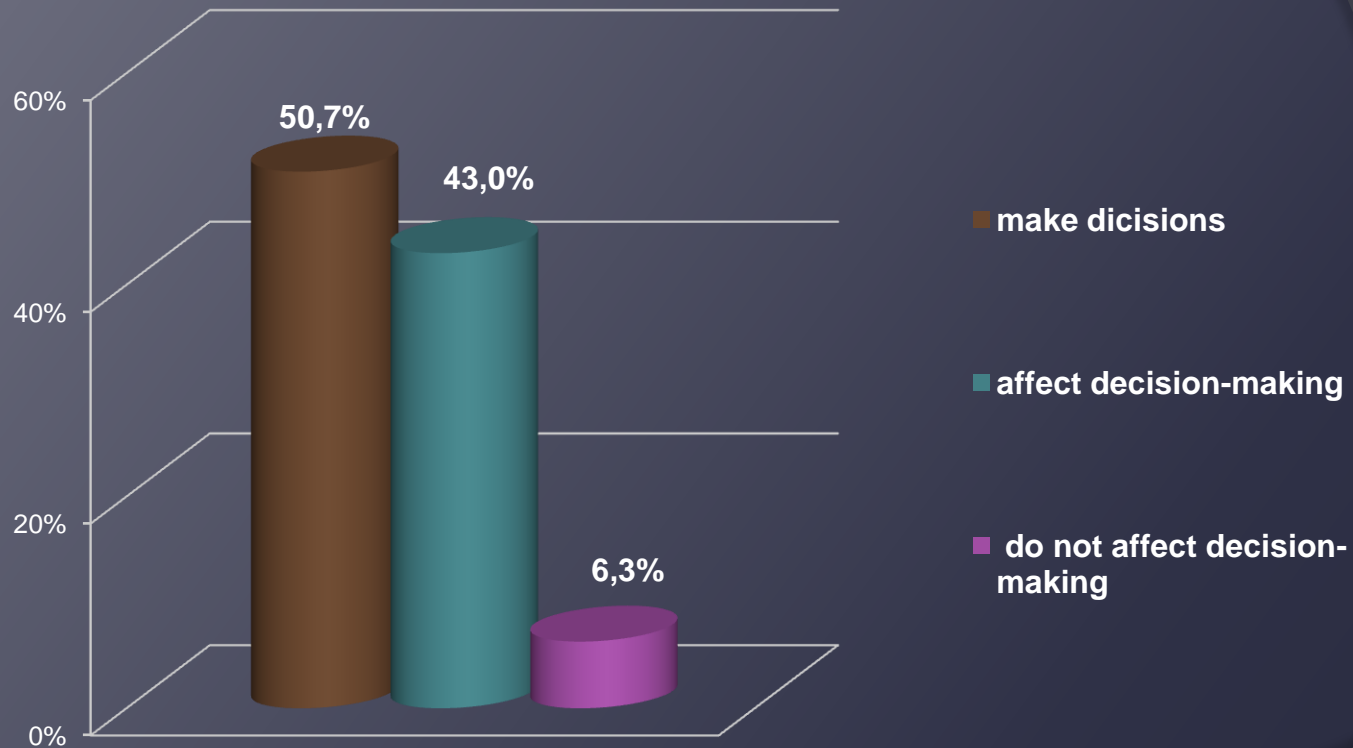
\* Answering the question one respondent could choose more than one answer

# Professional interest of visiting companies\*

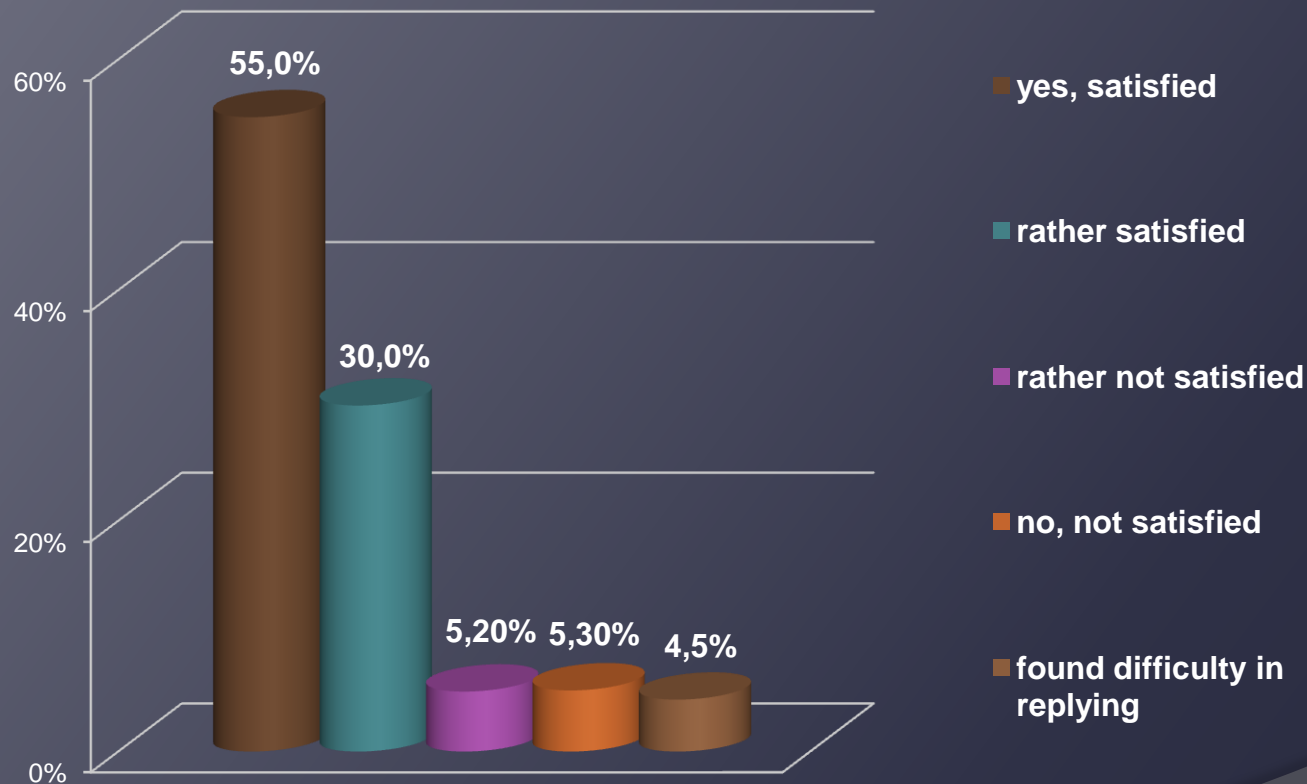


\* Answering the question one respondent could choose more than one answer

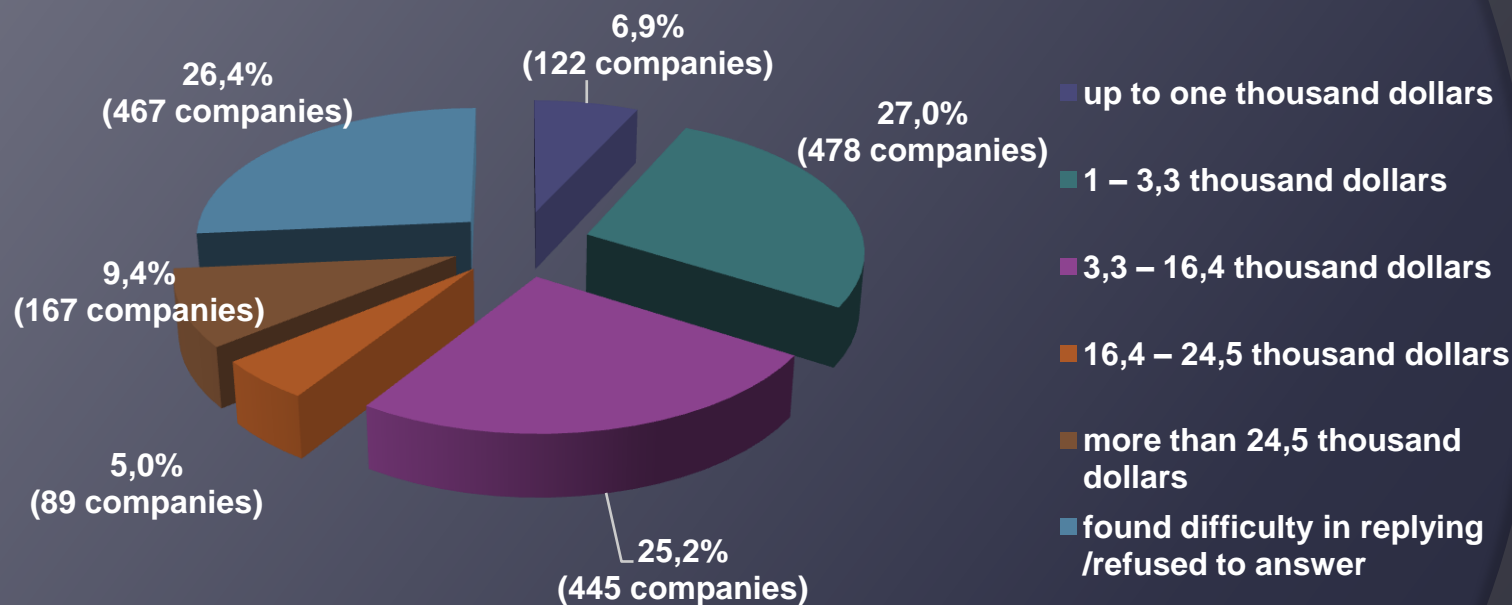
# Visitors' authority level in their companies



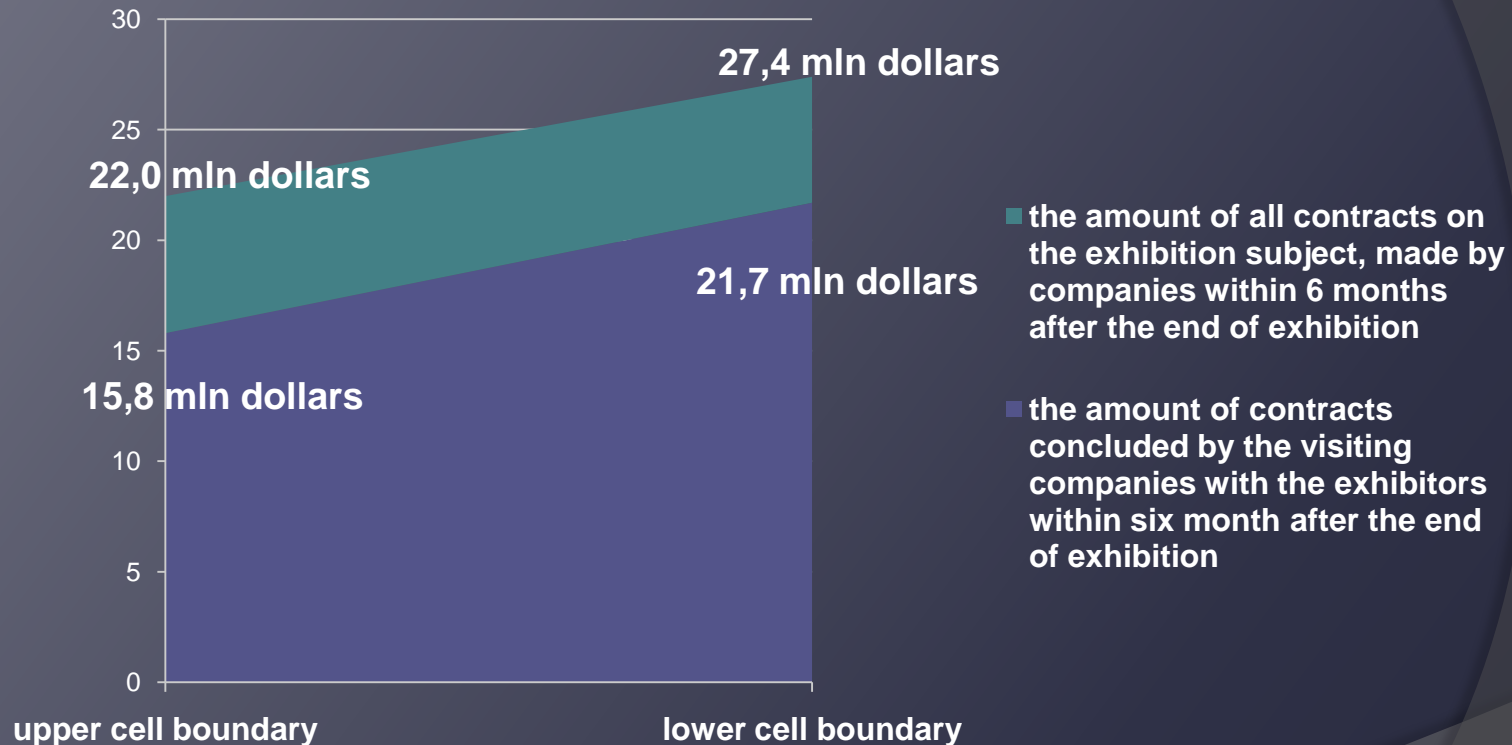
# The level of satisfaction with visiting the exhibition



# Ranges of purchases on the exhibition subject made by visiting companies within six month after the end of exhibition



# Purchasing power of exhibition visitors

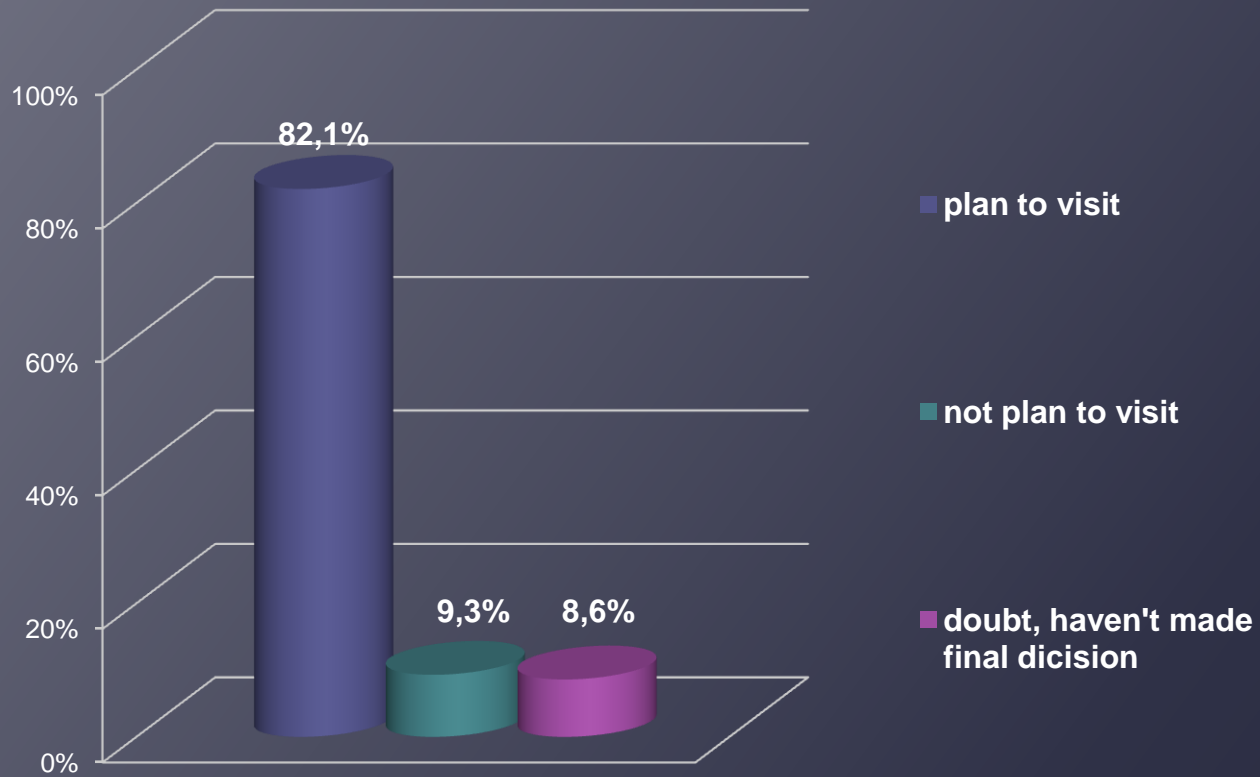


# Investment attractiveness of the exhibition subject sections

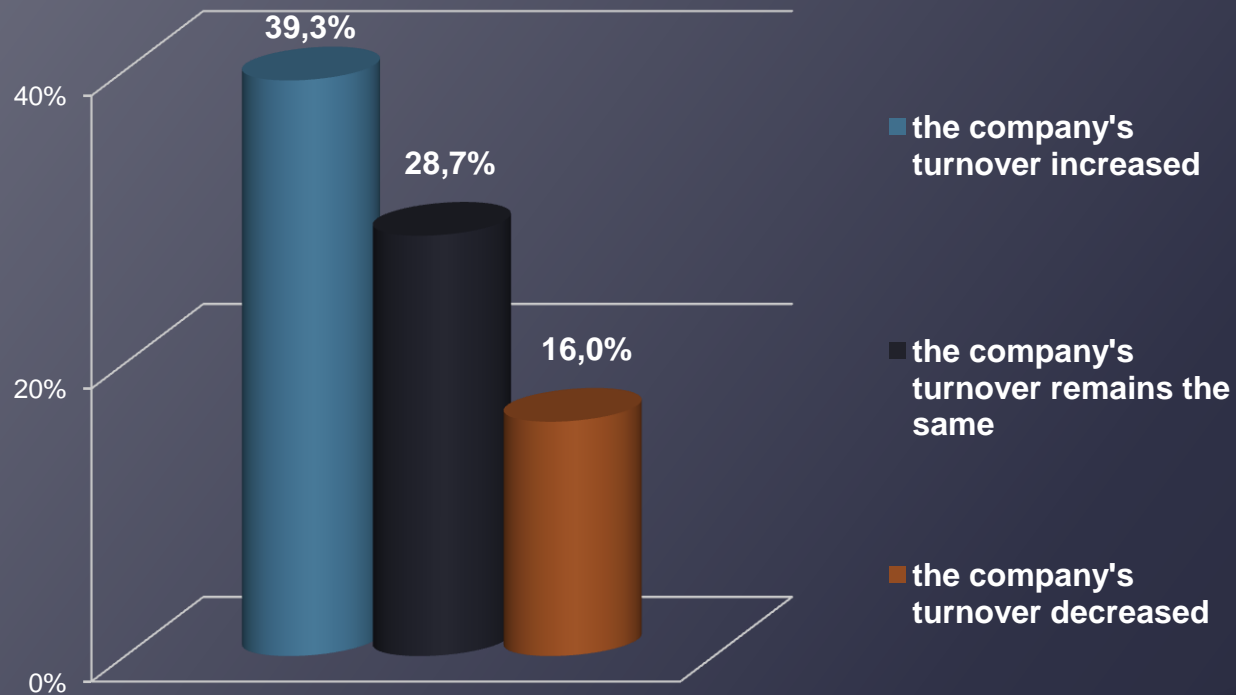
Exhibition subject sections	The number of companies implemented procurement under this section	The total amount of investment by all visitors to the exhibition
children's wear	485	From 12.0 million to 17.1 million dollars
children's shoes	162	From 2.0 million to 4.6 million dollars



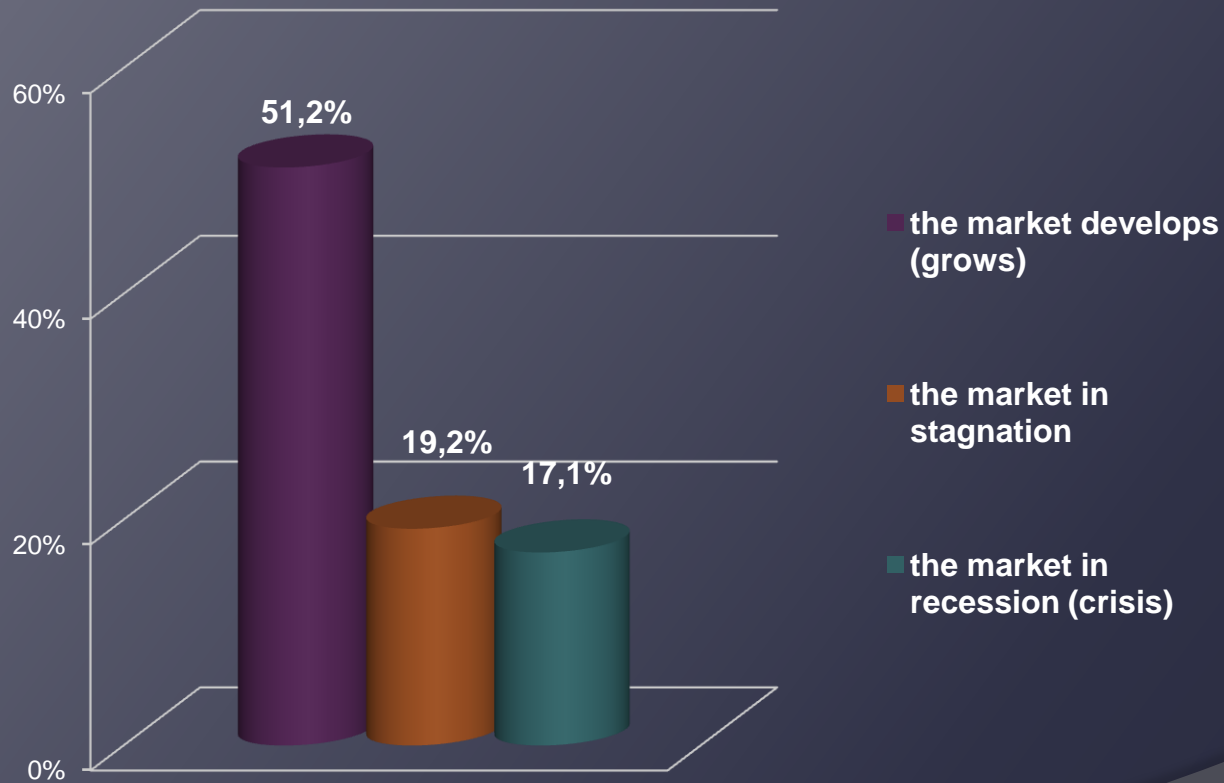
# Visitors' interest in future exhibition



# Assessment of the situation in the visitors' companies



# Assessment of the market situation



Having in hand the results of the survey the exhibition Organizers get the possibility:

- To use the investment argumentation model while working with the exhibitors: show them with the facts in hand the real purchasing power of visitors and, as the result, their own economic benefits of participation in the event;
- To adjust pricing and marketing strategies having the information about the most effective, “purchasable“ sections of the exhibition;
- To get the reliable evaluation of the exhibition contribution to the industry sector, based on real figures.



*and ...*



**TO INCREASE THE LEVEL OF TRUST IN  
THE EXHIBITIONS AS A MARKETING TOOL**

**We are always glad to answer your questions!**

«Russcom IT Systems» Company (LLC), the UFI authorized exhibition auditor at the territory of Russia and CIS.

Russia, Moscow

tel.: +7 (495) 925-04-32, 925-04-33

e-mail: [auditexpo@auditexpo.ru](mailto:auditexpo@auditexpo.ru)