

TRADE FAIR AS A TOOL TO INCREASE BUSINESS SHARE

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ABSTRACT

Trade fairs are a dominant marketing tool. They offer the breaks for face to face meeting with customers. Trade fairs and consumer shows allow providing hands on demonstrations of the products. Visitors enthusiastically want to find out about the products and services, so they are really receptive. Trade shows are an event where companies that are involved in a certain industry gather to exhibit their products, learn about current trends in their industry, and expand knowledge about their competitors. Trade shows provide opportunities for selling, reinforcing existing business relationships, and launching new products. These events can sort in size from a small regional show featuring fewer than two dozen participants to enormous national shows, which may sketch hundreds of exhibitors and tens of thousands of visitors over a period of numerous days to a week. These trade shows are managed by the trade associations and the trade associations have the key roll to enhance the trade fairs because these fairs are sponsored by trade associations for particular industries, and there are thousands of associations running fairs every year.

Normally trade fairs aren't open to the public and can only be attended by company representatives and members of the press. They enable companies to take on marketing research and to encourage themselves. It is also a forum where company can make contact with prospective customers and to sell to them on a face-to-face basis, some trade fairs even permit companies to sell their products, thereby helping to generate sales. A trade fair is like a shopping mall a one-stop-shop where customer can buy everything that he requires at home. It enables to do all of marketing compressed into a small time-frame and single venue.

KEY WORDS: Marketing, Marketing Research, Customer Relationship, Trade Show.