

Trade show presentations are extremely important in Asia, but for the right reasons



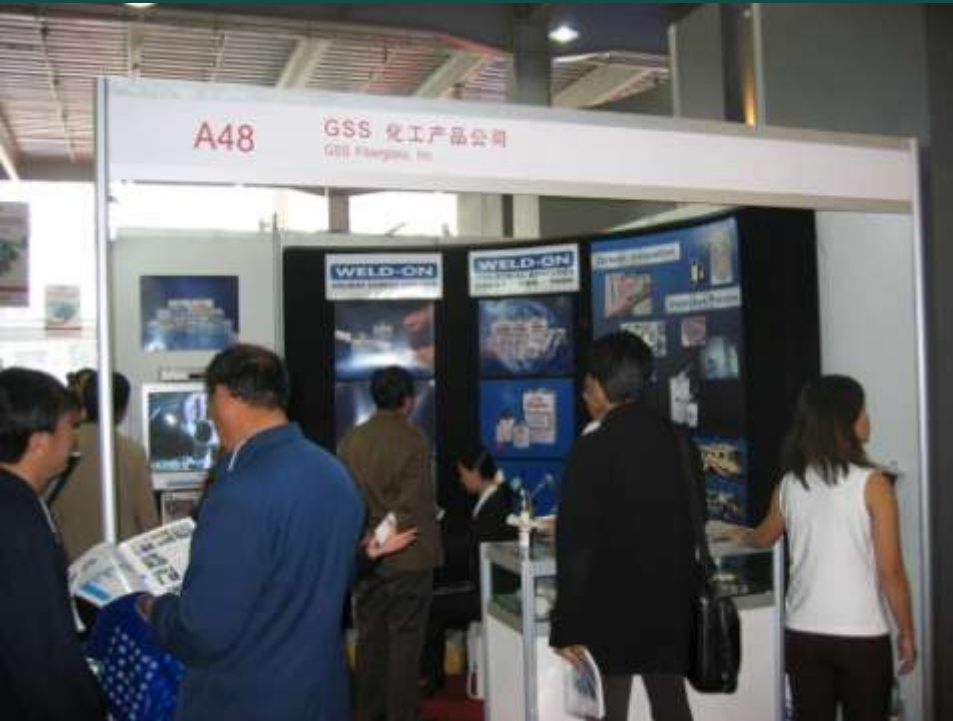
Top 3 reasons not to participate in a trade show

1. Our competitors always attend
2. We will be missed if we don't attend
3. I like to go there

The only reasons to attend a trade show

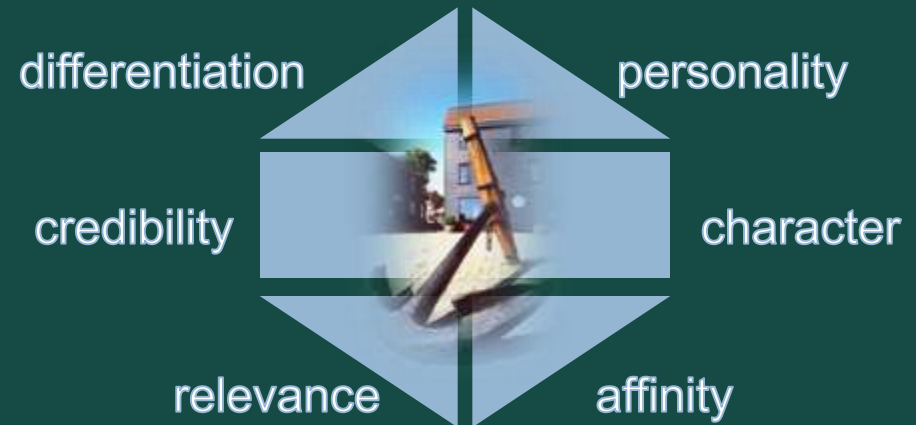
1. Gain knowledge about markets, industry segments, and target customers
2. Gain new partners, distributors, and customers

Trade show presentations influence customer brand perceptions



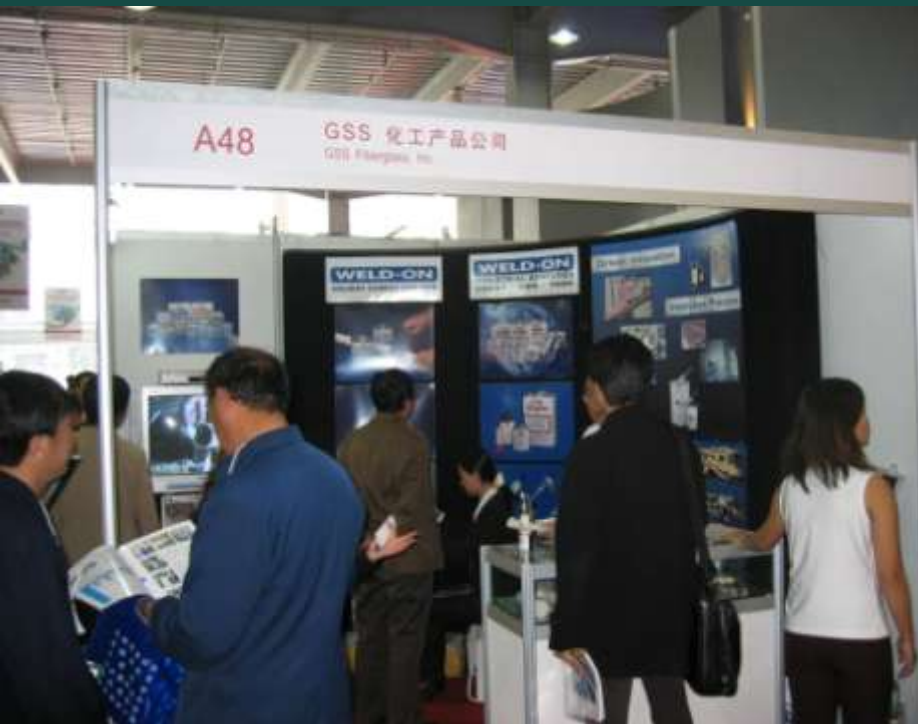
old • boring • amateurish

Creating a fresh modern presentation is a critical part of brand positioning and value propositioning



Small trade show example

Trade show presentations influence customer brand perceptions



old • boring • amateurish



new • interesting • professional

Small trade show example

Visionary • inspirational • leadership image



Large trade show example