

The Effects of International Trade Show Marketing Strategies on Trade Show Performance: A Preliminary Analysis

Wenping Shi

Penn State University

Dr. Paul Smith

Penn State University

Dr. Shuangbao Zhang

Beijing Forestry University



Outline

2

- Background and Justification
- Research Objectives
- Research Methodology
- Data Analysis and Findings
 - ▣ Trade show performance dimensions
 - ▣ Effects of trade show strategies on performance dimensions
- Conclusions and Contributions
- Future Activity and Research

Background & Justification

3

□ International trade show

□ Benefits

- International business network
- Competitive intelligence gathering
- Product sales
- Corporate image/reputation building
- Customer needs identification

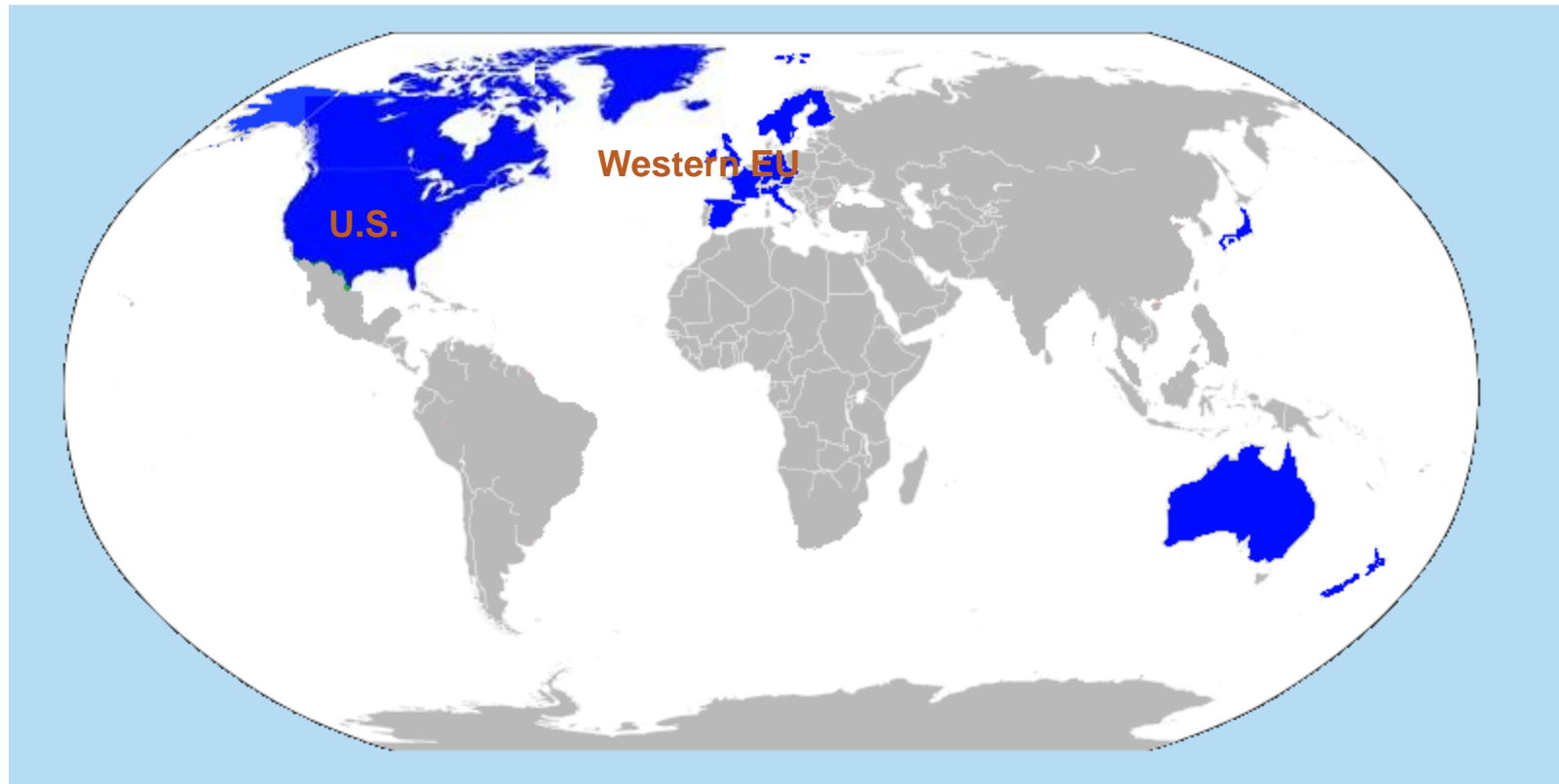
□ Challenges

- \$\$\$
- Which one to select? Exhibit mode? Booth?



Existing Trade Show Studies

4



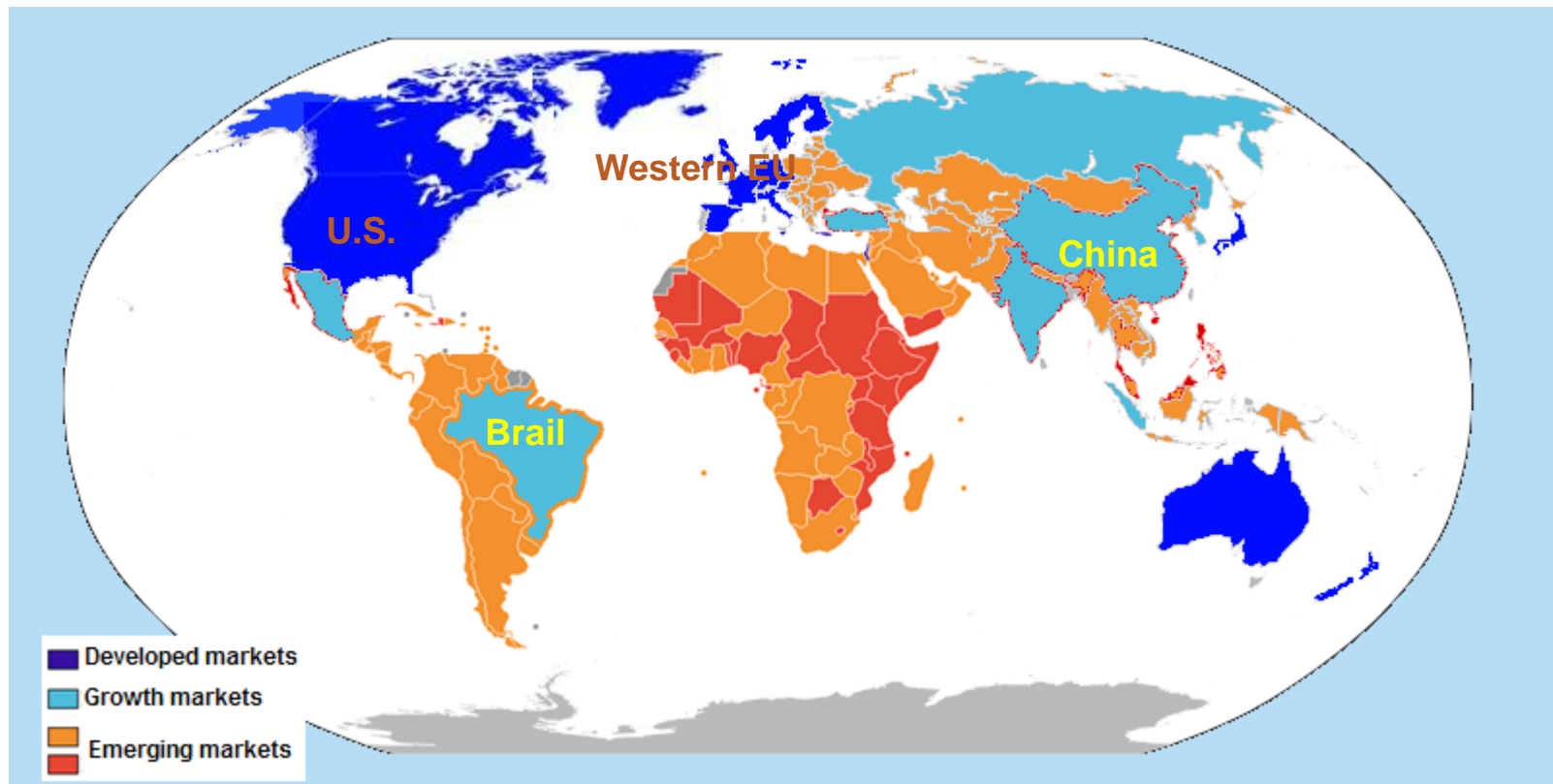
Existing Trade Show Studies

5

Developed Markets



Emerging Markets



Background & Justification

6

□ **Developed vs. Emerging Markets**

- Trade show utilization is different (Tafesse and Korneliusen 2011)
- Trade show performance dimensions vary across counties and /or industries (Dekimpe et al. 1997; Hansen 2004; Kerin and Cron 1987)

□ **Existing studies:**

- Examine effects of TS strategies on single TS performance measure
- Little knowledge on Chinese market
 - The relevant trade show performance dimensions?
 - What trade show strategies should exhibitor employ to optimal allocate the resource?

Background & Justification

7

- China: No. 1 furniture producer and exporter

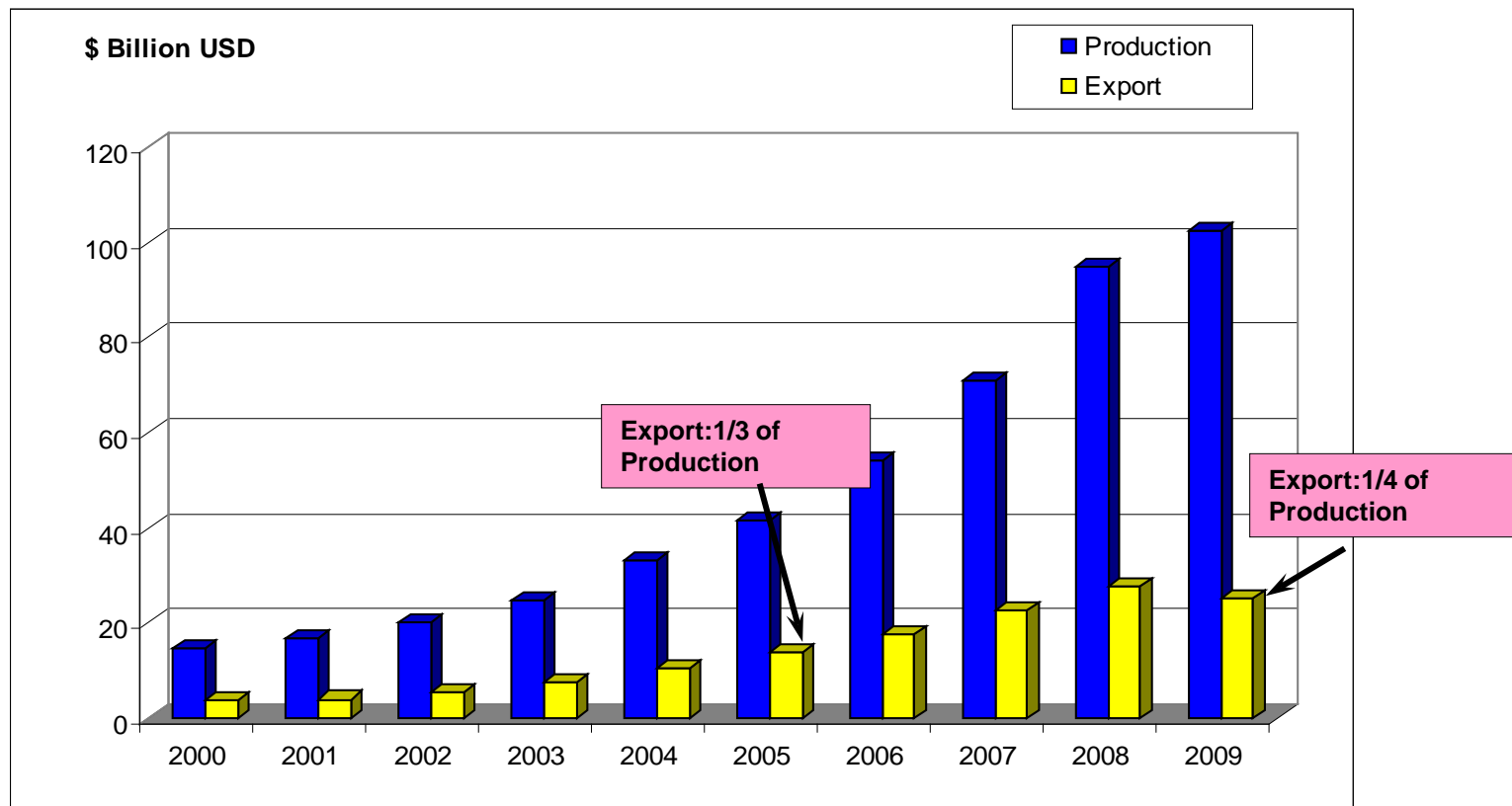


Fig. 1. Chinese Furniture Production and Exports (2000 – 2009) (CNFA 2001-2010)

Background & Justification

8

- China: No. 1 furniture producer and exporter

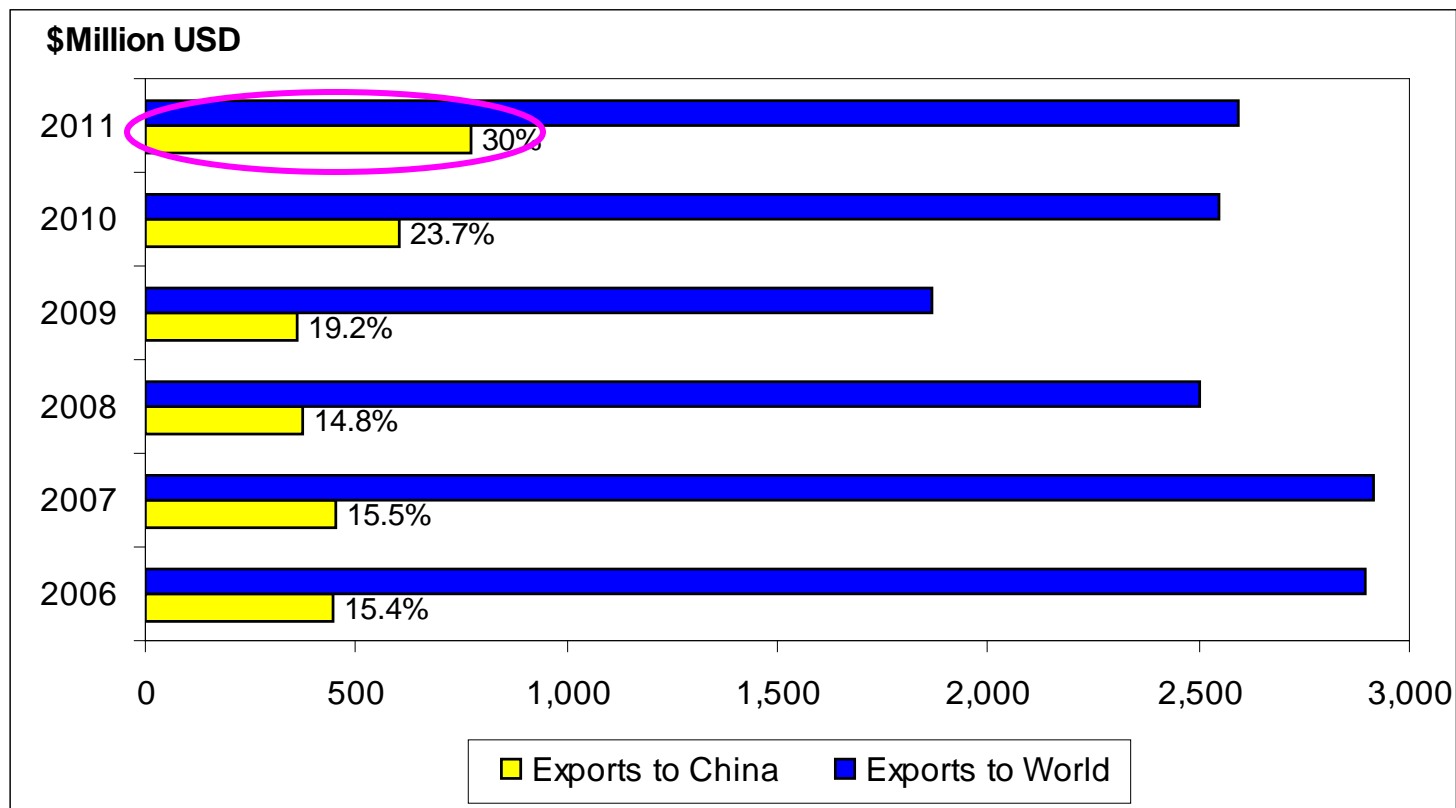


Fig. 2. U.S. Hardwood ^[1] Exports to World and China (2006-2011) (USDA/FAS 2012)

^[1] Hardwood exports include hardwood logs, lumber, veneer, chips, hardwood plywood and hardwood flooring.

Research Objectives

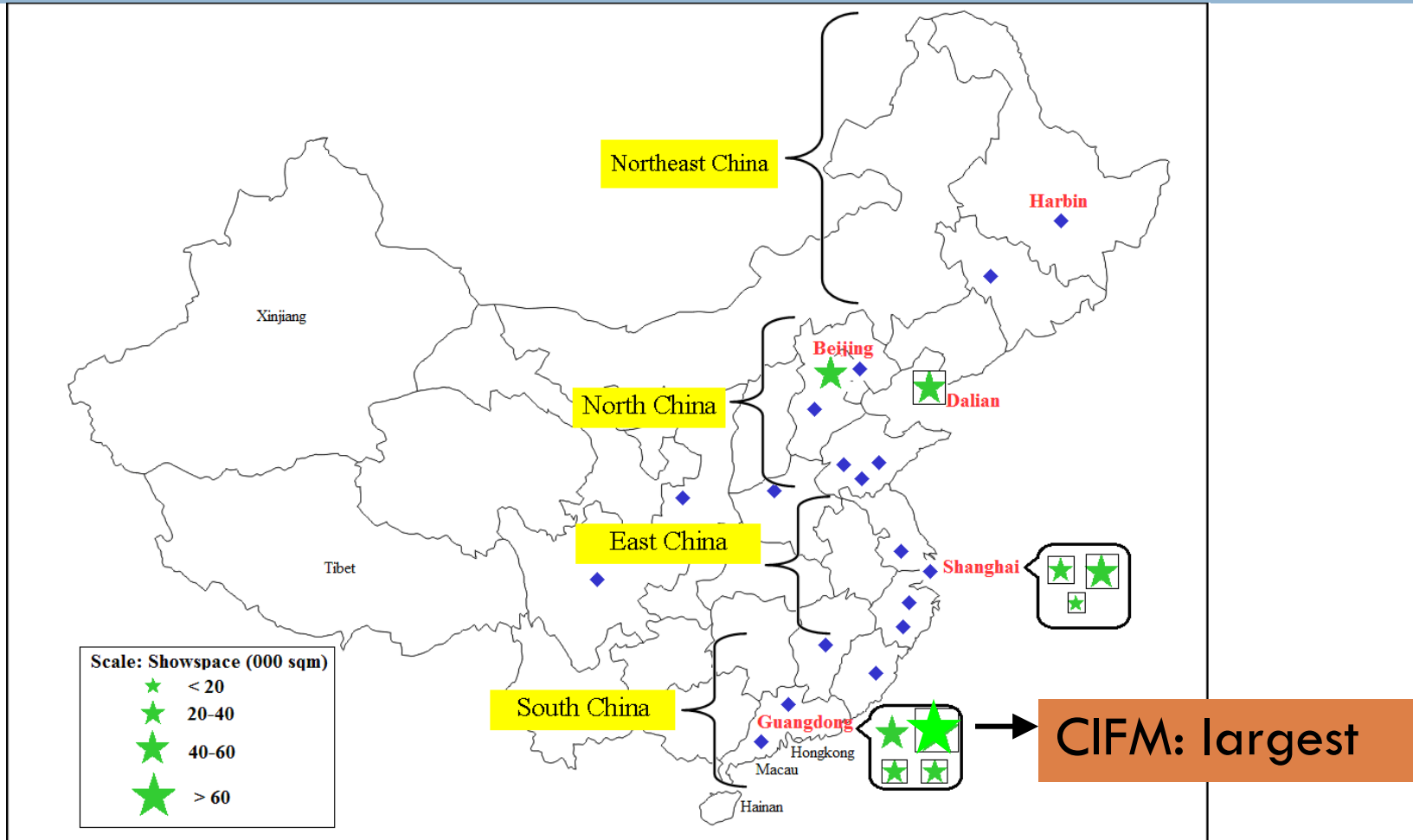
9

Investigate exhibitors' trade show performance in an emerging market: China

Examine the differential effects of trade show strategies on exhibitors' trade show performance

Research Methodology

10



Research Methodology

11

- Survey Method
 - Cross-sectional
 - Population: CIFM '11 exhibitors
 - N=980 (International = 193; Domestic = 787)
 - Census
 - Data Collection – 2 language; internet (Survey Monkey); internet & phone follow-ups
 - Response Rate = 32% (n=300/940)

Measures

12

Furniture Supply Trade Show Exhibitors Survey

3. Part II: TRADE SHOW ACTIVITIES



6. Please rate the performance of Your company at CIFM'11 on the following list of 16 activities (Check one alternative per statement from 1 to 7, where 1=very poor and 7=excellent):

	Very Poor 1	2	3	Neutral 4	5	6	Excellent 7
Explore market opportunities in new regions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maintain relationship with existing customers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Increase booth staff's trade show experience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Explore export opportunities in foreign market	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collect information about competitors' products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet key decision makers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collect market information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Generate sales	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Introduce new products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Train company's sales team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Benchmark competitive position	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gain an edge over competitors who are not exhibiting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Promote existing products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enhance company's overseas image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discover new prospects	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Demonstrate your company's capability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

国际家具原辅材料展展商调研

第二部分：参展绩效（第3页）



6. 以下是有关贵公司参加此次展会绩效评估，恳请您对贵公司在施行各种展会活动上的成效作出评估：1=极差至7=非常成功，程度逐一递增：

	极差 1	2	3	4	5	6	非常成功 7
找寻新的顾客	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
收集竞争对手的产品信息	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
收集市场信息	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
提升公司在海外的形象	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
增强销售团队的参展经验	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
服务现有客户	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
对公司销售团队进行培训	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
了解行业竞争形势	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
促进产品销售	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
开拓新的市场	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
介绍现有产品	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
因竞争对手未参展而获得优势	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
开拓国外市场	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
向公众展示公司的实力	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
新产品介绍	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
接触重要买家	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Measures

13

Furniture Supply Trade Show Exhibitors Survey

4. Part III: TRADE SHOW STRATEGIES



Please provide us with the following detail about Your company's trade show strategies at CIFM'11.

7. Please list Your company's participation mode at CIFM'11

- Exhibitor with individual booth
- Exhibitor with booth sponsored by industry association
- Exhibitor with booth shared by individual firms

国际家具原辅材料展会展商调研

第三部分：参展策略（第4页）



8. Please provide Your best estimates regarding Your company's

Booth size used (in square meters):

Number of products exhibited:

Number of booth personnel:

7. 请勾选贵公司参加2011 中国广州国际木工机械、家具配料展览会的模式（单选）：

- 拥有独立展位
- 行业协会赞助展位
- 与其他公司联用展位

9. Of all booth personnel Your company sent to CIFM'11, provide

Sales/Marketing department (%)

Engineering/Production department (%)

Other (%)

(Please specify "Other")

8. 请问贵公司在此次展会的资源投放：

展位面积（平方米）：

展览产品种类数（种）：

展位人员数（位）：

9. 请问贵公司的展位人员来自各个部门的比例是：

销售/市场营销部门 (%)

技术/生产部门 (%)

其他部门 (%)

请注明“其他”：

10. Please rate the level of systematic trade show training

Level of systematic trade show training:

11. Please rate the level of international trade show experience

Level of international trade show experience:

10. 请您就贵公司此次展会的展位人员所受的系统培训程度予以评价（从1至5中选一，其中1=没有任何培训，5=非常高，程度逐一递增）：

	没有 1	2	3	4	非常高 5
展位人员的系统培训程度：	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. 请您就贵公司在此次展会的展位人员的展会经验程度予以评价（从1至5中选一，其中1=没有，5=非常高，程度逐一递增）：

	没有 1	2	3	4	非常高 5
展位人员的展会经验程度：	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Data Analysis and Findings

14

**Respondent
Profile**

**Multiple
Regression
Analysis**



**Principle Component
Analysis on 16 trade
show activities**

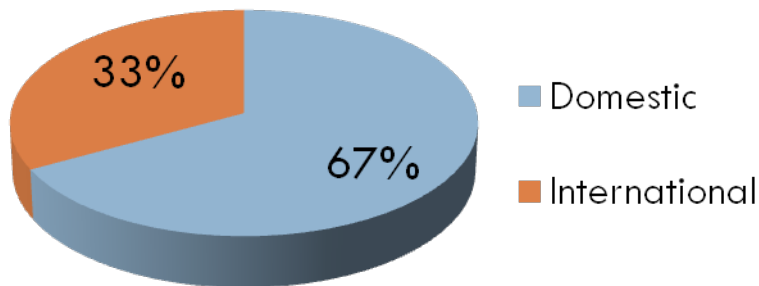
Respondent Profile

15

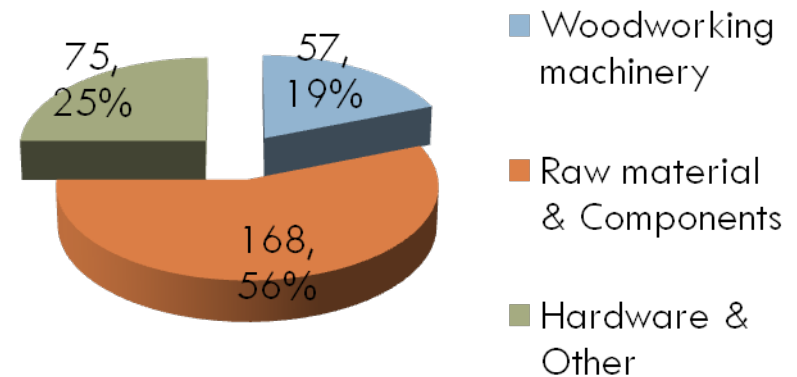
By Exhibitor Nationality

By Industry Sector

Exhibitors (n=300)



Exhibitors (n=300)



Data Analysis and Findings

16

Respondent
Profile

Multiple
Regression
Analysis



**Principle Component
Analysis on 16 trade
show activities**

Principle Component Analysis

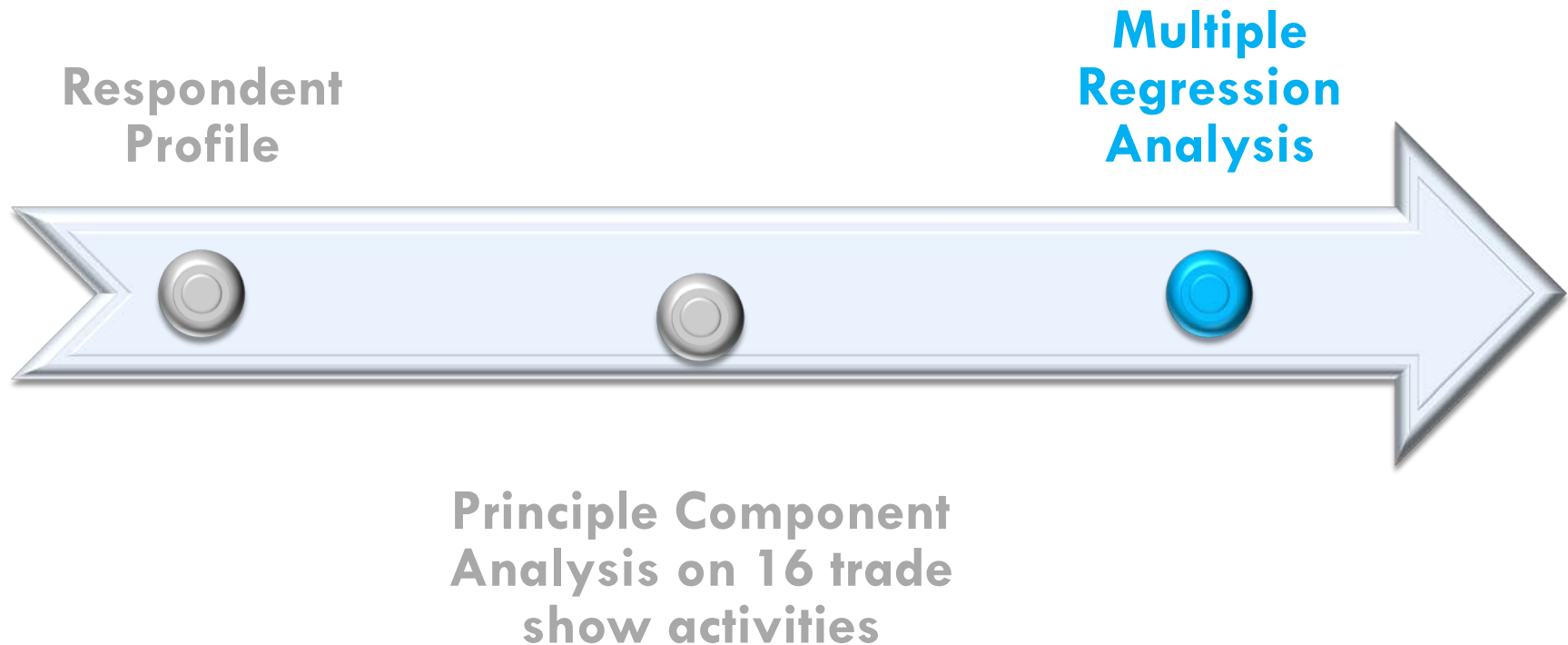
17

- Principle Component Analysis (PCA)
 - ▣ Variable reduction method
 - ▣ 16 TS activities resulted in **FOUR** components

Component	Cronbach's alpha	Eigenvalues	Var. explained (%)
Sales-Relational	0.815	3.50	21.8
Psychological-Related	0.842	3.16	19.7
Market-Exploring	0.832	2.36	14.7
Competitive-Intelligence	0.92	1.56	9.7

Data Analysis and Findings

18



Multiple Regression Analysis

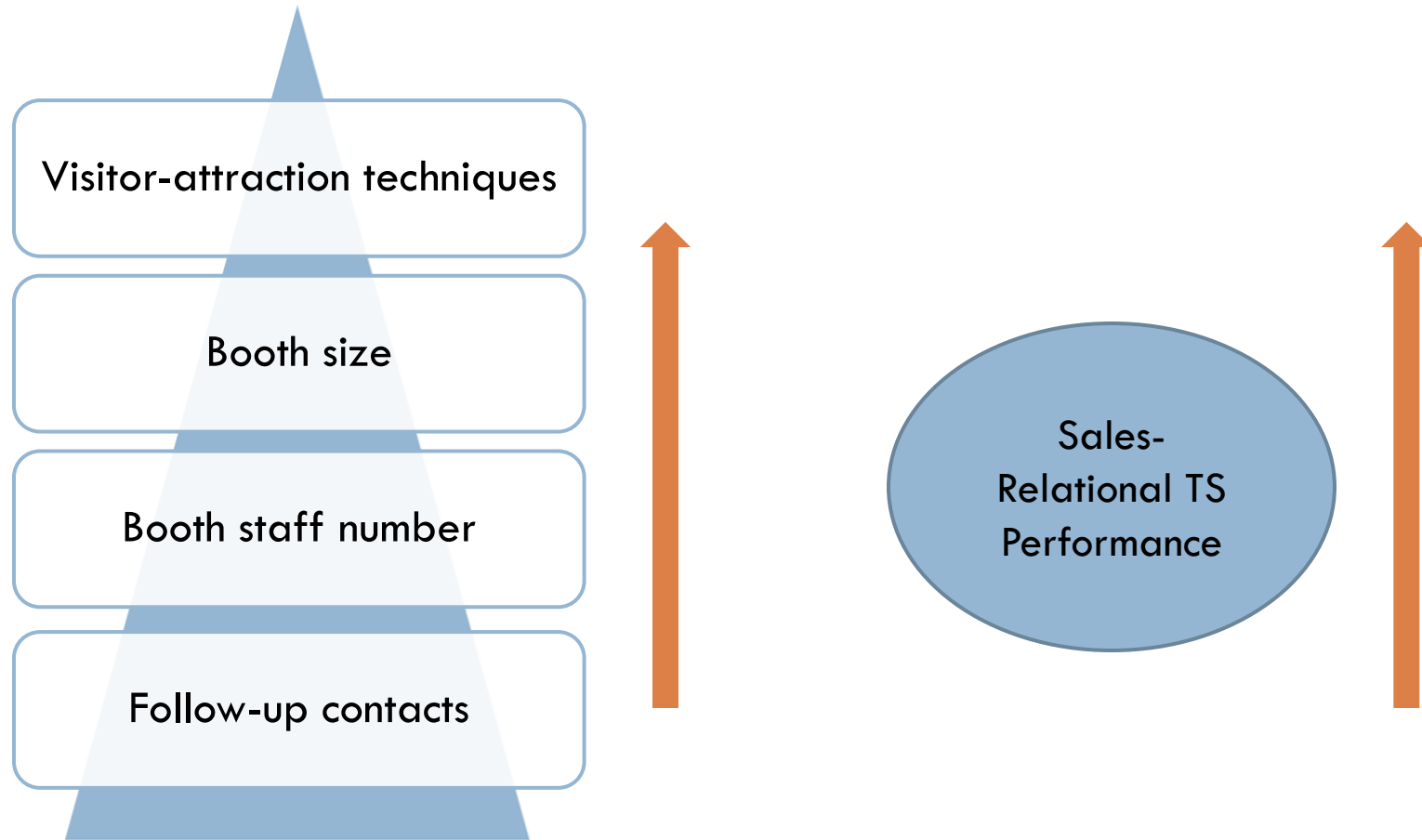
19

Indep. variables	Trade show performance dimensions			
	Sales-Relational	Psychological-Related	Market-Exploring	Competitive-Intelligence
-----Standardized regression coefficient (beta) -----				
Visitor-attraction techniques	0.134*	0.083	0.058	0.024
Number of exhibited products	0.041	0.091	-0.174**	-0.045
Booth size	0.253***	0.112*	-0.014	0.022
Booth staff number	0.179***	0.187**	0.136**	0.2**
Booth staff training	0.096	0.075	0.377***	0.238**
Follow-up contacts	0.254***	0.178**	0.12*	0.039
R square	0.350	0.165	0.345	0.166
Adjusted R square	0.335	0.145	0.330	0.146

* Significant at 0.10 level; ** significant at 0.05 level; *** significant at 0.001 level

Multiple Regression Analysis

20



Multiple Regression Analysis

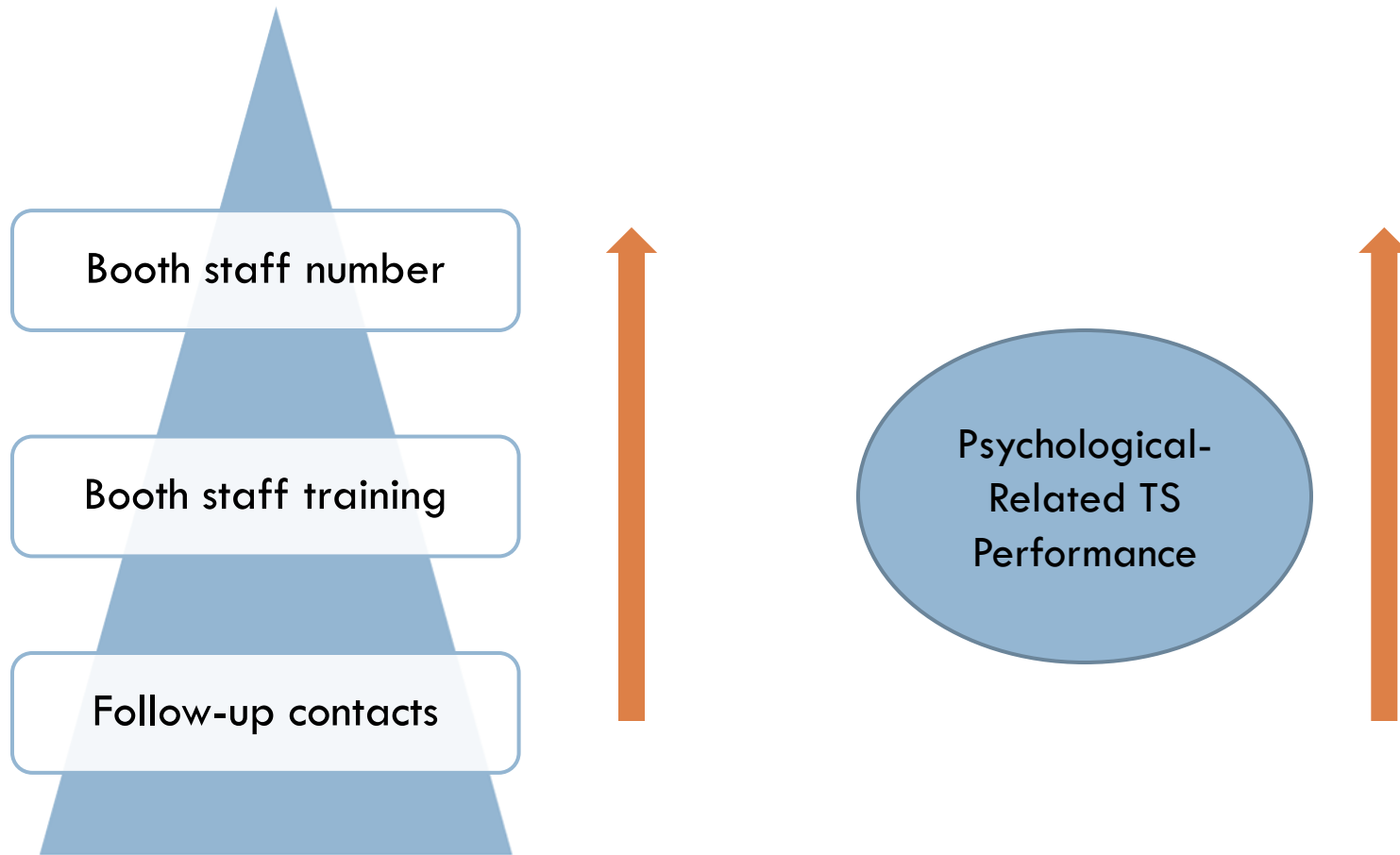
21

Indep. variables	Trade show performance dimensions			
	Sales-Relational	Psychological-Related	Market-Exploring	Competitive-Intelligence
	-----Standardized regression coefficient (beta) -----			
Visitor-attraction techniques	0.134*	0.083	0.058	0.024
Number of exhibited products	0.041	0.091	-0.174**	-0.045
Booth size	0.253***	0.112*	-0.014	0.022
Booth staff number	0.179***	0.187**	0.136**	0.2**
Booth staff training	0.096	0.075	0.377***	0.238**
Follow-up contacts	0.254***	0.178**	0.12*	0.039
R square	0.350	0.165	0.345	0.166
Adjusted R square	0.335	0.145	0.330	0.146

* Significant at 0.10 level; ** significant at 0.05 level; *** significant at 0.001 level

Multiple Regression Analysis

22



Multiple Regression Analysis

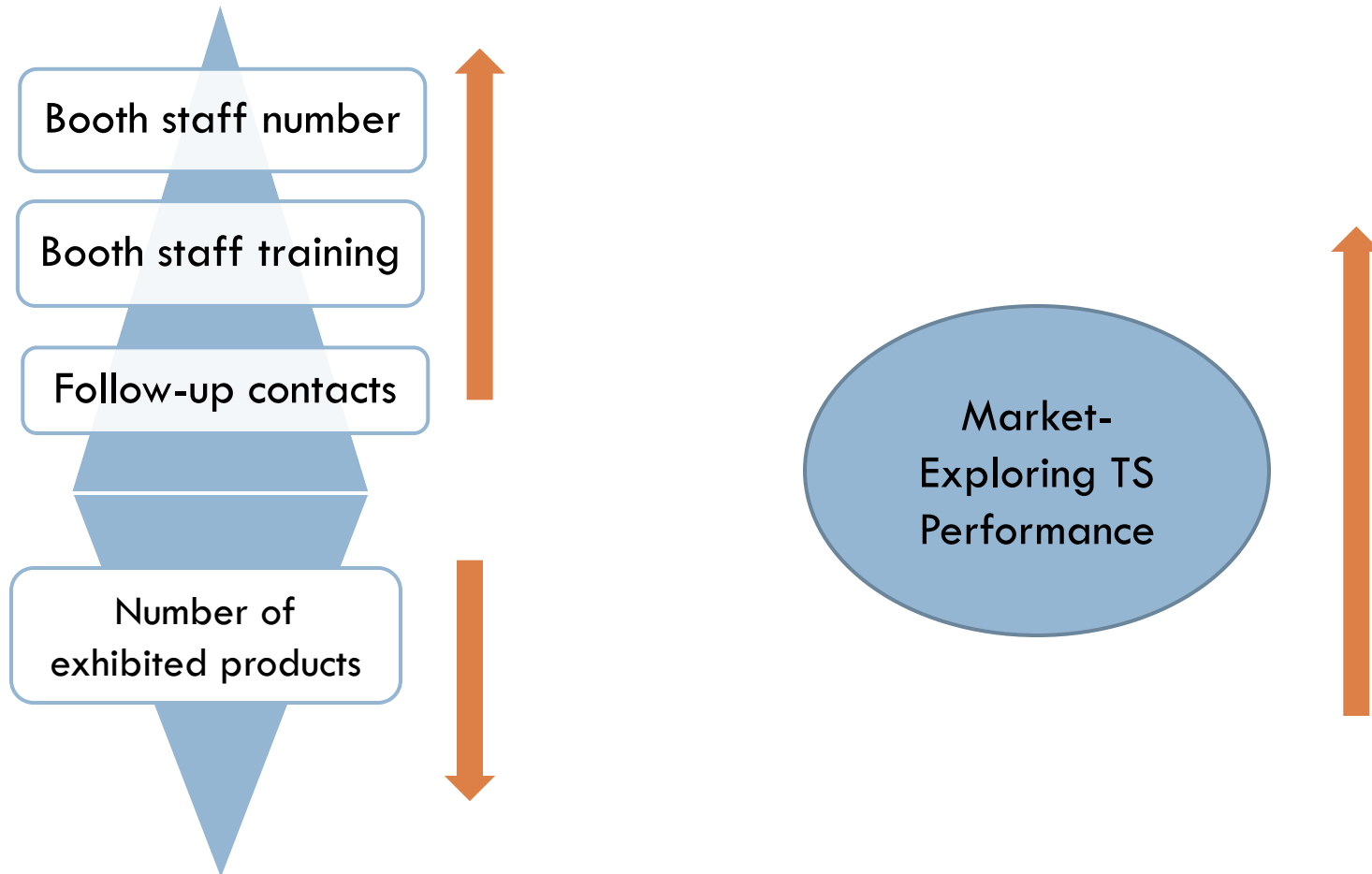
23

Indep. variables	Trade show performance dimensions			
	Sales-Relational	Psychological-Related	Market-Exploring	Competitive-Intelligence
	-----Standardized regression coefficient (beta) -----			
Visitor-attraction techniques	0.134*	0.083	0.058	0.024
Number of exhibited products	0.041	0.091	-0.174**	-0.045
Booth size	0.253***	0.112*	-0.014	0.022
Booth staff number	0.179***	0.187**	0.136**	0.2**
Booth staff training	0.096	0.075	0.377***	0.238**
Follow-up contacts	0.254***	0.178**	0.12*	0.039
R square	0.350	0.165	0.345	0.166
Adjust R square	0.335	0.145	0.330	0.146

* Significant at 0.10 level; ** significant at 0.05 level; *** significant at 0.001 level

Multiple Regression Analysis

24



Multiple Regression Analysis

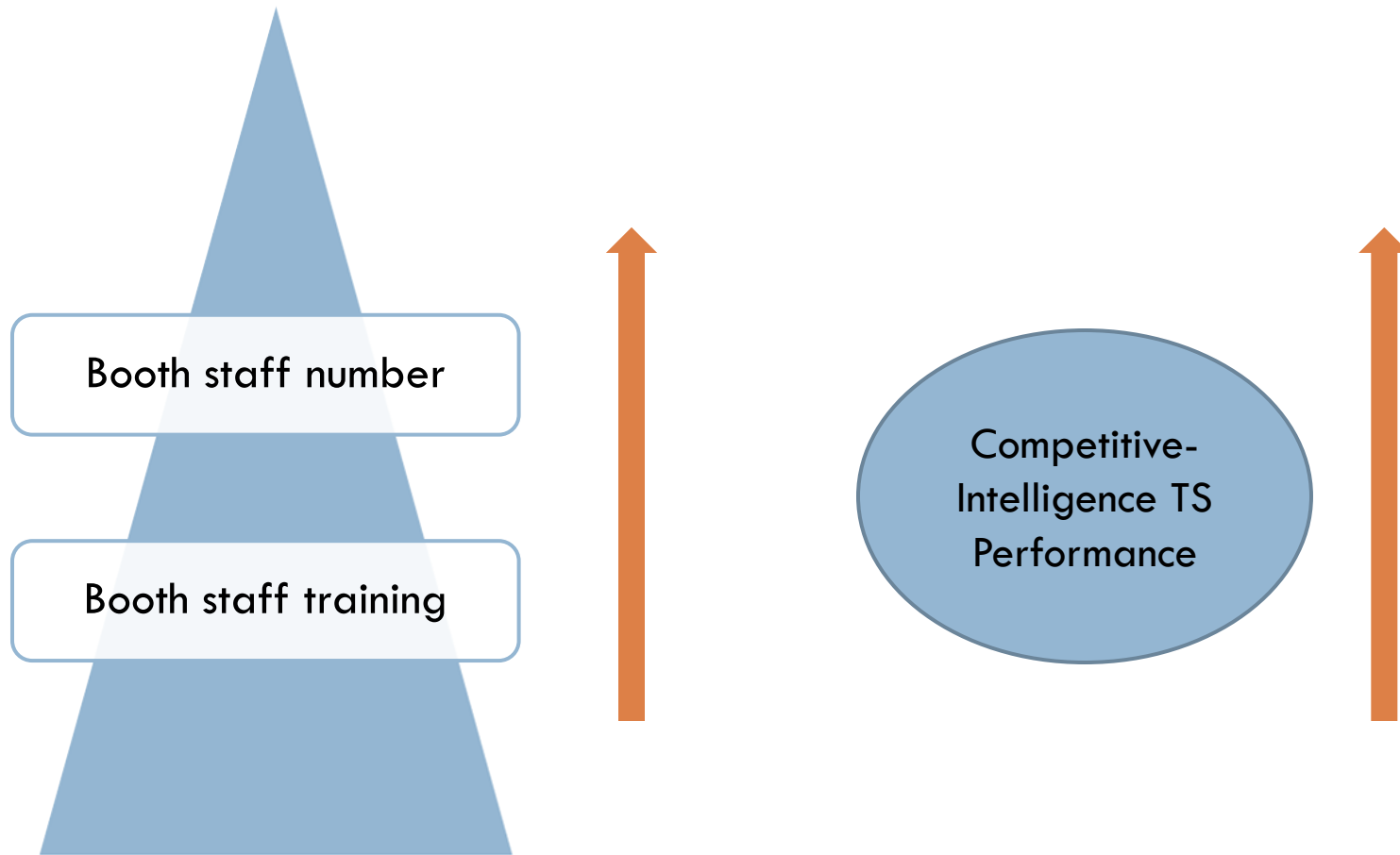
25

Indep. variables	Trade show performance dimensions			
	Sales-Relational	Psychological-Related	Market-Exploring	Competitive-Intelligence
	-----Standardized regression coefficient (beta) -----			
Visitor-attraction techniques	0.134*	0.083	0.058	0.024
Number of exhibited products	0.041	0.091	-0.174**	-0.045
Booth size	0.253***	0.112*	-0.014	0.022
Booth staff number	0.179***	0.187**	0.136**	0.2**
Booth staff training	0.096	0.075	0.377***	0.238**
Follow-up contacts	0.254***	0.178**	0.12*	0.039
R square	0.350	0.165	0.345	0.166
Adjust R square	0.335	0.145	0.330	0.146

* Significant at 0.10 level; ** significant at 0.05 level; *** significant at 0.001 level

Multiple Regression Analysis

26





Conclusions & Contributions

27

International TS utilization

- Emerging market exhibitors utilize as **multidimensional** mktg. tool

Broadening the scope of TS literature

- Exhibitors from a different cultural and national setting (i.e., China)
- Different industry sectors – Furniture supplying industries
- B2B environment

Applications for practitioners

- Marketers should set multiple objectives
- Develop strategies and plans for effective and successful trade show participation

Future Activity/Research

28

**Future
Activity**

More analysis on how
different TS strategies
impact each dimension of TS
performance

**Future
Research**

Expand to other B2B
venue in FP industries

Acknowledgement

- Co-authors
- Pretesting expert and industry panel
- Mattis Liang @ Koelnmesse Co., Ltd.
(CIFM organizer)
- All participating exhibiting companies
@ CIMF'11

*Thank
You*