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# Trade Shows And Their Types

Trade shows were purposed to give companies and fledgling businesses a venue to showcase their products and services. It also provides them a way to assess the market trends and opportunities, therefore they will be able to create a good advertising plan. There are some trade shows that needs special invitation for you to be able to attend. This page will feature some of the various types of trade shows that you can see today.

First on the list is the public trade show. This public trade show is accessible to anyone who wants to visit. Because of this, if you are part of the exhibition, you should focus the design of your trade show in acquiring and getting lead contacts for your products and services. Make sure that your primary product is very visible to all your customers. Here you will be able to make a small profit, but the idea is to be able to advertise your company.

Second type is the trade only trade show. This type of trade show is usually exclusive, and it can only be attended by company representatives or members of the press. This is usually done when there are new products and services released in order to make sure that they are the only ones who will be selling it. You will usually encounter these show types in multi million deals. Exclusive shows will usually cater to investors and not consumers.

And finally, we have the hybrid of both. This type starts as an exclusive show and then is opened to the public afterwards. This is usually done to give the smaller companies the chance to enhance their image using the investment they made on the show.

You have just read the three basic types of trade shows. It is important that you research about the type of trade show that your company is joining before you pay the reservation. This will help you plan in advance your advertising strategy.

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