



100 Reasons to Exhibit at Hospitality 2011

There are over one hundred reasons to exhibit at Hospitality 2011. Does your company fit into any of these reasons to exhibit?

1. Sell products and/or services.
2. Gather qualified leads for post-show company follow-up.
3. Introduce new products to a new or existing market.
4. Demonstrate new products to a new or existing market.
5. Demonstrate new uses of existing products.
6. Give your customers an opportunity to meet experts.
7. Give a CEO an opportunity to meet your CEO.
8. Meet buyers face-to-face.
9. Open new markets.
10. See buyers not usually accessible to sales personnel.
11. Hospitality is the largest UK foodservice event in 2011.
12. Hostec, the technology section of Hospitality, is the only dedicated UK hospitality technology event in 2011.
13. Support the decision influencers.
14. Hospitality 2009 attracted over 1,000 interior designers & architects – more than any other comparable show.
15. 2,000 chefs will be in attendance – more than any other comparable show.
16. Solve customers' problems.
17. Obtain feedback on new products.
18. Obtain feedback on existing products.
19. Conduct market research.
20. Find distributors, representatives, and agents.
21. Educate distributors, representatives, and agents.
22. Find personnel to grow your company.
23. Hospitality 2011 will showcase more catering equipment than any comparable UK show.
24. Develop leads for distributors, representatives, and agents.
25. Establish a new company image and brand.
26. Reinforce company's overall image and brand.
27. 64%* of Hospitality visitors don't go to any other event in the same year
28. Support your industry.
29. Highlight new products, services, and initiatives to the media.
30. Reinforce brand awareness.
31. Launch new brand campaigns.
32. Distribute product samples.
33. Handle customer complaints.
34. Reinforce your marketing strategy.
35. Distribute product and/or service information.
36. Conduct a sales meeting.
37. Provide networking opportunities.
38. Introduce a new promotion.
39. Introduce a new service to a new market or existing market.
40. Educate your customers.
41. Introduce new techniques.



42. Reposition your company in a market place.
43. Change the perception of your company in a marketplace.
44. Expose new employees to the industry.
45. Nearly 2,500 senior foodservice and hospitality directors attended in 2009, 37% more than the previous show.
46. 300 IT & Finance Directors will be in attendance as well as 2,500 senior Hospitality & Foodservice Directors.
47. Hospitality enjoys an exclusive partnership with CESA (Catering Equipment Suppliers Association), ensuring the show meets the needs of the industry.
48. New design attractions include seminars, interviews and specially commissioned design focal points.
49. The cost sector audience at Hospitality 2009 expanded to over 1,000 visitors.
50. Introduce your CEO to the media.
51. Support distributors, representatives, and agents.
52. Demonstrate commitment to a marketplace.
53. Demonstrate commitment to distributors, representatives, agents.
54. The established showcase for leading tableware brands in 2011.
55. Influence customer perceptions and attitudes.
56. Create high ROI opportunities.
57. Uncover technology transfer opportunities.
58. Find new business opportunities.
59. Uncover joint venture opportunities.
60. Over 2,000 chefs will attend – more than any other comparable show
61. Guaranteed financial management, revenue management and IT audience in attendance, with new BAHA Lounge & Seminar Theatre.
62. More than half the visitors in 2009 had a specific purchasing interest in Catering Equipment.
63. Hospitality co-locates with adjoining show Interiors Birmingham, ensuring a high attendance of high-quality visitors.
64. Have company experts showcased at seminars and workshops.
65. Conduct market research for future product developments.
66. Introduce new production methods.
67. Use direct influence on decision makers.
68. Use booth space as a platform for blogging or live video presentations.
69. Entertain special customers.
70. Distribute promotional tools.
71. Influence industry trends.
72. Have a portable showroom at the trade show.
73. Showcase multiple uses for products and/or services.
74. Interact with a highly targeted audience.
75. Build sales force morale.
76. Give a prospect an opportunity to experience a product and/or service.
77. Open doors for future potential sales.
78. Achieve immediate sales.
79. Present live product demonstrations.
80. Introduce support services.
81. Offer behind-the-scenes personnel a chance to meet customers.
82. Create a three-dimensional sales presentation.



83. 2011 sees the relaunch of the Speciality Food Pavilion, attracting even more buyers.
84. 2011 sees the launch of Technovation Showcase, a platform for start-up companies developed in response to visitor demand.
85. It's the perfect place to meet group operators, national accounts, independent operators, distributors and wholesalers, and FCSI consultants.
86. Hospitality is the perfect place to attract buyers from leading hotel & restaurant chains.
87. Buyers from leading hotel and restaurant chains attend Hospitality in search of the latest inspirational tableware ranges.
88. Develop new marketing techniques.
89. Demonstrate non-portable equipment.
90. Overcome unfavourable publicity.
91. Publicize company associations with community or industry groups.
92. Explain the effects of corporate changes\93. Bring senior management closer to customers.
94. Shorten the buying cycle.
95. Train new personnel.
96. Generate excitement for new products and/or services.
97. Increase corporate profitability.
98. Hospitality is home to Salon Culinaire – the world-renowned chef competition
99. Round out the corporate marketing mix.
100. Reach out to customers and communities.

*According to independent visitor research