

Utah Valley Expos LLC

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Why trade shows?

That's easy.

They are the **#1 return on investment among all marketing options.**

That's right. And they're great at helping you in two of your most important areas; **time and money.** Trade shows by design bring together a large group of people in a short period of time - all to one great spot. And because each show is themed, the visitors turn out to be an excellent, targeted audience interested in your product.

Some interesting Expo statistics include the fact that **7 out of 10** attendees plan to buy at least one product at the event, **64%** tell at least 6 other people about information or items they got at the show, **40%** of attendees at any Expo are first time attendees, and the **cost per sale** is less than half at an Expo versus traditional advertising. They are also the most successful way for **small businesses** to compete with large ones. CEIR Statistics, 2009

Ideas for a great show...

- 1 **Send advanced introductions.** Advertise your expo participation. E-mail lists, texting campaigns, advanced tickets or advertised contests help attract friends.
- 2 **Plan an inviting, professional booth.** Plan ahead of time. A small investment in a great display brings an excellent return and can generally be used over again.
- 3 You have 10' x 10' of floor space, but quite a bit **more above you**, which many people fail to use. Figure out a way to do it. Just make sure it's secure.
- 4 **Engage people in conversation.** Don't just sit in the booth.
- 5 **Develop a script** to help your booth staff. Try conversation starters over simple 'yes' or 'no' questions. Follow up with qualifying questions to assess their need.
- 6 **Collect leads and follow-up.**
- 7 You can boost your lead counts by 33% with **trade show promotions** - even though they require a much smaller percentage than that of your expo budget.

The **Big** **Business and** **Technology** **Expo**

Attendance: 5 - 8,000
 General booth space: \$799
 Corner booths: + \$100
 Extras: "Exhibitor Connector" events, national quality keynotes, free business lunch for all with admission, tickets for gifting and great business connections.
 Expo hours: 11:00 a.m. to 5:00 p.m.

The Big Business and Technology Expo is the only major business expo in the state of Utah for a reason. It's known statewide for its energy, quality attendees, top notch speakers and events and most importantly, it's results for its top notch exhibitors. Now in its eighth year at the McKay Events Center it consistently delivers a great business lunch - and great connections - for all. We'll see you at the show.

"It's always some of our best marketing of the year. If people have been to different business shows around the state, they'll easily see why we're so excited about this one."

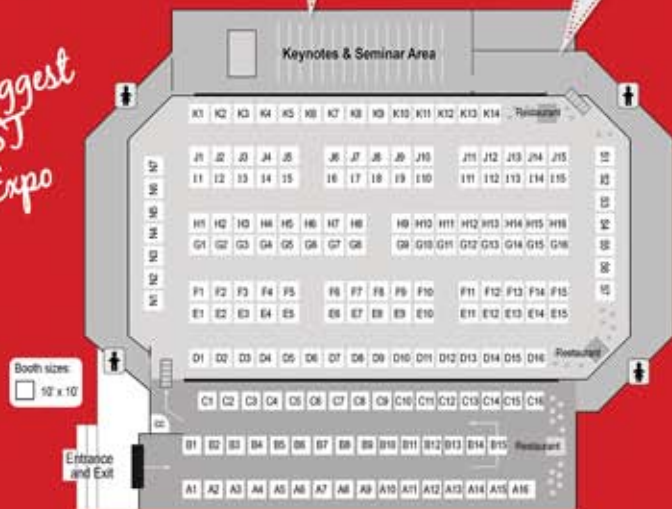
Jessica Devenish, CheckNet

"The business show is so powerful because of the quantity and quality of business leaders that attend and engage. We meet great people. I look forward to it every year."

Jeff Rust, Corporate Alliance

February
23 & 24

*The biggest
and BEST
Business Expo
in Utah!*



Utah Valley **home** *and garden* **expo**

Sponsored by
Utah County Assoc. of REALTORS®

Attendance: 9 - 12,000
 General booth space: \$699
 Extras: The Utah County's largest and longest running Expo with active attendees, hundreds of giveaways, popular local restaurants, custom exhibitor tickets available, state-wide marketing campaign and a widespread UCAR ticket distribution.
 Expo hours: 11:00 a.m. to 8:00 p.m.

Now in it's 21st year, the Home and Garden Expo has been a local favorite for decades and draws a crowd that has proven to be good purchasers. We assemble a wide variety of businesses for the effectiveness of each exhibitor. This should be a staple in anyone's home industry marketing budget because of its traditionally great ROI.

"As a business owner in you Utah County I don't think that there is a better way to personally connect with a large group of direct clients than the Utah Valley Expos."

Dan Nelson, Marble & Granite Solutions

"The Expo allows us to reach our perfect target clients in one great spot. We look forward to it each time."

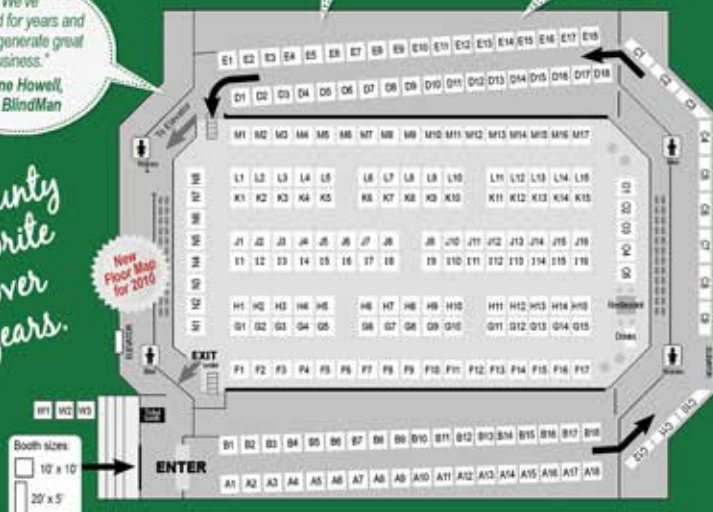
Randall Harward, Sprinkler World/ Holiday Traditions

March 19 & 20

"We've attended for years and always generate great business."
Duane Howell, The BlindMan

A Utah County favorite for over 25 years.

New Floor Map for 2016!



The Utah Valley Women's EXPO

spring and autumn editions

Four years ago nearly 10,000 women showed up for the first UV Women's Expo. Now, with great word-of-mouth and a full slate of marketing for 2010 including television (with bonus appearances on women's shows), PTA's, billboards, multiple magazines, newspapers and more, the 2010 shows promise to keep getting bigger and better. Let your business benefit from the energy of these great shows.

Attendance Spring: 9 - 12,000
 Attendance Autumn: 9 - 12,000
 General booth space: \$699
 Extras: Fashion shows emceed by local celebs, custom gifts, spas, seminars by favorites from around the region, shopping galore, food and non-stop fun.
 Expo hours: 11:00 a.m. to 8:00 p.m.

April 23 & 24
 Sept. 10 & 11

"I love how the Utah Valley show brings in the right demographic with some really excellent marketing. People are excited and the traffic is great."

Laura Field
 Marketing Director,
 Layers Clothing

"The Women's Expo had a wide variety of activities that brought in a great crowd. The staff was wonderful to work with..."

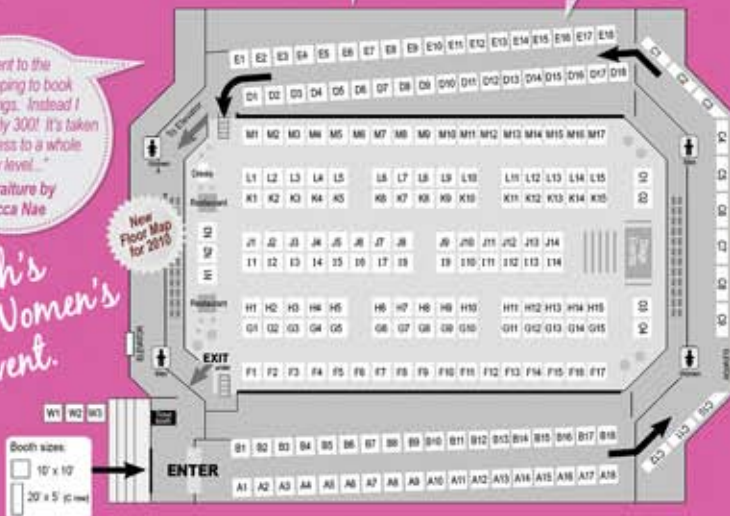
Kellie Englehardt
 Close To My Heart

"I went to the Expo hoping to book 5-10 fittings. Instead I booked nearly 300! It's taken my business to a whole new level..."

Portraiture by
 Becca Nae

Utah's
 top Women's
 event.

New Floor Map for 2010



Utah Valley home and holiday expo

Attendance projection: 9 - 12,000
 General booth space: \$699
 Extras: An event for all, this show will include record first year marketing, charity trees from local businesses to benefit charities, childrens events, local holiday performances from around the county, and of course, hundreds of Utah's best companies exhibiting.
 Expo hours: 10:00 a.m. to 8:00 p.m.

Be a part of the inaugural Home and Holiday show and your business will thank you. It's a show designed for a great crowd year after year with quality, purchasing visitors, and great activities for all. The last time we organized a first-time show 10,000 people showed up and we're aiming for at least that many this time with this great, new, holiday-time event.

November
 19 & 20

"I've been so excited since I heard about the Home and Holiday show! I think it's a great Expo for our region and will be good for businesses and visitors. It's perfect timing for fun, new Holiday ideas."

Patrice Nielson

Enjoy Utah County's
 first ever
 full-sized
 Home and
 Holiday
 Event!

