

# Meet Face-to-Face. It's Good Business.

Corporate America is again recognizing the values of meeting *face-to-face*.

Why? Simply put, onsite meetings are still the most effective — and often most profitable — way to conduct business.

Product launches, tradeshow, conventions, sales kickoffs, board meetings, seminars and incentive trips are proven examples of vital *face-to-face* business exchanges that drive corporate growth, profitability and leadership position.



40% of exhibition leads become onsite sales.\*



88% of exhibition attendees are fresh sales prospects.\*



70% of meeting attendees are highly satisfied with the outcome.\*\*

## Bottom line: You'll profit from the experience.

Meetings, conventions and exhibitions offer your company its best opportunities for:

- **Introducing** new products/services
- **Increasing** sales ("closing the deal")
- **Developing** new business relationships
- **Enhancing** existing relationships
- **Training** employees/clients/customers
- **Inspiring** and motivating staff
- **Exchanging** critical resources and ideas
- **Building** your reputation
- **Marketing** or branding your message
- **Positioning** against the competition
- **Demonstrating** company commitment
- **Achieving** overall business goals

## Want to know more about the values of meeting face-to-face?

Contact us today.

[www.conventionindustry.org](http://www.conventionindustry.org)

The Convention Industry Council (CIC) is composed of leading national and international organizations representing more than 81,000 individuals and 13,000 firms or properties involved in the meetings, conventions, exhibitions, travel and tourism industry. This industry is a significant contributor to state, national and global economies, generating revenues for participating companies, host cities and local business communities across America and worldwide.

\* From the Center for Exhibition Industry Research (CEIR).

\*\* From MPI Foundation's "Making Meetings Work - An Analysis of Corporate Meetings."

