

Chapter 5

Exhibitions

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Objectives

1. Explain the meaning and types of exhibitions.
2. Explain the purposes and importance of exhibitions.
3. Explain the overview of the exhibition industry.
4. Explain the value chain and key stakeholders of the exhibition industry.



Definition

- ❑ An exhibition means a display of goods, products or activities.
- ❑ Exhibitions mean different things to different people in different parts of the world including fair, trade show, exposition, trade fair expo and exhibition and are often used interchangeably
- ❑ However, these terms share in common that they are employed for events designed specifically to display and sell goods to end users in a particular market segment



Exhibition Purposes and Objectives (1/3)

- ❑ The main purposes for exhibitions are to act as place for buyers and sellers to trade goods & services or to display goods & services for future sales and to allow for interaction on a grand scale.
- ❑ Kenneth W. Luckhurst the expert in exhibition industry
"Exhibitions are not just collections of interesting objects brought together at a certain place and time. They are human activities, human enterprises, and some of them very great and courageous activities, undertaken for definite reasons and in order to achieve certain specified results. They are a form of human intercourse, whereby the promoters and exhibitors on the one hand communicate with the visitors on the other, and their results can only be told in terms of further human thought and activity"
- ❑ Exhibitions are one of the most effective mediums for establishing and maintaining customer relations
- ❑ In an increasingly digital age, exhibitions are often the only events where buyer and seller physically come together – a potent force for business

Exhibition Purposes and Objectives (2/3)

- ❑ Exhibitions perform seven key roles that stress the important advantages they have over other marketing tools.

1. Buying

- ❑ This is a core objective when hosting exhibitions since they are designed to bring prospective buyers to meet sellers and exhibitors.

2. Selling

- ❑ High importance on face-to-face interaction during the pre-purchasing stage leading to a greater chance for exhibitors to sell products and services

3. New Product Introduction

- ❑ Manufacturers and exhibitors use exhibitions introduce new products for the followings:
 - Buyers expect to see them.
 - Tend to attract specific customer groups
 - Present a stage that promotes transactions among buyers and sellers.
 - Provide cost effective ways to reach a mass target market in a specific timeframe.
 - Act as a tool for new product introduction strategies

Exhibition Purposes and Objectives (3/3)

4. Media Coverage

- ❑ Attract attention not only from stakeholders in the industry but also from various media

5. Gaining Competitive Intelligence

- ❑ A chance for manufacturers and suppliers to see their competitors' status and progress

6. Updating Industry Trends and Development

- ❑ Provide a chance to view and evaluate new products, meet with manufacturers and compare new products from various companies

7. Networking and Problem Solving

- ❑ Exhibitors and buyers use exhibitions to create networks to help solve issues and problems either by companies attending or from knowledge gained during training sessions.

Evolution and Significance of Exhibitions (1/2)

Exhibitions in the Past

- ❑ The history of exhibitions can be traced back to the ancient times when humanity first wanted to exchange products and services
- ❑ Exhibitions were used by civilizations such as the Egyptians, the Romans, the Phoenicians, the Greeks and the Chinese as a medium to exchange products
- ❑ Based on excavated remains found on the East Mediterranean coast, archaeologists believe the first exhibition was held around 2,500 years ago.
- ❑ As time passed, trade spread from the East Mediterranean coast as civilization expanded westward and northward in Europe
- ❑ A leap in human history occurred in Victorian England during the mid 1800's when the 'Great Exhibition' held in 1851 at Crystal Palace with the theme 'Works of Industry of all Nations.'

Evolution and Significance of Exhibitions (2/2)

Modern Day Exhibitions

- ❑ Exhibitions continue to grow and expand in line with an ever-changing marketplace and industry it is representing
- ❑ However, with fast changing technology combined with a more competitive environment, both from competing exhibitions and a changing economic environment, holding exhibition can be much more complex
- ❑ Exhibitors and attendees have become more sophisticated with higher expectations as to what they want in return for the time and money needed to attend.

Exhibitions Statistics (1/2)

- ❑ Approximately 31,000 exhibitions were held per year with a total exhibition space of 1.24 million square meters, 4.4 million exhibitors and 260 million visitors.
- ❑ In the Asia Pacific Region, there were 2,132 exhibitions of which 619 exhibitions were held by China and 338 exhibitions were held by Japan.
- ❑ Thailand and Singapore held 88 exhibitions, but Thailand's exhibition space covered the area of 550,000 square meters while Singapore utilized the space of 332,500 square meters (UFI, 2014).

Exhibitions Statistics (2/2)

Thailand Exhibition Value

Table 5.1 Number of Exhibitions in Thailand during 2014-2015

Number	2014	2015	Rate of Change (%)
Number of exhibitions	85	89	4.71
▪ Exhibitors	16,496	21,012	27.38
▪ Visitors	140,573	153,640	9.30
Number of mega projects	-	14	-
▪ Visitors	-	110,309	-
Total number of exhibitions	85	103	21.18
Total number of exhibitors and visitors	157,069	284,961	81.42

Source: Thailand Convention and Exhibition Bureau (TCEB), 2015

- ❑ Table 5.1 shown four more exhibitions in 2015 compared to 2014. The number of mega projects increased and attract over 100,000 visitors.
- ❑ Most of the exhibitions focused on industry & manufacturing, food & agriculture, technology, health & beauty and commerce.

Types of Exhibition (1/7)

- ❑ Exhibitions have various names in English. Different terms can be explained as follows:

1. *Fair*

- ❑ **Fair** is derived from the Latin word *feriae* and developed into the word *feire* in Middle English to describe a gathering of people held at occasional intervals for exchanging and trading of goods.
- ❑ Moreover, fair is the oldest form of direct sales where buyers and sellers can make transactions immediately at the venue.

2. *Exhibition*

- ❑ The word “Exhibition” began and was popular in European
- ❑ Many countries had to find markets for their industrial products as well as seek marketing opportunity to promote transcontinental or international trading.
- ❑ From an increase in demand for new markets, the traditional form of product caravans became extinct, and wholesale and retail were developed instead. Thus, the most convenient and appropriate way to transfer goods to consumers is through industrial product exhibitions.

Types of Exhibition (2/7)

3. Exposition

- ❑ The word “Exposition” means displaying. This word was first used in 1649 AD in North American countries. The important characteristics of expositions are as follows:
 1. It has the closest meaning to “Exhibition” in English.
 2. Expositions are usually held in venues with specifically designed facilities.
 3. Expositions are aimed at displaying products and services to promote future trading opportunities.
 4. Expositions are the place where buyers and sellers meet and exchange products and services at that time or in the future.
 5. Exposition organizers may be from the public or private sector with the aim to promote trading.
- ❑ The words “Exposition” and “Exhibition” will be used interchangeably to mean displaying of products for the purpose of commerce or marketing.

Types of Exhibition (3/7)

- ❑ Expositions and exhibitions can be categorized based on the following criteria:

1. Categorization by Purpose

1.1 Exhibitions to Promote Marketing and Sales

- ❑ The most popular form of exhibitions at present in order to introduce new products, technology or innovation related to products or services.
- ❑ To promote marketing and allow a chance for the exhibitors who might be manufacturers or sales agents to meet with buyers or consumers.
- ❑ Therefore, exhibitions to promote marketing could be called marketing exhibitions, trade shows, or trade fairs.

1.2 Exhibitions to Promote Companies

- ❑ The process of communication between the organisers or institutions and the target people through appropriate promotional tools. The goals are to promote the company reputation and create good images

Types of Exhibition (4/7)

1. Categorization by Purpose (cont'd)

1.3 Exhibitions to Promote Education

- ❑ Aim at giving knowledge on various matters to students and the general public. Exhibitions can be held both indoor and outdoor or in educational institutions without commercial purposes.

2. Categorization by Target Market

2.1 Trade Show

- ❑ Exhibitors are the manufacturers of products or services or sales agents of products or services for other industries.
- ❑ Buyers are business operators who are the target of the industry hosting the exhibition.
- ❑ Visitors in trade shows are restricted for invited buyers only. To attend this kind of trade shows, visitors need to perform registration and pay for the fee in advance.

Types of Exhibition (5/7)

2. Categorization by Target Market (con'td)

2.2 Consumer Show

- ☐ Consumer shows are opened for the general public with the aim to expand marketing opportunities for the consumer products industry.
- ☐ The organisers could be retailers or manufacturers, who aim to introduce products and services to buyers or end users.
- ☐ Attendance is not restricted and does not require registration, however, ticket fees are available in some cases.

2.3 Trade and Consumer Show

- ☐ It is the place where the organisers who could be manufacturers or sales agents aim to have both groups of buyers, including business operators & general public.
- ☐ The attending periods are divided into two phases. The first phase is when buyers and visitors are all business operators, and the second phase is open for the general public.

Types of Exhibition (6/7)

3. Categorization by Level

3.1 International Exhibition

- ☐ A large-scale event consists of more than 20% of exhibitors and visitors from overseas.
- ☐ At the beginning, international exhibitions or expositions, were held to benefit countries operating export businesses.
- ☐ Currently, focus more on specific industries where buyers are businesses recognized by such industries and visitors have the same characteristics as attendees of exhibitions held for business operators

3.2 National Exhibition

- ☐ The exhibition is large or small depends on the number of visitors.
- ☐ This form of exhibitions can have many purposes, such as for marketing promotion, education or public relations, etc.

Types of Exhibition (7/7)

3. Categorization by Level (cont'd)

3.3 Local Exhibition

- ❑ It consists of exhibitors and visitors in the local areas or nearby places. Local exhibitions are smaller than national exhibitions, with the purpose to benefit the local community.

4. Categorization by Venue

4.1 Outdoor Exhibition

- ❑ It is a large exhibition with a wide range of exhibitors or scope, with the aim to serve a large number of people which may require a large area depending on the type of products to be displayed.

4.2 Indoor Exhibition

- ❑ It is a small-scale exhibition with a narrower aim, limited number of target group, and shorter period than outdoor exhibitions held in convention halls or building halls.

Exhibitions Outlook (1/4)

Shift of the Power in Global Exhibitions

- ❑ The shift in terms of location and growth of the exhibition industry from the developed countries to emerging countries such as China, India and Brazil can be noted
- ❑ Due to the fact economic growth is increasingly concentrated in Asia while developed economies such as America and Europe are stagnate in economic terms due to the global financial crisis and Euro zone debt concerns.
- ❑ China is also focused on promoting its exhibition industry since manufacturing has located to China in search for cost-effective solutions.
- ❑ With vast business opportunities and with exhibitions seen as serving as an important marketing tool and a place to generate transactions, the Chinese exhibition industry has grown rapidly and is becoming a leader in the global exhibition industry.

Exhibitions Outlook (2/4)

Technology and Virtual Trade Shows

- ❑ A growing number of companies are currently shifting to online exhibitions referred to as 'virtual exhibitions' since they provide a cost saving option for hosts
- ❑ The main elements of typical virtual exhibitions are virtual exhibition halls usually restricted to those who receive specific permission from organizers.
- ❑ Exhibitors who decide to register and attend are required to build their booths, or virtual booths, exhibit their products & services, provide other relevant information.
- ❑ Visitors attend to gather information and view virtual exhibits.



Figure 5.1: *Virtual Trade Show/Exhibition Booth*

Source: www.hypergridbusiness.com

Exhibitions Outlook (3/4)

Technology and Virtual Trade Shows (conti'd)

- ❑ Most of the exhibition leading organizers think virtual exhibitions cannot replace traditional exhibitions as the main aim of exhibitions is to promote trading or business interactions which rely on face-to-face communication.

Figure 5.2: Virtual Trade Show Booth of Emhart Teknologies



Source: Emhart teknologies

Exhibitions Outlook (4/4)

Sustainable Exhibition

- ❑ Sustainable exhibitions have become an important issue to related persons in the MICE industry.
- ❑ Due to the fact that exhibition is a complex industry with multiple key players, all need to respond and react according to the need of their customers.
- ❑ PEOs need to organize exhibitions that align with green and sustainability standards because it reflects the concern that a PEO has for the area in which they organize their exhibitions
- ❑ To adopt green exhibitions, exhibitors also need to create their booths in alignment with green concepts such as using material that can be reused or recycled
- ❑ Venues have to adjust the way they operate, for example with regard to waste recycling programs
- ❑ New and upcoming conventions and exhibition halls will eventually incorporate conservation and green concepts into designs in terms of energy consumption and materials used in venue construction.

Exhibitions in Thailand (1/2)

- ❑ Benefits of exhibitions stretch far beyond being just a marketing tool that brings buyers and sellers together, but can promote a nation's exports leading to higher employment in the manufacturing and service sectors.
- ❑ This is why many countries, developed and developing, invest in infrastructure to support exhibitions and focus on trying to attract exhibitions.
- ❑ Thailand promotes its MICE industry, especially exhibitions, led by the Thailand Convention & Exhibition Bureau (TCEB), the Convention and Visitors Bureau (CVB) of Thailand.
- ❑ Another association providing support for the exhibition industry is the Thai Exhibition Association (TEA), an association of organizers, centers, stand contractors, freight forwarders and related suppliers dedicated to promoting and developing the exhibition industry in Thailand.
- ❑ Although Thailand's exhibition sector is experiencing a decline in terms of volume and value, based on UFI statistics, it is still considered the top exhibition destination in South East Asia with a sound volume of space sold in comparison with other surrounding countries.

Exhibitions in Thailand (2/2)

New Initiatives in the Thai Exhibition Industry

- ❑ In 2015, Thailand will join the ASEAN Economic Community (AEC)
- ❑ By 2015, import taxes and duties for most important products and services will be fully eliminated
- ❑ In joining the AEC, it is inevitable both the manufacturing and service sectors in Thailand will face a shift in their usual markets
- ❑ Countries with better infrastructure, cheaper cost of labor, more policy consistency and political stability will be able to attract more investment not only from member countries but also from countries outside AEC
- ❑ Thailand will need to focus on capturing market share in Thailand and consider the opportunity to open and capture other potential markets in neighboring countries

Exhibition Value Chain (1/7)

- ❑ There are four main groups of stakeholders of the exhibition industry as follows:

1. Buyer – Visitor/Attendee

- ❑ Exhibitions are the best place for buyers to view and sample, in the same place and at the same time, various mixes of new products & services that suppliers & manufacturers in an industry have to offer.
- ❑ In addition to combining a mix of products and services, due to rapid changes in technology, buyers also come with the expectation they can learn about or acquire new technology and ideas.



Exhibition Value Chain (2/7)

2. Sellers – Product Suppliers and Exhibitors

- ❑ Without exhibitors or sellers, buyers would have nothing to see.
- ❑ From an exhibitor's perspective, exhibitions are places where they can display or demonstrate new product features and show how new products or services can save time, money and effort.
- ❑ Exhibitions provide an opportunity to increase sales and test new products with potential customers
- ❑ Exhibitions are also a great place for exhibitors to gather information about competitor products
- ❑ Exhibitions are the best place for exhibitors to stay in touch with their existing customers and clients and as a way to develop new relationships
- ❑ Exhibitions can provide exhibitors the opportunity to assist customers in solving problems along with gaining immediate feedback

Exhibition Value Chain (3/7)

3. Show Owner

- ❑ Show owners, private or public organizations or associations of the industry, are those having a decision in operation and management of exhibitions
- ❑ Conduct a feasibility study and marketing gap assessment of the potential industries for exhibitions.
- ❑ Set target exhibitors and visitors, determine date, time and venue, as well as decide whether to include a meeting or seminar as part of each exhibition.

Professional Exhibition Organizer – PEO

- ❑ Exhibition owners or organisers who receive payment in different forms.
- ❑ As PEOs have experience and network that links with related businesses, such as contractors of various services, including construction, electricity, infrastructure, audiovisual equipment, hotels and accommodation, airlines, transporters and tour operators, etc., exhibitions can achieve the set goals.

Exhibition Value Chain (4/7)

Roles and Responsibilities of PEOs in Holding Exhibitions (1/4)

- Although, four core stakeholders are involved in exhibitions, a PEO will handle most organizing and operating tasks although exhibitions will differ based on clients.

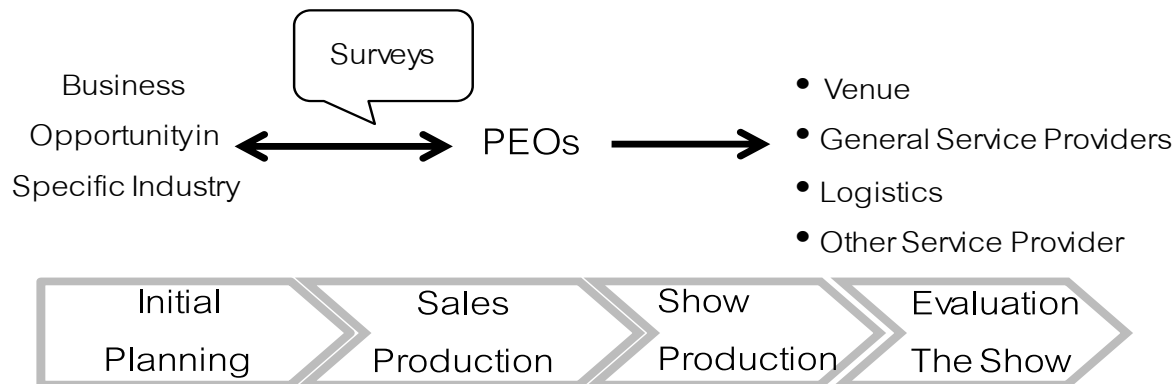


Figure 5-3: Planning and Organizing Exhibitions

- A PEO will be in the center of the value chain interacting and collaborating with stakeholders from the customer and supplier side.
- The customer side consists of attendees (visitors and exhibitors), while the supplier side consists of the venue, general service providers, logistics companies and other service providers.

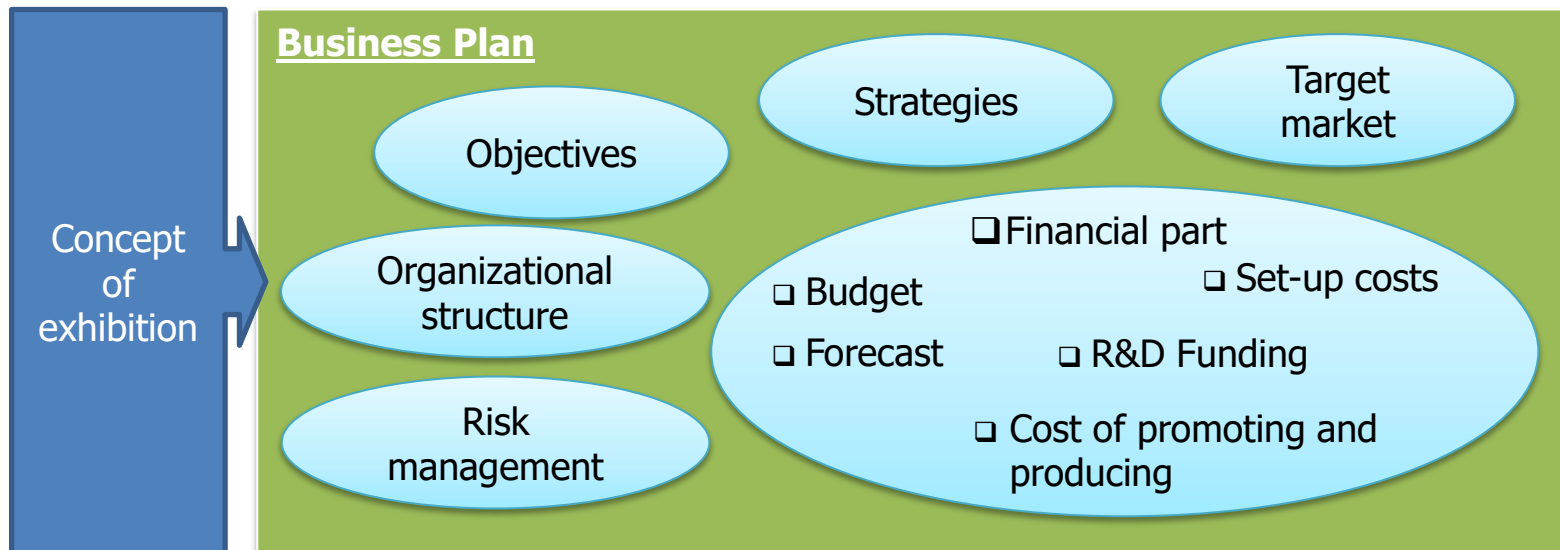
Exhibition Value Chain (5/7)

Roles and Responsibilities of PEOs in Holding Exhibitions (2/4)

- ❑ For exhibitions to succeed, a PEO will move through four phases.

Phase 1: Initial Planning

- ❑ First of all, *the development of a concept* coming from answers to questions that need be addressed about the value of a new exhibition along with the goals of the upcoming exhibition such as number of visitors and sales space



Exhibition Value Chain (6/7)

Roles and Responsibilities of PEOs in Holding Exhibitions (3/4)

Phase 2: Sales Production

- ❑ Once the initial planning phase is completed, a PEO needs to market the exhibition successfully in two, inter-related sales activities, exhibit space sales and attendance promotion
- ❑ A PEO needs to select the proper tools to employ based on research and information they have about exhibitors and visitors.
- ❑ Often, this sales production starts 12 to 18 months prior to the exhibition depending on the size and number of exhibitors and attendees needed

Phase 3: Show Production

- ❑ The steps involved bring together the many stakeholders including venue personnel, general service contractors, logistic companies and other service contractors and can be overwhelming.
 - determine all themes and functions linked to the exhibition concept
 - find a suitable venue with a site selection criteria
 - produce promotional materials and activities
 - print advertising for exhibit sales
 - order brochures

Exhibition Value Chain (7/7)

Roles and Responsibilities of PEOs in Holding Exhibitions (4/4)

Phase 3: Show Production (cont'd)

- develop registration system
- order audiovisual equipment and finalize all other activities
- finalize staff delegation
- confirm move in times for exhibitors and conference room availability
- hold final staff meeting and brief all hired staff
- ❑ The actual physical production of an exhibition often starts more than a year prior to the opening date
- ❑ Throughout this process, a PEO needs to continually revisit the initial plan to ensure they are still on the right track, make any necessary changes and ensure a forward movement towards the desired target.

Phase 4: Exhibition Evaluation

- ❑ This phase consists of in-depth evaluations, grouped into three parts:
 1. Evaluate the planning and production phase
 2. Exhibitor feedback and results
 3. Attendee feedback and results

Exhibitions



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Exhibition Industry Key Stakeholders (1/12)

Professional Exhibition Organizer: PEO

- ❑ A PEO plays a major role in bringing success to the exhibition based on the goals set, and being responsible for planning all the processes.
- ❑ Exhibition organizers can be categorized into three groups as follows:

1) *Professional Exhibition Organizer – PEO*

- ❑ This could be the show owner or organizer of the association or public organizations.
- ❑ PEOs receive payment in the form of management fee, or based on the venue space or space sales revenue.
- ❑ The leading exhibition organizers in Thailand include Bangkok Exhibition Service Co., Ltd., N.C.C. Exhibition Organizer Co., Ltd. (NEO), Reed Tradex Co., Ltd., UBM Asia (Thailand) Co., Ltd., etc.

Exhibition Industry Key Stakeholders (2/12)

Professional Exhibition Organizer: PEO (cont'd)

2) Association, Show Owner and Organiser

- ❑ Examples of professional exhibition organizers in this group are as follows:
 - Thai Gem & Jewelry Traders Association
 - Thai Publishers and Booksellers Association of Thailand: PUBAT

3) Public Sector Organiser

- ❑ This is generally an ad hoc organiser according to the government policy.
- ❑ There is one organization which plays an important role in the exhibition industry as the organiser, which is the Department of International Trade Promotion (DITP) under the Department of Commerce. It organizes trade shows, consumer shows and combined shows, for example:
 - THAIFEX – World of Food ASIA
 - BIG + BIH (Bangkok International Gift Fair & Bangkok International Houseware Fair)

Exhibition Industry Key Stakeholders (3/12)

Venue

- ❑ Exhibitions would cease to exist without facilities in which to hold them, making a vital stakeholder in the industry as in the statement "Venue leads industry." Six types of venues are commonly used to host exhibitions.

1. Conventions/Exhibition Center

- ❑ A definition by Rutherford (1990), a convention center is, "a public assembly facility that is designed to host meetings and exhibits under one roof."
- ❑ Convention center provides space and service for large conventions or international exhibitions. They are privately owned or government supported.

2. Multi-Purpose Facility: MPF

- ❑ Allow layouts and configurations to be altered to provide a variety of spaces based on customer requirements meaning it can hold several meetings and events simultaneously.

Exhibition Industry Key Stakeholders (4/12)

Venue (Cont'd)

3. Hotel

- ☐ Many hotels have already built and incorporated space for exhibitions into their floor plan.
- ☐ The benefit is that exhibitors and visitors do not need to commute and can stay in the same place where exhibitions are held.

4. Gaming Facility

- ☐ A gaming facility consists of gambling along with exhibition space.
- ☐ Although gambling in Thailand is prohibited, Las Vegas, Macao or Singapore Marina Bay Sands are exhibition centers with gaming facilities.
- ☐ Many companies avoid venues with gaming facilities, or at distractions such as shopping malls, or even fascinating locations.

Exhibition Industry Key Stakeholders (5/12)

Convention and Visitor Bureau (CVB)

- ❑ The major roles of CVBs in promoting the MICE industry.
 - Give important information on regulations related to exhibitions as there are different details of exhibitions in each country, as well as names of venues available for exhibitions and different contractors.
 - Facilitate coordination with the public sector in the host country as well as private sector related to promoting the exhibition industry.
 - Facilitate and support the bidding process to host exhibitions in the country.
- ❑ TCEB serves as Thailand CVB, supports the exhibition industry through its facilitation in the exhibition bidding process, venue survey and providing important information of the exhibition industry to people involved, provide financial support, and served as the intermediary to negotiate with the public sector.

Exhibition Industry Key Stakeholders (6/12)

Contractor

- ❑ Contractor or Stand Contractor is a company or juristic person responsible for exhibition venue planning.
- ❑ The important roles of contractors who construct booths for exhibitions can be classified as follows:
 1. *Booth Design and Decoration*: Design exhibition layouts/booths, design and decorate standard or special booths, rent out furniture and arrange trees/flowers to decorate booths.
 2. *Infrastructure*: Install electrical, water supply and telecommunication systems.
 3. *Light and Sound*: Install and monitor audiovisual equipment in the exhibition using exciting light, colors and sound.
 4. *Special Activities*: Initiate activities to be carried out in the exhibition, design staff costumes for each activity

Exhibition Industry Key Stakeholders (7/12)

Types of Exhibition Contractors (1/2)

1. General Service Contractors

- ❑ Include contractors who are involved in concept design, booth management and removal.
- ❑ General service contractors proceed with the following arrangements:
 1. Create the theme, design booths, electrical plan, furniture layout, display format, graphics, costumes, etc.
 2. Prepare information for seeking permission to construct booths, install electrical equipment, and various systems
 3. Proceed with planning, construction, supply and installation issues
 4. Provide services during the opening ceremony
 5. Provide booth removal and product delivery services.

Exhibition Industry Key Stakeholders (8/12)

Types of Exhibition Contractors (2/2)

2. Specialty Service Contractors

1. **Electrical and System Works Contractors:** provide services of layout planning and electrical power installation, electricity, and lighting, water supply works
2. **Furniture and Equipment Contractors:** supply furniture to be used in the booth to facilitate attendees
3. **Audiovisual Contractors:** supply audiovisual equipment and monitor
4. **Graphics Contractors:** provide services related to printed matters
5. **Specialized Contractors:** include service providers for product display, find musical bands and performing arts to support product display, or developers of software to be used for product data entries in the form of interactive kiosk.

Exhibition Industry Key Stakeholders (9/12)

Freight Forwarder

- ❑ A freight forwarder is responsible for delivery of goods or products for commercial exhibitions
- ❑ A freight forwarder refers to “a person responsible for delivering goods inside and outside the country, providing services of importing and exporting goods of exhibitors, renting out tools and equipment, application process, contacting the Customers Department, transporting and transferring goods to the exhibition booths, providing warehouse services, and delivery goods back to the destination
- ❑ A freight forwarder play a crucial role in giving advice and providing services of delivering goods to exhibition booths or agents at the destination country

Exhibition Industry Key Stakeholders (10/12)

Importance and Roles of Freight Forwarders towards Exhibition Organisers

1. Provide the services of goods delivery or transfer for exhibition organizers in case there are items to be transferred to a temporary office in the exhibition venue or sending promotional documents overseas.
2. Give advice to exhibitors or exhibition organizers in case there are product import limitations or plans to import large products.
3. Act as exhibition attendees in case the organizer holds exhibitions concerning the transport industry or transport technology.

Importance and Roles of Freight Forwarders towards Exhibition Contractors

1. Serve as partners who help each other to facilitate smooth exhibitions under their responsibility.
2. Provide delivery or transfer of services in case the contractor takes a job overseas.

Exhibition Industry Key Stakeholders (11/12)

Major Associations in Exhibition Industry (1/2)

Union of International Fairs (UFI)

- ❑ UFI is one of the most influential associations in the global exhibition industry
- ❑ Apart from providing the training and education sessions to improve member efficiency and competitiveness, UFI also provides professional networks and both public & private connection to help facilitate their members exchange ideas and experiences with other stakeholders in related businesses

Center for Exhibition Industry Research (CEIR)

- ❑ CEIR is a non-profit organization. It promotes growth and awareness of exhibitions and other face-to-face marketing events by producing and delivering research-based tools that reflect the value and benefit of holding exhibitions by enabling stakeholder organizations in the exhibition industry to enhance and improve their ability to meet current and emerging customer needs.

Exhibition Industry Key Stakeholders (12/12)

Major Associations in Exhibition Industry (2/2)

International Association of Exhibitions and Events (IAEE)

- ❑ IAEE has a mission to support and promote membership by providing training and information related to the exhibition and events industry
- ❑ The benefits of IAEE membership include professional training and development along with leadership development and local chapter membership, industry news and publications, advocacy with government and the media

สมาคมการแสดงสินค้าไทย (Thai Exhibition Association: TEA)

- ❑ TEA currently plays an active role in promoting and supporting the exhibition industry in Thailand
- ❑ Apart from providing members with training and insights regarding the exhibition industry, TEA also aims to increase the quality of their members by implementing international standards to both facilities and service sectors within their membership pool

Review Questions

1. Explain the meaning and types of exhibitions.
2. What are the purposes and importance of exhibitions?
3. Explain exhibition value chain.
4. Explain key stakeholders in the exhibition industry.

Chapter Activities

After you have a chance to attend an exhibition, please analyze the features of such exhibition such as:

1. Whether it is a trade show, consumer show or trade and consumer show.
2. Whether it is a national, international or local exhibition.
3. The purposes of the exhibition.
4. The target customers, both as attendees and exhibitors.
5. The impacts of such exhibition on the overall economy.

Reference :



A Pillar under :

