

“ YOU ARE BUSY TODAY THANKS TO YOUR EFFORTS YESTERDAY. ”  
TO STAY BUSY TOMORROW YOU MUST PLAN WELL TODAY!

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## TOP 5 REASONS WHY YOU SHOULD BE IN THE 2018 BNCW HOME SHOW

1. **Thousands of Qualified Buyers** in three days, all in one place!

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2. **Exhibit marketing** is one of the most cost-effective ways to promote your business and get your product or service in front of qualified buyers.

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3. **Seven times** as many prospects can be reached at a trade show than through any other lead generating system. **Source: Business Marketing Magazine**

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7x

4. **Consumers of trade shows:**

**83%** Have not been called on by your company in the past 12 months

**82%** Have buying influence

**50%** Are looking specifically for new product innovations

**49%** Come to buy something

**29%** Are decision makers

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5. **Attendees that visit trade shows:**

**95%** Pick up your product literature and brochures

**94%** Compare products and research the competition

**77%** Locate new suppliers and vendors

**51%** Request that a sales representative visit them

**26%** Sign a purchase order

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February 9<sup>th</sup> - 11<sup>th</sup>



BNCW strives to create a Home Show that will produce a comprehensive marketing campaign aimed at attracting quality, high-income attendees.

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