Why go to Trade Shows during a recession?

Recent studies by TradeShow Week and others demonstrate the importance of getting the most bang for your marketing dollars - and warn that "out of sight" often means "out of mind". Marketing dollars work harder to gain market share during recessions.

June 17, 2009 - PRLog -- A recent study by TradeShow Week looked at the two most recent recessions, 1991 and 2001, and compared them to the current economy.

During the last recessions, the author found that companies that cut back on marketing and trade show activities tended to recover slower than those that maintained their marketing presence.

Another study noted that during the great depression in the 20's, Kellog's maintained their advertising campaigns while Post cut back - and when the dust settled, Kellog had greatly increased their market share.


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American Image Displays is a top source for new display exhibits that provide inspiration for our clients and their customers. We’ve been providing sales tools of every size, from small tabletop displays, "pop-ups" and banner stands to large custom displays and islands, for over 25 years. We sell displays and graphics, but our main products are great IDEAS & fast & FRIENDLY customer SERVICE.

A successful exhibit helps you increase sales and gain recognition with your target audience. We attempt to match each client with display tools that best achieve this goal. We work closely to determine the combination of exhibit materials that best meet the combined needs of budget, desired identity, corporate message, and event location requirements. Along the way we typically develop close working relationships with our customers that last through the years as enjoyable social experiences.

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Country United States
Industry Event, Marketing, Advertising
Tags Trade Show, Tradeshow, Recession, Marketing, Advertising
Link https://prlog.org/10260628

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