The Trade Show Calendar

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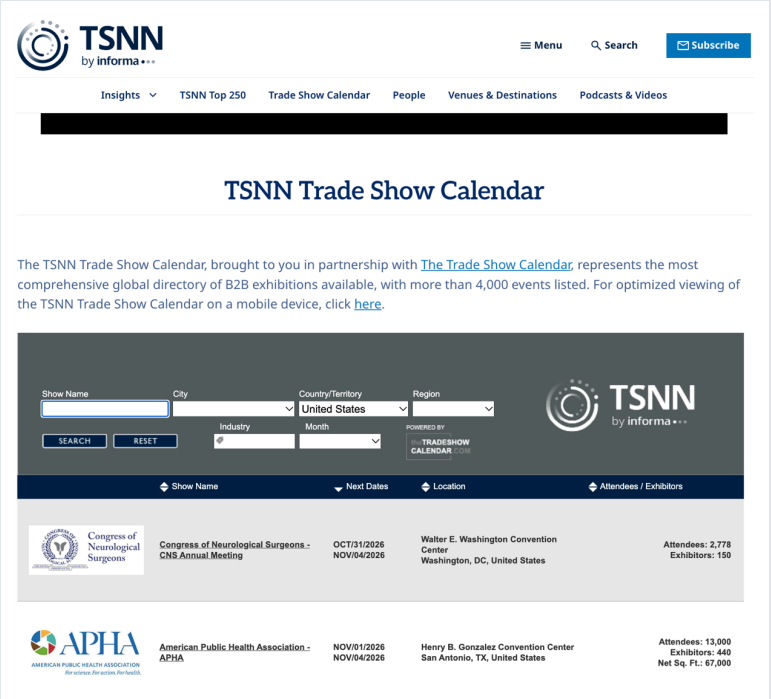
This online directory of upcoming trade exhibitions has, so far, been private labeled by more than 100 associations, media groups and suppliers to the exhibition industry.

The primary purpose is to promote B2B trade expositions to business professionals to stimulate growth in attendance and exhibitor participation at live events worldwide.

Value Proposition

Our partners embed the custom branded calendar into their websites to provide a valuable resource for their customers, membership and readership.

Our $500 billion dollar global industry deserves an accurate directory of exhibitions, and this industry wide marketing effort is helping to drive more attendees to in-person events and more corporate exhibitors to more trade show floors.



Search for exhibitions by City, Country, Region and industry to find links to official event web sites.

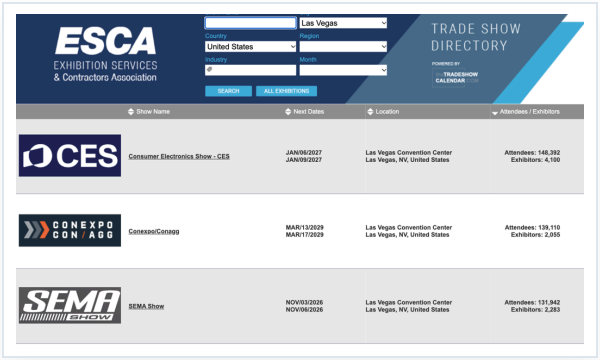
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Who uses the calendars

Beyond reaching the primary targets of prospective trade show exhibitors and attendees, anyone that earns revenue from the exhibition industry uses our calendars for market research.

That includes airlines as they plan routes and schedules around major events. Hotel chains, with properties all over the world, are using it to discover new ways to generate more room nights from live events. And we have worked with CVB's, and their consultants, as they plan to build, expand or repurpose event venues.

We have even worked with a nationwide taxi service as they plan staffing and scheduling around major events.



Accuracy

Our goal is to provide the most accurate and comprehensive directory of trade shows in the entire exhibition industry.

We provide searchable links to more than 4,000 official event web sites in North America, Asia, Europe, and the rest of the world.

Distribution and Access

Our online calendars are free to use for all visitors worldwide. To access the data and search for trade shows in any industry, go to any of the private-labeled directories built for our partner companies, associations and media groups.

The latest versions of our calendars also scale to any screen size, including smart phones, iPads, laptops and desktops.

If you may like a custom branded directory for your own company, please contact Vince Battaglia by phone for email.

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Web Traffic

What are the key words that your potential customers are searching for in Google and the new Ai Chatbots?

Some of our customers do exceptionally well using their calendar to drive web traffic to their web sites.

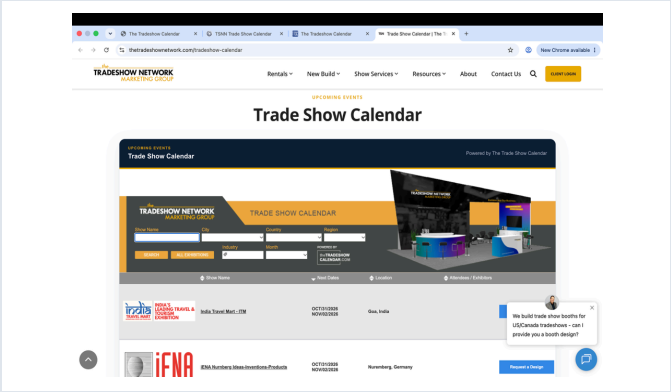
How much web traffic would the top spot in Google search results produce, and how much would that be worth to your company?

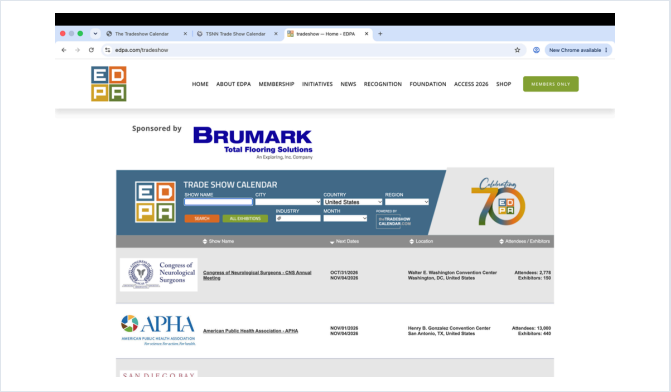
If you can add search engine optimization to your calendar page, you will be able to drive many thousands of additional visitors to your web site every month.

Sponsorship

Another marketing option is to sponsor the online calendar for an association or media group that targets your potential customers... like Brumark did for EDPA's calendar page.

Does your professional association or trade journal have an online trade show directory? If not, why not sponsor their private-labeled calendar to reach the eyes of your potential customers.





For more information on benefits and pricing for your own private-labeled trade show directory, please contact:

Vince Battaglia

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vince@thetradeshowcalendar.com