



**BTX SLC 877-733-6261**

[www.btxslc.com](http://www.btxslc.com)

## Why Exhibit?

**Are you** shipping your exhibit with us? Thank you if you are! If not, here are a few reasons why you should be...

BTX SLC is one of the largest exhibit transportation companies in the western states. Our customer service extends well beyond the art of shipping shows. With our daily volume of shows we are in major cities every day. This volume allows us to consolidate exhibitors going into each region; these savings are passed directly on to you. Backing up this volume is knowledge and experience. BTX SLC manages your exhibit along with you, and on your behalf. Communicating directly with the decorators overseeing your show, we confirm and work directly with them on your behalf to get your exhibit in and out of the show as smoothly and quickly as possible. Again, a savings to you.

Daily your exhibit is tracked, traced and personally dealt with 24/7. Every shipment has an assigned BTX employee that is working late into the evening and early morning hours to communicate with the driver, your show rep, and the decorator to assure integrity on every shipment.

These items only lightly touch on the white glove service and attention we give each and every one of your exhibit shipments. Give us a call to experience firsthand our shipping services, and excellent customer service.

### ***Why Exhibit...***

You have to admit that in this economy, every accountant, in every firm is questioning the money dropped on the "why's" of exhibiting. They see the immediate expenditures of ten thousand dollars at a minimum, to well into hundreds of thousands by the time the show is completed. They become awestruck at the money pouring out the doors. Capitol is quickly depleted, tempers flare, and sleep is lost as all in the financial department forecast impending doom.

Marketing gets the blame. Research and development is off the hook in coming up with solutions to manufacturing defaults, while the finger is briefly being pointed away from them, and everyone in the company is walking on eggs shells. Until....

Sales from work on the show floor start lighting up the phones. Field sales increase. Inquiries of product seen on the show floor start propagating like mice within the customer service team, and the world seems to come back to a natural ebb in the tide, and all is right with the world once again. Ahhh.. you can relax and feel good about yourself for having pulled off a successful show, and now your company can see that exhibiting has value.

Wishful thinking folks, statistics show that it takes an average of four follow-up calls to customers on the show floor to close those deals discussed while exhibiting. Those calls will average nine months. The great thing is that 44% of the customers you'll see on the floor will be solid decision makers. Those are excellent odds.

Recent studies reflect that a sales call from the field costs approximately \$1800.00 to close, where on the average a lead obtained from the show floor is relatively half that expense. Those who don't take the time to prepare properly, or follow up thoroughly from exhibit leads can waste thousands of dollars, As in earlier LinkedIn messages from me, you can see that exhibiting correctly takes detailed preparation. The above show floor sales can easily rise to be greater than that of a field sale. Learn to plan. *Inspect what you expect.*

Exhibiting allows you to see immediately what your competition is offering, hence leveling the playing field. It is rare that you can walk into a field call and see how, and what your competition came in with as a presentation before you. Exhibiting helps in doing that. On the flip side, it is becoming common place to create more of an enclosed selling field on the floor. Secluding from view who you are meeting with, and what you might be offering.

Take the time to walk shows in your city. Learn the trends of the exhibit industry. Learn from those who are exhibiting before you and see what works for them and for you.

Then call BTX SLC to get you to your next show and home again.



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