

## The Key to a GREAT Tradeshow is the Partnership Pyramid (2 min read)

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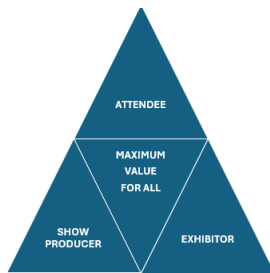
Have you ever wondered “*Why some trade shows, regardless of what is happening in the economy or their business sector, seem to continue to grow and thrive?*”

Because I’ve worked with over 270 organizations that produce trade shows in about every industry you can imagine and provided training and education to over 100,000 exhibitors, I’ve seen the industry from many different angles and perspectives over a very long period of time.

After much reflection, I think I found the answer. In shows that grow and thrive, there appears to be a special dynamic in play that creates a synergistic and compounding effect that delivers maximum value for all of the event stakeholders.

I define this dynamic as the **TRADESHOW PARTNERSHIP PYRAMID**.

In my observation, a tradeshow works best when...



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**SHOW PRODUCERS and EXHIBITORS (supply-side) work together in a spirit of harmony, to sense and serve the needs of ATTENDEES (demand side) of the industry.**

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I believe it’s critically important for all exhibitors who rely on the industry to view their relationship with the show producer as a long-term partnership with the goal of delivering maximum value for industry stakeholders with the end game of growing everybody’s businesses.

**Two critical success factors** for EXHIBITING companies to play their part in this partnership are:

1. Design and deliver a compelling, immersive, problem solving, opportunity generating, learning and value-based, booth visitor experience.
2. Effectively promote their visitor experience by delivering a crystal-clear attendee value proposition, through as many channels as possible, (*DIY and leveraging show marketing programs*) as many times as they can leading up to show time.

As you look forward to your upcoming exhibit focus on these two critical activities, see the show producer as your partner, bring your energy, excitement, creativity to deliver and promote your value proposition and your immersive booth visitor experience.

In the end, everybody wins... you WIN through higher quality booth traffic, more impactful visitor experiences, better leads and better ROI. Attendees WIN through getting more value from their time in the exhibit hall, and the show producer WINS through happier exhibitors and attendees. It’s the triple win and it’s one of the most powerful but overlooked dynamics in the success of every tradeshow.



Jefferson Davis, President of Competitive Edge LLC is known as the “Tradeshow Turnaround Artist”. Since 1991 his exhibit marketing consulting and staff training services have helped clients improve tradeshow performance and measurable results by over \$800,000,000. For questions or more information contact Mr. Davis at 800-700-6174, email at [jdavis@compedgetrainng.com](mailto:jdavis@compedgetrainng.com)