

## **NEWS RELEASE**

### **For immediate use**

## **Nothing Can Replace Face to Face**

**Despite increasing numbers of online and virtual exhibitions, trade shows remain popular as a forum to meet suppliers.**

Despite the advancing digital age and new devices such as virtual and online events, trade shows and exhibitions are still important for both suppliers and customers in terms of that face to face contact.

There are hundreds of trade shows every year and increasingly they are becoming more niche, aiming at smaller but very specific audiences. Research, however, suggests that most of the attendees at these events are more junior staff while time-limited senior executives favour larger exhibitions where they can investigate a whole range of requirements in one visit.

It's also not just residents visiting UK trade shows. In the five years leading up to 2006/2007, the total spend by overseas business visitors whose purpose in coming to the UK was to attend an event rose by 56%, according to the International Passenger Survey (IPS) carried out by the Office for National Statistics. During the same period the actual number of visitors rose by 49% to 1.4 million. The statistics support the opinion of James Drake-Brockman, Event Director for Internet World concludes, "As more and more business is done online there is a fear people will not go to exhibitions. I don't believe this for one minute. With less face-to-face happening in general there is a greater need for events as a forum to meet suppliers. Exhibitions – good ones anyway – are here to stay."

Building customer relationships is an important part of business to business marketing and especially key where capital purchases are being made. Signal Group take this very seriously and understand the need to demonstrate credibility, trustworthiness and reliability at every stage. They will be presenting their all new exhibition stand with fresh image around the country and various events abroad this year, focusing on customer-centric exhibitions such as Automotive Testing Expo, Environmental Protection UK (formerly National Society for Clean Air), Energy and Environment and Surfex, for example. For full details take a look at their website at [www.signal-group.com/news.html](http://www.signal-group.com/news.html)

## **ENDS**

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