

HOW DOES AN EXHIBITION INFLUENCE THE CHOICE OF A DESTINATION?

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History!

- Archaeologists found evidence of “ trade fairs” with tracks of visitors from Syria, Egypt, Greece, Italy, Spain and France, in Lebanon.
- *Frankenfurth, Germany* – AD1200, one of Europe’s oldest exhibition city, inaugurated as market fairs for agricultural goods
- Fairs and exhibitions participate originally with trade in the growth of economic development and monetary transactions
- This “Internationalism” enhances development and gave burth to travel and tourism!
- Enhances recently the Globalisation

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Why an exhibition during a congress?

- **Financial issue in the congress budget**
 - 30% of the budget of a healthcare congress is financed by the exhibition + 20% Sponsorship
 - Part of the delegates fees will be paid by the exhibitors (30 to 40%)
- **Add an attraction to the meeting**
 - Medical meetings are for best practice, education, information and need another attractive part
 - Is part of the networking strategy of a trade association meeting
- **Marketing purposes**
 - US surveys have shown that 85% of the physicians prefer to see the industry during a show
 - A European study shows that 90% of the visitors in a trade fair exhibition come on an exhibition for commercial purposes = trade
 - It is far more expensive for a sponsor/exhibitor to use other means of communication...
 - Combination of « fun & business »

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Objectives of an exhibition during a congress

- Participate in financing the meeting
- Business for the exhibitors (BtoB)
- Networking for the association, its members, its stakeholders
- Lobbying for all parties
- **But also:**
 - **Information**
 - **Education**
 - **Best practice**

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Exhibitions create value

- Effective but versatile and highly regarded marketing tool
- Prime interactive platform for introducing new products, services and technology
- Added value in enhancing the distribution channel – wholesale and retail
- Increases sharing, experience and technology transfers
- Helps the industry to develop
- Makes the event successful

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Constraints: the factors influencing the selection

Usually logistical and administrative!

- ➔ Access
- ➔ Rates
- ➔ Space

- Size/weight loading of the lifts
- Ceiling heights
- Floor loading
- Access to water
- Electrical current loading
- Fire and safety regulations (lasers, hydrogen, etc.)
- Customs clearance...
- VAT
- Storage facilities
- Rates...
- Police



But also Politics, Strategy and Communication (or Marketing)

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CSR & “GREEN EXHIBITIONS”... other influencing factors!

- How are exhibitions following the CSR movement (Corporate Social Responsibility)?

- How to take into consideration, environmentalism and social performance into the overall financial performance?

- Select venue with easy public transport access
- Select venue with efficient water and energy management
- Organize management of selective waste (provide waste removals-recycling, recovery)
- Inform participants of public transportation
- Use recyclable products
- Ask for bio food to caterers and food within season
- Avoid paper in communication
- Buy eco-friendly gifts
- Etc...



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Final influencing factors: Emerging Trends

- Exhibitions becoming bigger and bigger
 - **Strategic intent of mega sized exhibitions**
- Regionalisation
- High Technology
- Regarded as an increasing sales tool...
- Rising costs and falling margins...
- Inter-exchange

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Rotation of an international meeting

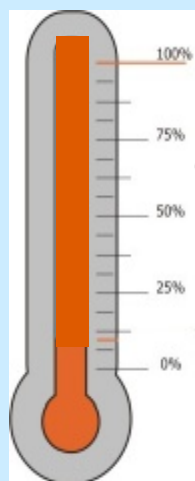
- Other than for political reasons or strategy, the life cycle of an international meeting is to rotate from continent to continent:
 - North America 1
 - Europe 1
 - Asia/Pacific 1
 - South America ½
 - ME ½



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PCOs and Core PCOs, who takes the decision?



100% Association Management C.

75% Core PCO or Preferred PCO

50% PCO Local

25% DMC
0%

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Stay where you are!

- What makes a congress to decide to stay over years in their same destination/venue?
 - Habits
 - Loyalty
 - Easy!
 - **Switching costs!**

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Thank you.

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