

WHY EXHIBIT ?

50 REASONS... 1

- Even, if you agree with any one of these,
then exhibiting would be worth it

- 1 No limit on the amount of information
- 2 Digital reach, synergy or impact is huge
- 3 Cost of exhibiting can be returned in the first order/business itself
- 4 No need to leave office / home after putting-up a virtual showcase
- 5 No visiting hours - Locally, Regionally, Nationally or Internationally
- 6 Conduct master-classes, seminars or make technical presentations
- 7 Exclusive, updated & live databases of your target-audiences are used
- 8 Connect with market-places and target-audiences from India & world-over
- 9 A booth/stand/stall costs a fraction of what an offline exhibition one would cost
- 10 Meet a variety of decision-makers from the same organization at the same time
- 11 You can have a booth/stand/stall in almost every market-place at the same time
- 12 Increase speed by cutting time required for lead generation, query processing...
- 13 Making the correct contact or getting info from clients is more accurate and quicker
- 14 Communicate through options like Chat, Email, Videos, WhatsApp & other features
- 15 Info is easily changed & better represented through PDFs, demos, photos or videos
- 16 Easier processing of queries for speedy completion of orders and client satisfaction.
- 17 It works out to be only a few thousand rupees per month & hence a win-win situation
- 18 Access is across digital media - PC, Mobile, Tablet & also across a range of browsers
- 19 Endless possibilities - buy, sell, import, export, source, interact, connect, transact, etc.
- 20 Save on time, booth, staff, promos, air-fares, hotel rentals, transport, materials or decor



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50 REASONS. . . 2

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- 21 Resources are freed to strengthen your client base and use for other business activities
- 22 The business visitor enjoys the anonymity & leisure, making shopping or business better
- 23 Cost-effective media to announce loyalty or referral incentives & build good-will of clients
- 24 For test-marketing, its better to exhibit online, rather than offline where results are unsure
- 25 Online India Expos enable re-starting businesses with minimum costs after the lock-down
- 26 Highlight through ideally created demo-videos/AV presentations to the right business visitor
- 27 Proper follow-up can be customized to convert the lead depending on specific requirements
- 28 Business is impossible without health, safe travel, social distancing, physical interaction, etc.
- 29 Let us do, what we do best - making it attractive for your target-audience to want to get to you
- 30 You can focus on a particular line/range or launch new products and target different audiences
- 31 The quality & number of visitors increases multi-fold as many super-buyers remain anonymous
- 32 Expand your global footprint as there are no limits to where you can attract business visitors from
- 33 You can become famous online for your contributions and can charge a fee for allied consultancy
- 34 The presentation material prepared can be reused in various formats for other business purposes
- 35 Online booth costs can be written-off as undertaken for PR, CSR, Recall, Branding, Advertising, etc.
- 36 Advantageous for those who could not afford traditional exhibitions due to limited marketing budgets
- 37 Fight COVID fear, psychosis & loss of business due to travel or distancing restrictions & do business
- 38 Level-playing field for all can now reach out to local & international markets. Not just market-leaders
- 39 Internet force multiplies not only direct clients, but also related business invitees through synergy
- 40 Online India Expos are marketed extensively across platforms & media. It is free to business visitors

Continued...3



WHY EXHIBIT ?

50 REASONS. . . 3

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- 41 Offers, updates, training, webinars or presentations can be organized to educate or inform your clients
- 42 The post-COVID era is one of cost-cutting, limited budgets and yet the dying need to kick-start business
- 43 Start-ups, SSIs/MSMEs/Cottage Industries, Home/Freelance/Side Businesses... will find it affordable too
- 44 Benefit from quick return-on-investment, economies of scale, large sales volume & multiple opportunities
- 45 You can cater better to repeat business, location advantage, flexible pricing, special offers, transport, etc.
- 46 Imagine the effect of the combined use of different tools like mass mailing, social media, digital marketing...
- 47 E-commerce is enabled & reputation enhanced with an enhanced experience to the informed customer/client
- 48 You can attend to thousands of business visitors at the same time by forwarding the query to the right person.
- 49 Minimal expenses as costs are saved by processing queries online, facilitating e-payments, approvals, email...
- 50 Focus on important objectives - sales, trading, core-business, manufacturing, new launches, client-servicing, etc.
- 51 In offline events its never across-the-counter business, rather its lead-generation for which online expos are ideal
- 52 The costs are so nominal for a year, that even if results or returns are not as per expectations, it can be written off
- 53 Customize your strategy for different objectives - need, area, MSME, government, institutional, export-oriented, etc.

