

A Critical Book Review: Exhibit Marketing and Trade Show Intelligence, Successful Boothmanship and Booth Design

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Abstract

The public expo is a capacity concentrated under the heading of presentation promoting. That is a part of display advertising which concentrates on data social event and investigation. It is a result, we may state, of the Information Age and the acknowledgment that public expos, to be genuinely powerful and beneficial today, need to take the full preferred standpoint of the data opportunity which an expo is. The point of this book is twofold: to study the exploration writing in the field, and to show how fruitful boothmanship and stall configuration is accomplished at public expos. The point has been to compose a college course reading for understudies who plan to work in the field of occasion advertising and even more especially show showcasing, while in the meantime delivering a book that may hold any importance with professionals. The accentuation is on display conduct. Exhibitors frequently ignore the way that displays give them the open door to appropriate data, as well as to assemble data from clients, from their rivals, and from partners. Show conduct draws on the investigation of market brain research, the brain research of promoting, and behavioral financial matters.

1. Introduction

The book that has been reviewed is “Exhibit Marketing and Trade Show Intelligence: Successful Boothmanship and Booth Design” an ambitious book explaining the core of trade shows designed as a university textbook for students from the field of exhibit marketing. It covers a wide range of topics related to trade show process from preparation to analysis of the data collected at the exhibition. Some arguments presented in the book were already emphasized by the same author Klaus Solberg Søilen’s publications and to some extent related to that research (see, for instance, Søilen, K. S. (2009). Market intelligence: building strategic insight. Copenhagen Business School Press DK). However, our attention is towards the concrete topic specifically in managing trade shows, with important nuances and careful arguments built on the genuine experience. Klaus Solberg Søilen is an author of this book. He is an Associate Professor at Halmstad University, Sweden. He is the Editor-in-Chief of the Journal of Intelligence Studies in Business (JISIB) and Senior Editor of the International Journal of Innovation Science (IJIS). He has published half a dozen books and scientific articles for journals like Journal of Business Research, European Business Review and Knowledge Organization. Prior to his academic career, he worked for ten years in the industry, the last three at KPMG Oslo. He is often invited to speak at international conferences and fairs and has been a consultant to more than 60 companies.

After reading the book, we have got deeper knowledge about data trade which covers both conveyance and the social affair of data. On the off chance that exchange shows are a method for data trade amongst exhibitors and guests (through publicizing and PR), no class of promoting action is costlier to attempt. When there is individual offering, no type of offering is more successful. Yet, that is looking at the short run. Over the long haul, a data edge prompts to expanded deals, and thus to more noteworthy benefits. On the off chance that we can figure out how to utilize exchange shows to accumulate data from our guests, as well as from our rivals and partners, then we are starting to misuse the maximum capacity of a public expo for making a beneficial profit for our advertising venture. That is the center message of this book, a message we should portray from various points and in substantially more detail in the parts to come.

The way, we have structured this book of critique, is as follows: it is divided into three different sections. The first one is an introduction in which the motivation is to give a decent comprehension for the book to the readers. The second section is divided into further subsections which are based on review and evaluation, evaluation of the book structure and the critique of the book. Finally, this book is consummated with a brief conclusion.

2. Analysis

2.1 Review and Evaluation

In this segment, the key parts of each chapter are emphasized. To make sure the distinctive parts pertinence, the information is assessed and talked about. We show what different specialists have thought of with respect to the subjects and in that way, we promise that the information exhibited by the writer is reliable.

Chapter: 1 Integrated Marketing Communications

In this chapter, the author of the book highlights the three main phases of the trade show: pre-show, at-show and post-show. Each phase is characterized by the specific objectives and design requirements with a brief explanation of every phase and more specific with probable challenges and nuances at the show. In addition, the trend towards brand management instead of the demonstration of products is outlined in the chapter. Klaus points out the dissolution of the inequality between trade shows and shopping or entertainment centers as the trade shows start focusing more on service, dialogue and entertainment with the customers rather than just presenting the features of the product (Jensen, 1999).

In addition, the exhibition management explanation is given in this chapter. The author explains it as an exhibition marketing supplemented with risk management and juridical execution. According to Søylen (2013a), exhibition management deals extensively with contracts, including contracts for exhibition management, hospitality, insurance and employment related to the trade show activities.

Further, the risks are presented in the chapter, where the author divides them into two types: relatively likely and relatively unlikely risks according to Morrow (2002). Moreover, the author stresses the problem for crisis management (“what-do-we-do-if” in the book) as an important issue at the shows.

Reading this chapter, it is clear, that trade shows are created with different sets of interrelated activities which are called “integrated marketing communications” (Søilen, 2013b).

Chapter: 2 Booth Staff Behavior

The chapter explains the people behave at the trade show and etiquette how the employees must act and react to visitors, competitors, suppliers, partners, show organizers, people of influence, media. Teamwork, dress code etc. The author gives a great significance to the preparation activities. He explains the main points why the training must be arranged far before the actual preparations to the show.

In addition, the author gives examples of some policies that have a place in different countries. The USA, taken as an example has union-only set-up policy, which has to be taken into consideration by the organizers of the show. As such, the specific types of communication activities with trade show stuff and unionized labor (the book author is referring to Levinson, Smith, and Wilson (1997) may have a place.

Chapter: 3 Booth Design and Marketing Materials

This chapter describes how the company could give the proper message to the auditory by installing respective booth and highlights some regulations that might be applied to the booths on the exhibition.

The author shows the importance of the success of the booth design and the implications it might have for the image of the company. As such, the originality and newness of the booth are among the main features in the design tasks (Friedman, 2006).

Moreover, the author specifies the benefits and disadvantages for the landmark and coordinates of the booth per other companies. Here, the reader can learn the tricks of using the image of big players in the industry to spotlight own position and create the interest for visitors. In the text of the book, being near the Google booth is rather beneficial for those who knows how to use this occasion in own favor (Briere, 2006).

Another interesting moment in the chapter is the encouraging the booth crew to implement the game and competition elements in the organization of the show. This will help to liberate the attendees and feel them more comfortable and sincere with the team. Having straightforward dialogue may help the company to collect the desired feedback for improvement of the products and the performance at the show. Eventually, warm welcome and attention to the opinions of visitors will give the only good attitude of the company in the eyes of the customers (Søilen, 2013a).

Chapter: 4 Pre-Show Planning

The chapter aims to include all possible issues and risks which could happen at the show. This phase gives the organizations the chance to maximize the crew participation (roles WHO does WHAT and WHEN) and, thus, save a lot of time in the future for routines. Budget is also approved at this stage. The author (Søilen, 2013a) suggests separating estimated costs and actual costs for the trade show. These numbers will give the necessary evaluation for the organization accuracy and increase the experience which could be used on the upcoming shows.

High budget costs per se, are not necessary covering the goals of the marketing activities at the trade show (Tanner, 2002). As such, the delegation of tasks and responsibilities and organizational decisions for the pre-show marketing and planning may provide outstanding results. The author emphasizes the weak interrelations of budget and planning quality which increases the importance of the discussed topics in the book.

Chapter: 5 Post-Show Follow Up

This chapter consists of the analysis of the data, collected at the show. Sales principles (HOW) at the trade show and principles of making calls after the show. The ways of examination of good moments and mistakes are highlighted in this chapter as well. The reader can learn the techniques of mapping up for the corrections and good ideas for the next shows.

Søilen (2013a) outlines the post-show report composing activities with the aim to acknowledge senior management and employees with essentials of the gone show. These reports usually content the presented participants, their products, and discussions. Number and grade of sales, prospects, press releases can also be included in the report as well as accordance of the estimated and actual expenses. Moreover, booth crew activities could be evaluated and constructively criticized or rewarded. Furthermore, the results of questionnaires and customers feedback could be presented for examination of the efforts of the whole organization. At last, the report should contain recommendations for the improvements for the next shows.

Chapter: 6 Trade Show Intelligence

Here, the author gives an extended version of Porter (1985) Five Forces model rigged specifically for the trade show. The author aims to explain the importance of conducting trade shows for business and consumers of its products on the Global scale using statistics as an evidence for his statements. Further, Klaus argues that trade shows attract people and create a desire to get interested or buy the products. He is giving an extensive overview of the trade shows moments: historical, organizational, behavioral perspective.

In this chapter the author finalizes the conception of market intelligence – the special knowledge for recognizing the trends in the industry, tastes of customers and actions of competitors at the forefront of the change.

2.2 Evaluation of the Book Structure

The setup of the book is exceptionally very much organized and clear. The substance of the book is not just given content, which is great. Pictures, tables, and graphs are utilized to exhibit the substance in a fascinating and reasonable way. In the first introductory chapter of the book, the author has nicely explained about the trade show and examine them in situations identified with present organizations. This outcome in that the peruse gets a decent comprehension for the points which helps the reader to understand the upcoming chapters and the context of the theme. The writer proceeds all through the book to give great illustrations and presents a diverse explanation of integrated market communication, booth design and marketing material and trade show intelligence from different analysts also and is consistently alluding to past content, which gives a more profound comprehension for the idea.

2.3 Critique on the Book

At the beginning of the book, the author defines the terms of Exhibit Marketing and Trade Show Intelligence as an information gathering and analysis function. The last definition gives a direction for the whole book, explaining the tools for collecting and processing the information. At some point, it is not regular university book that gives an impression of 'how to' guide for practitioners in the event business. It is reasonably readable and each chapter consists of the real insights given from the perspective of the real cases and practical reasoning. The author uses extensive referencing and sophisticated language in an active style of writing. Frequently asked questions in the book excite the reader and reduce the inertia of the reading process.

The book provides a comprehensive explanation of the preparations, organization, collection and processing of the information for the trade shows. The book contains six (6) clearly defined chapters.

The preface is giving a brief explanation of the context of the book and engages the attention to the problem of the book. The aim of the book is clearly defined in the preface. Good fact, that the author has strengthened his statement with own experience by citing his vitae related to the topic. In general, preface enthralls the reader and aspire to read further. Preface ends with the expression of author's gratuities to his colleagues which gives a very good impression and realization of the best intentions by the reader.

Also, Klaus is giving a comprehensive explanation of the types of existing trade shows which gives to the reader a clear view of the topic. He also specifies the duration, extent, organization, investment, and skill required for the trade show to be conducted.

In the book, a brief explanation of the development of the free trade in some western countries is highlighted which is giving a good example of the positive relations of wealth growth and mass trade activities. However, the principal trade shows could be given from the earlier sources (For example Babylon, Egypt, Rome, Constantinople etc.).

On a critical note: Reader can have a feeling that the planning chapter should be first as this activity is usually performed before other activities.

Indication: On the p. 131 is a **mistake:** In the text, it says "The model below... Table 6.2" which is above the mentioned text.

3. Conclusion

This section presents the concerns of the author for the future research and findings. The author gives his way of thinking from the perspective of the significant importance of the personal contact with businesses and customers for the development of future industries. He emphasizes that trust between organizations and people can be built much more effective if conducted in a personal way.

Overall, this book gives a good review of the main aspects of planning, executing and analyzing the organization of trade shows. The writing is easily readable and properly referenced. It presents an original and professional contribution to the exhibit marketing. The author covers a lot of issues in an catching way and problematizes relative topics, giving the direction for the future researchers in this area.

The book is undoubtedly an important contribution to the field of trade show and presents the ideas, needed to be taken into consideration by organizations involved in the mentioned activities. The book thus is recommended for managers of marketing activities and students.

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