

**REASONS FOR EXHIBITING AT TRADE SHOWS**

---

**(a Simmons Market Research Bureau Study  
for Trade Show Bureau, Denver -1992)**

- |    |   |   |     |
|----|---|---|-----|
| 1. | Qualify New Sales Prospects                             | - | 86% |
| 2. | Market Intelligence                                     | - | 83% |
|    | - Define Market Trends                                  |   |     |
| 3. | Competitor Intelligence                                 | - | 70% |
|    | - Analyze Competitor's New<br>Products & Pricing Trends |   |     |
| 4. | Introduce New Product or<br>Service                     | - | 41% |
| 5. | On-Site Sales   |   |     |
|    | - US Fairs  | - | 38% |
|    | - Overseas Fairs  | - | 22% |