



MOBILE EXHIBITS CHECKLIST

ProExhibits

Mobile exhibits are an exciting new approach for companies who need a customized tractor-trailer-turned-cutting-edge-rolling-showroom that can be taken directly to trade shows or to the doors of potential customers. Before making an investment, it is important to carefully consider the critical questions below and determine if mobile exhibiting is an effective strategy for your business.

Do you need to take your sales message directly to multiple stakeholders?

- Do you desire a truly hands-on experience in a 360-degree setting?
- Would you benefit from hosting 30 to 40 guests at a time and giving each one of them a completely immersive experience?
- Do you require multiple stakeholders' agreements to close a sale, and coordinating travel of that group is very difficult?

Do you support distributors or other marketing channels?

- Do you need to be able to configure your exhibit for multiple objectives, including product demonstrations, classroom training, and networking?
- Do you support multiple distributors in a large geography, where a full-service staff would be helpful for taking care of transportation, set-up, breakdown, and demonstrations quickly and easily?

Do you wish you could reach your customers directly?

- Are your customers in need of additional brand awareness?
- Do you need to engage your customers wherever they may be?
- Do you benefit from having customers sample your product?
- Do you wish to reach 30 to 40 customers within a geographic area at one time?

Is your office space or location limiting your ability to tell your story well?

- Do you offer high-tech products that can't be shipped and set up easily in a client's location?
- Are you unable to find a demonstration environment within a reasonable distance from your prospects?

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Do you want to expand your market into areas you have been unable to reach with a traditional exhibiting strategy?

- Would you benefit from the flexibility to showcase your entire product line wherever you want, without the need to carry, ship, pack, and unpack presentations and equipment?
- Would it help to enable your sales force to set appointments for sales demonstrations with full confidence they will have everything needed to provide a comprehensive overview of your services?

Could you benefit from continuous branding?

- Would you like to offer significantly memorable presentations of your product and company brand?
- Do you wish to fully immerse the clients' senses in your message?

The key to return on investment for mobile exhibiting is to understand the cost per event. If you meet the requirements above, then you are most likely making a significant investment now to promote your products and services. Consider the breakdown costs, shipping, travelling, maintenance, and the need for multiple exhibits to accomplish your strategy. At a cost per event, mobile exhibits offer a fantastic value.

Mobile marketing provides your company with the opportunity to deliver innovative, high-impact, hands-on marketing messages. It is especially useful for high-tech installations or high-demand consumer products that people want to see, feel, and play with. This increases your consumers' interest and boosts your sales.

About ProExhibits

ProExhibits is an award-winning design and production team of exhibit, event, and environment experts serving clients worldwide since 1987. ProExhibits is best known for superior marketing solutions that enable clients to enjoy unique brand and sales advantages in today's highly competitive marketplace. As a team, ProExhibits specializes in exceeding expectations, exemplified by a 99.7% customer satisfaction rating year after year. The company welcomes the opportunity to utilize its combined talents, resources, and industry knowledge to guarantee your success.