

An Analysis of Promotional Opportunities at the International Congress and Exposition Waste-Luhacovice

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Zásady pro vypracování:

Teoretická část

Zpracujte teoretická a metodologická východiska týkající se problematiky marketingových komunikací se zaměřením na veletrhy a výstavy.

Formulujte pracovní hypotézu své práce.

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Představte "Mezinárodní kongres a výstavu ODPADY – LUHAČOVICE" a provedte analýzu jeho propagačních příležitostí.

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Rozsah bakalářské práce:

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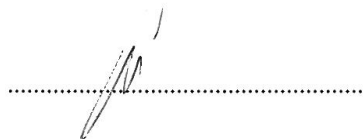
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ABSTRAKT

Cílem bakalářské práce je zhodnotit možnosti propagačních příležitostí na Mezinárodním kongresu a výstavě ODPADY-LUHAČOVICE. V teoretické části nejdříve zhodnotím teoretická a metodologická východiska marketingových komunikací a zaměřím se na veletrhy a výstavy, kde stručně popíši také jejich historii a vývoj.

Praktická část začíná obecným zhodnocením významu propagace na veletrzích v rámci komunikačního mixu firmy a následným analyzováním propagačních příležitostí a spokojenosti vystavovatelů na Mezinárodním kongresu a výstavě ODPADY-LUHAČOVICE. Na základě zjištěných poznatků navrhnu doporučení pro pořadatele tohoto kongresu.

Klíčová slova: veletrhy, výstavy, marketing, marketingová komunikace, reklama, propagace, marketingový nástroj. JOGA Luhačovice, Odpady-Luhačovice

ABSTRACT

The goal of my bachelor thesis is to analyze possibilities of promotional opportunities at the International Congress and Exposition WASTE-LUHACOVICE. Theoretical background presents theoretical and methodological starting-points of marketing communication. I later focus on fair trades and exhibitions and briefly describe their history and evolution.

The beginning of practical part relates to the significance of promotion at trade fairs as a part of company communication mix. Subsequently, I analyze promotional opportunities and exhibitors' satisfaction at International Congress and Exposition WASTE-LUHACOVICE. On the basis of my findings I propose a number of recommendations to the organizer of the congress.

Keywords: trade fairs, exhibitions, marketing, marketing communication, advertisement, promotion, marketing tool, JOGA Luhacovice, Waste-Luhacovice

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INTRODUCTION

“Trade fairs: To participate means not to trail behind”

The quotation of docent Viktor Kreibich introduces my thesis. The question really is what does it mean “not to trail behind”? It means to be informed about new trends and competition. Both goals can be achieved easily achieved through participation at trade fairs. I have chosen to quote this phrase, because it demonstrates the importance of trade fairs very eloquently. It may be understood as a business quotation as well as non-business one. This thesis explores fairs only from the marketing point of view. The major goal is to analyze the promotional opportunities at International Congress and Exposition WASTE-LUHACOVICE in order to demonstrate that trade fairs and exhibitions are a unique and very important marketing tool and to convince the non-believers that they remain effective.

The theoretical background provides basic principles that guided the practical research. It provides general understanding of marketing communication and the place of trade fairs in communication mix as well as an overview of history of trade fairs and exhibitions. This overview raises questions that are later discussed in practical part, which explores company promotion at fairs and continues with introduction of International Congress and Exposition WASTE-LUHACOVICE. The analysis of promotional opportunities at this event implements the previously gained knowledge. I conducted a survey among the exhibitors, which I used as a raw data for my analysis that strives to find out exhibitors satisfaction with promotion opportunities at the event. The results were either to support or disprove theoretical statements. Some of the results were surprising whereas others were quite expected.

The final part of thesis provides some recommendations based on the analysis results. I come up with a number recommendations for organizers as well as for exhibitors since in my view improvement is required on both sides. The recommendations reflect not only the results of the research, but also my opinion on trade fairs.

I. THEORY

1 MARKETING COMMUNICATION

In this chapter I define what marketing communication is and list its types. Then, I would like to recapitulate the history of marketing communication. In the last part of this chapter I provide a number of new trends in this discipline.

1.1 Definition of Marketing Communication

There are various opinions on marketing communication and differences in defining it. Famous marketing and management professional Philip Kotler thinks of marketing communication as a mix containing advertising, sales promotion, public relations and publicity, personal selling and direct marketing. But he adds that there are also other items important for marketing communication that have not been mentioned. They are in effect: design of a product and its price, package design (shape & color), sales person (appearance & behavior), ambience (interior design). These are the things influencing customer more than we can imagine (Kotler and Keller 2007, 271-272).

Generally, marketing communication is understood as all communication forms that are used to support marketing strategy of a company (www.sphere-studio.cz; my translation). Putting it more clearly: it is a form of communication between a seller and a buyer aimed to influence sales (Bejtkovský 2009, 13-14; my translation).

1.2 Marketing Communication as Part of Marketing Mix

Importance of marketing communication has increased in comparison with the situation a few years ago and this trend continues. Thus, for example, the actual quality of a product has less impact than its promotion ; i.e. it is extremely important to tell the consumers about the product and its many virtues in order to create in them the urge to buy it. According to a marketing theory, marketing communication is a part of 4C's model and also 4P's model in which it is called promotion (Bejtkovský 2009, 13-14; my translation).

1.3 Task of Marketing Communication

First, the companies have to decide on content, target group and frequency of exposure. Second, they need to choose an appropriate way of sending conveying the message (Kotler and Keller 2007, 271-272).

This marketing communication also informs or reminds consumers the qualities and product availability. The main aim is however to persuade consumers to buy the product, i.e. to influence their purchase decisions (Bejtkovský 2009, 13-14; my translation).

1.4 Brief History of Marketing Communication

We can divide history of marketing communication into the following periods:

1.4.1 Pre-marketing Period

Ancient civilizations already had a notion of marketing techniques. In Mesopotamia and Egypt there existed only one way of promotion, namely – a spoken one. In spite of the fact that the most of population was analphabetic, the only possible way of selling products was to participate in trade fairs (Pavlečka 1998; my translation). However, it is believed that marketing existed since the time there were buyers and sellers. In the Ancient Greek there were so-called “criers” (touts or hookers-in) hired by traders to promote their products (MMC-Learning – History of Marketing).

The invention of a printing press became the turning point in the history of marketing communication, giving birth to a new form of promotion. This new form was a printed advertisement. In 17th century the first newspapers started came to light e.g. La Gazette, and in 18th century newspapers included regular advertisements (Pavlečka 1998; my translation).

1.4.2 Real-marketing Period

The period of marketing as it is known today is dated to 18th and 19th century after the Industrial Revolution. During this time mass media and science developed rapidly. At the beginning of 20th century the marketing was manufacture-oriented and a demand exceeded a supply, so there was no need to promote products. The only purpose of promotion was to inform customers about those products (Pavlečka 1998; my translation).

Nevertheless the situation changed in a few decades and resulting in a saturated market. Along with this, competition grew stronger and marketing changed from manufacture-oriented to sale-oriented. As a result, promotional communication developed rapidly. The famous person of interwar period was Tomas Bata, who introduced advertisement into brand-new media (for that time) – cinema and radio broadcast (Pavlečka 1998; my translation).

In 1950's the television was invented and the TV broadcast was established. This fact helped promotional communication to spread very quickly and the marketing started to be customer-oriented (Pavlečka 1998; my translation).

1.5 New Trends in Marketing Communication

As we have seen from history of marketing, there are always multiple trends and changes. For us as a company or entrepreneur is important to seek for new ways of promotion and exploiting these new trends. In 20th century the consumer was not as selective as he is nowadays. He grew tired of old forms of advertising. He needed changes. This required new marketing solutions which were quick to appear. They can be mentioned as marketing techniques. Here are the most common and important ones (Frey 2008, page nr.11; my translation):

- Digital marketing
- Viral marketing
- Guerilla marketing
- Product placement
- Mobile/Cell phone marketing

Digital marketing is an interactive marketing campaign using Internet for product or service promotion.

Viral marketing is considered to be a skill of winning customers and making them to converse about a product, service or a web page with each other.

Guerilla marketing is an unconventional marketing campaign to achieve maximal effect with minimal sources. The word unconventional is extremely important in this technique.

Product placement is considered a very popular marketing technique nowadays. The products can be seen in movies, music videos, etc. It is an intentional and paid placement of a branded article to audiovisual work in order to promote it.

Mobile/Cell phone marketing is very similar to digital marketing because it is also an interactive marketing campaign. Contrary to digital one, it uses mobile operators for product or service promotion (Frey 2008, page nr.12; my translation).

There is another brand-new marketing trend – advertising on Facebook. This is a great opportunity of getting a lot of customers. It is a quite new phenomenon, which appears to be very influential. Some experts say it has more influence than other types of promotion. The big advantage is that you can choose target group by certain profile, for example - age, sex, location, hobbies, education. This makes Facebook very effective platform for advertising. In future it will become another type of advertising techniques, because of its big potential.

I would also like to mention new trends in event marketing, because fairs and exhibitions are similar events. The popularity of this technique is still growing and the main reason seems to be that people like having fun, socializing, seeing new products and learning new trends and information. Events, especially trade fairs and exhibitions, offer people all of these opportunities at the same time and at one place.

One of the trends is to make the events more vibrant – to get attention of visitors. This can be seen in ways of promotion, promotion material, presentation of company, corporate identity, design of display stand etc. People grew tired of old techniques. They need changes and unrest. This fact should be taken in consideration when an event is being prepared (Frey 2008, page nr.79; my translation).

Another trend is using new technologies. It makes the event more dynamic. Using digital and “wi-fi” technologies enables potential visitors to experience event in advance. Using digital communication we achieve a unique personal appeal (Frey 2005, page nr.48; my translation).

Fairs and exhibitions provide a unique opportunity to extend a knowledge of customer requirements, their preferences and needs. Visitors will participate in these events to get feedback and detailed information useful to their work (Frey 2008, page nr.79; my translation).

Yet another trend worth mentioning is combining parts of “marketing mix” together, so that the division between “above-the-line” and “below-the-line” communication will merge in “through-the-line” communication. This is an optimal setting of communication mix (Frey 2005, page nr.48; my translation).

2 MARKETING COMMUNICATION MIX

This chapter deals with a company's communication mix. I list the components communication mix consists of and briefly define each one.

Public tends to think of marketing communication as an advertisement, but in fact, the advertisement is only one part of communication mix (Matušínská 2007, page 11; my translation).

2.1 Parts of Communication Mix

The major components communication mix consists of are personal selling and impersonal selling. Impersonal selling is further divided into advertising, sales promotion, public relations and direct marketing. Direct marketing is a latest addition to communication mix which was introduced only in nineties. Nevertheless, there are some differences in the vision of communication mix, because various authors divide it differently (Matušínská 2007, page 11; my translation).

The newest source divides promotion into the following parts (Clow and Baack 2008; my translation) :

- ✓ Advertising
- ✓ Sales Promotion
- ✓ Personal Selling
- ✓ Direct Marketing, Public Relations, Database Mar., Internet Mar. and Sponsorship

2.1.1 Advertising

Advertising is considered the most visible instrument of marketing communication. The reason behind this is the fact that people talk about it all the time and the biggest part of communication budget is invested to advertising (Karlíček, Zamazalová and et al. 2009).

Advertisement is perceived as a paid form of impersonal presentation of products, services and thoughts via various media. Along with direct marketing and public relations it is relatively cheap. It is good for mass influence and its message is easy to control. Moreover it can be expressive and outstanding. On the other hand it is impersonal, the product could not be shown properly and we could not influence purchase.

As it was mentioned above advertising is paid form and it can be paid by money or by barter. There are some factors need to be considered about advertising – target group,

message and media type. Advertising is changing all the time, so it is necessary to keep track of new trends (Matušínská 2007, page 12; my translation).

2.1.2 Sales Promotion

This is an impersonal communication form including all means to stimulate sales for a short time. It can be expensive. The advantage is that it catches attention and the result can be seen very quickly. It is an effective shopping stimulant. It is good in combination with other parts of communication mix. However, its results can be easily leveled by competitors' counteractions (Matušínská 2007, page 12; my translation).

2.1.3 Personal Selling

This is a process of influencing a customer through personal contact. The costs of exposure to an advertised product is higher than with other forms of communication. The nonverbal communication and flexible presentation are used. An advantage of such method is an immediate reaction. However, there are some problems with educating professional salesmen and controlling them. Moreover, a group of addressed customers is quite narrow (Matušínská 2007, page 12; my translation).

2.1.4 Direct Marketing, Public Relations, Database Marketing, Internet Marketing and Sponsorship

Direct marketing communicates an advertising message directly to current or future consumer in order to cause immediate measurable reaction. It is quite cheap and a database of respondents is used. The measurability of response is a big advantage. However, it is expensive to get the database (Matušínská 2007, page 12; my translation).

2.2 Line Division of Communication Mix

Components of communication mix are alternatively divided to above the line (ATL) and below the line (BTL) communication. There is the division:

2.2.1 Above the line (ATL)

This type of communication includes promotion with usage of classical media:

Television, press, radio, outdoor advertising and internet.

2.2.2 Below the line (BTL)

There are three types of below the line communication:

Sales promotion, public relations and direct marketing.

2.2.3 Through the line (TTL)

This term has already been mentioned, in new trends of marketing. It is used for expressing an optimal setting of communication mix in order to be the most effective (Matušínská 2007, page 13; my translation).

3 TRADE FAIRS AND EXHIBITIONS

This chapter defines to which part of marketing communication mix trade fairs and exhibitions belong. A brief historical review and list of types of trade fairs and exhibitions follow. The last part of this chapter offers some predictions and information with regard to expected development of this part of communication mix.

3.1 Trade fairs as a part of communication mix

The importance of trade fairs and exhibitions in company communication mix is hard to overestimate. However there are still some companies which think of participation at such an event as money waste. This chapter tries to define the place of trade fairs within communication mix.

It is hard to classify trade fairs, because they are actually a mix of marketing instruments. Some sources consider trade fairs as a public relation instrument, others determine them as a part of both sales promotion and public relations. If we have a look at list of public relations instruments we realize that there are additional means that can be applied during a trade fair or exhibition – e.g. a press conference, party, sponsorship, interviews, leaflets and brochures, competition, exhibitions and workshops.

Trade fairs and exhibitions contribute a lot to company's image (similarly to promotion activities). They should, therefore, also be considered a part of sales promotion (Matušínská 2007, page 89; my translation).

3.2 History of trade fairs and exhibitions

Although trade fairs and exhibitions are ranked among one of the oldest communication instruments, current trade fairs and exhibitions are actually an analogy to the old markets. Their origins can be dated to the ancient Roman period or earlier. Their evolution continued for more than 2000 years – from ancient times, throughout the Middle Ages up to nowadays. The importance of trade fairs and exhibitions increased especially in 20th century. In order to properly understand contemporary fairs it is essential to know their history. As Alfred Alles wrote: *“The history of an exhibition provides valuable background information within the frame of the assessment of its general and individual marketing merits”* (Alles 1973, 40).

I use historical division of trades of Czech author Dusan Pavlu.

3.2.1 Early Beginnings

The first exhibitions or fairs took place mainly at markets situated on crossroads of trade routes crossed or in significant urban centers. They often coincided with religious festivities. The efficiency of these fairs was limited by space, time and the event on the occasion of which the trade took place. The activity of merchants and product presentation were limited. There was no opportunity to communicate more about the product, because there were no forms of mass communication that could provide an opportunity to support the product and its presentation (Vysekalová, et al. 2004, page nr.17; my translation).

Remnants of fairs were found in ancient Egypt and Mesopotamia, Greek and Rome. In Rome merchants used to do their exchange business at allowed places called “Collegia Mercatorum” (Matušínská 2007, page 89; my translation).

In Czech Republic the beginning of trade fairs is dated back to 10th or 12th century, when the bases of periodical exchange business are formed. In 13th century the towns with the main purpose of periodical exchange business at market are founded (Pavlů 2009, page nr.15; my translation).

3.2.2 First Generation of Fairs and Exhibitions

First generation of Fairs and Exhibitions is dated to 12th century when the products and manufacture were presented in a very simple way. Presentation impact and effectiveness were limited by place and time. (Pavlů 2009, page nr.15; my translation)

It was easier take part in the markets and fairs in different towns. In 1240's Frankfurt was the main centre of trade fairs (Alles 1973, page nr.12).

3.2.3 Second Generation of Fairs and Exhibitions

The second generation represents a very long period up to 19th century and is connected with scientific and social development. It is a generation of so called “**samples exhibitions**” (Pavlů 2009, page nr.15; my translation).

At that time manufacture production was quite progressive, which enabled bringing samples to the market (thanks to product homogeneity). The division of market into niches (e.g. glass, food, prints) can be noticed (Vysekalová, et al. 2004, page nr.17; my translation).

These changes led to a different market structure. Not only more did the exchange business at domestic market become more intensive, but also development of international trade was noticeable (Pavlů 2009, page nr.15; my translation).

The real Industrialism developed in 19th century, but the first industrial exhibitions were held since 16th century. The earliest one was held in Nuremberg in 1569. Similar exhibitions were held for the next 3 centuries – e.g. Paris Industrial Exhibition or London Industrial Exhibition (Alles 1973, page nr.12). They were held for a clearly defined target group, which was formed mainly by sellers and other participants were also industrialists and aristocracy. The exhibitors were mainly producers.

Prague for example held Prague industrial sample exhibition in 1833 with 247 exhibitors and 5000 exhibits. In 1891 the Prague Exhibition Area was built. The main features of this area were an Industrial Palace and Krizik's Fountain (Pavlů 2009, page nr.15; my translation).

3.2.4 Third Generation of Fairs and Exhibitions

This period is dated to 19th century. It is typical for other production development and accruing amount of exhibits, which led to spreading of information on exhibits. The first **supporting programs (events)** appeared. (Vysekalová, et al. 2004, page nr.17; my translation)

It was the time of world exhibitions. The effective communication forms of professional knowledge were conferences, congresses, lectures, events, etc. In 1851 the first world exhibition was held in London and since that time the fair trade and exhibition industry started to develop rapidly (Pavlů 2009, page nr.15; my translation).

3.2.5 Fourth Generation of Fairs and Exhibitions

This generation is called “exhibitions of ideas, systems and patents. This generation belongs to 20th century. Some events still were held. Exponents where presented at them if possible or replaced by models, photographs, video recordings or other state-of-art substitutes. In Czech Republic the new exhibit area was built in Brno in 1928 (Pavlů 2009, page nr.15; my translation).

1950's witnessed some rapid changes in exhibition industry. Competition grew tougher and manufacturers spent money on TV advertising more eagerly than on buying an exhibition stand.

Moreover they were more selective in participation at fairs and exhibitions (Alles 1989, page nr. 32 - 33). This decrease of exhibitors' interest made organizers to think of cutting expenses and finding new ways of attracting them again. Afterwards organizers also realized that it would be good to allow the public visitors to enter exhibitions and fairs, because they can spend money there on products, refreshment and fun, which made it possible to lower exhibition fees. The public was allowed to visit exhibitions only on certain days (Alles 1989, page nr. 34).

3.2.6 Nowadays

The development in this field is still going on. Now we have a beautiful modern simple display stands, audiovisual presentation along with face-to-face communication, interactive communication and we have an entire toolkit of marketing instruments enabling us to draw attention and address all human senses.

3.3 Types of Trade Fairs and Exhibitions

An exhibition event can be organized in a number of ways. The appropriate type of exhibition depends on the professional field it focuses on, the anticipated number of attendees and the organizers' monetization model (Vysekalová, et al. 2004, page nr.22; my translation).

In fact there is no uniformly accepted standard of fairs and exhibitions. Fairs or trade fairs are mostly defined as economically oriented events, where the showpieces are mostly real objects. On the contrary exhibitions are focused on thoughts and intentions promotion. Both expressions are used for economically-oriented events. There is no uniform division. From the business point of view these events can be divided as follows:

- **Commercial** – presentation of products, services or state-of-art developments of companies or associations. Such events may be oriented to selling or striking contracts or combination of the two. They can also serve as an instrument to reinforce business relationships and build-up company's image.
- **Selling exhibitions** – Exhibitors products are sold directly at venue of this event. Participants are mainly final consumers (general public). Generally speaking, most of local exhibitions are selling events.

- **Contractual fairs** – The aim of such event is to create an environment where commercial agreement and partnerships are stroke. Million dollar contracts out coming from such fairs later shape faces of an entire industry. Participants are mainly company representatives (management) and buyers (professional public).
- **Contractual-selling events** – It is a combination of previous features and goals. Most of large events belong to this type.
- **Noncommercial** – these are mainly events of artistic, collector and informational character that are mostly long-term or mobile and are arranged by national institutions, commonwealths and movements (Vysekalová, et al. 2004, page nr.22; my translation).

From the geographical point of view fairs and exhibitions are divided as follows:

- **Local** (one city or town, one part of town)
- **Regional** (one region, city and its surroundings)
- **National** (companies from one country working in that country and focusing on participants from this country)
- **Continental** (presenting bodies are from countries of the same continent)
- **International** (subjects operating globally) (Vysekalová, et al. 2004, page nr.23-24; my translation).

II. ANALYSIS

4 ANALYSIS OF COMPANY PROMOTION AT FAIRS

This chapter emphasizes the importance of trade fairs as one of the main communication mix tools. It also provides a detailed description of all important functions.

4.1 Importance of promotion at fairs as a part of marketing mix

Trade fairs and exhibitions as a marketing tool are generally referred to as a form of total communication in business and social environment. Their most notable advantage is the undistorted direct contact with a customer without any external interference (Kozák 2004, page 81; my translation).

Fairs also stand alone as a marketing tool containing the following marketing communication items:

- Advertising
- Public Relations
- Direct Marketing
- Sales Promotion
- Sponsoring
- Personal Selling

Moreover, according to EMNID institute research fairs are at the second place in ability to gain marketing success. Based on AUMA research carried in October 2003 at a professional trade fair within 500 companies, the position of trade fairs as a part of marketing communication mix improved and thus stressing the importance of trade fairs for exhibitors.

In other words:

When fairs are perceived as a communication tool – 50% of exhibitors think the importance of trade fairs has not changed, 30% think their importance is decreasing and 18% think it is increasing. When they are considered in context of communication mix- according to 75% of exhibitors trade fairs hold the second place after personal web pages. However, websites are not a rival to fairs. Actually, fairs only benefit from them (Vysekalová, et al. 2004, page nr.39; my translation).

Trade are one of most important tools within the toolkit of integrated marketing communication (IMC). In fact, they are merely a new vision of the same issue. It is said that communication tools have always been independent on each other. In past

communication tools have always been independent of each other. However, nowadays they are usually combined to maximize the impact. To make trade fairs part of the system thus enhancing their efficiency is, therefore, the major task at present (Vysekalová, et al. 2004, page nr.41; my translation).

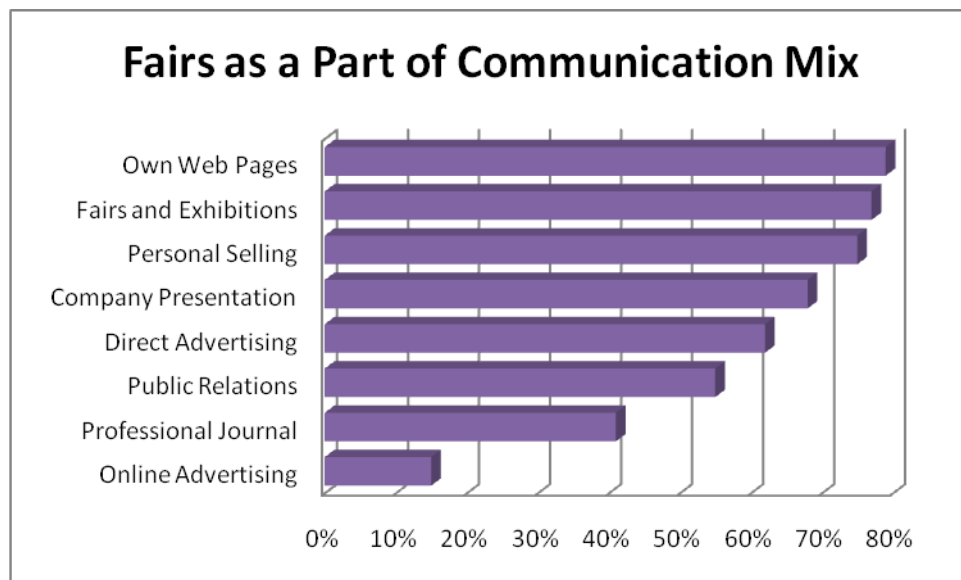


Chart 1 - Fairs as a part of communication mix (Vysekalová, et al. 2004, page nr.39)

The above chart demonstrates that fairs, after personal web pages, are one of the most important parts of communication mix of a company.

4.2 Fairs Communication Specifics

Trade fairs and exhibitions have certain communication specifics. The most noticeable and significant are the following:

- Spreading information in a certain business field (i.e. sharing business contacts, new trends, meeting new companies)
- Constituting a benchmark for exhibitors
- Representing a wider communication context
- Defining space-time continuum (i.e. a presentation of the widest range of products and companies from a given business field at one place at the same time)
- Affecting all senses (i.e. sense-emotional perception)
- Expedite PR and promotion
- Using all tools in communication mix toolkit

The biggest communication specific is the aggregation of the above factor. Another factor that has not been mentioned above is a **face-to-face dialog**. Of course, it is possible to have the dialog when we provide direct selling, but when we are part of this dialog at trade fair, the participant of the fair show is more open to new offers, ideas and is ready to share his opinions. Besides this F2F dialog trade fairs are multifunctional, i.e. they have an ability to achieve more objectives at the same time – objectives of both exhibitors and professional visitors. Trade fairs should be considered a **multifunctional application**. They combine company's exposure of new products & services and face-to-face contacts with customers, while employing all types of communication – B2B, B2C and also C2C communication (Vysekalová, et al. 2004, page nr.41; my translation).

Note: Abbreviations used

F2F...face-to-face; B2B...business-to-business

B2C...business-to-customer; C2C...customer-to-customer

Discussing fairs communication specifics it seems to be appropriate to mention the main objectives of exhibitors according to the research done by BVV Company in 2003. It was done for all fairs held in 2003 in BVV area in Brno:

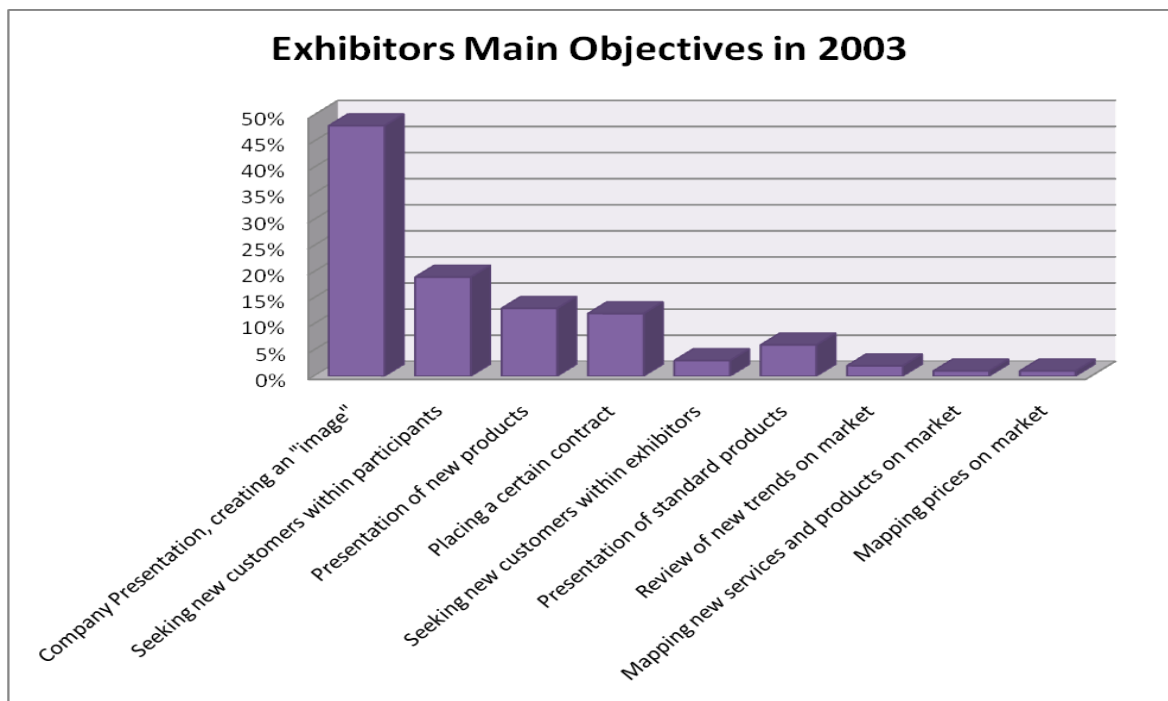


Chart 2 - Exhibitors main objectives (EFS MU – Roční souhrnná analýza vystavovatelů na akcích BVV, 2003)

The results demonstrate that the main purpose of exhibitors is to present a company and build its image. Another objective is also seeking new customers. These are exhibitors' main intentions.

4.3 Fairs as sales promotion tool

First, it is necessary to define the term sales promotion. Generally it is understood as an aggregate of various tools that stimulate realization of purchase (Kotler and Keller. 2007, page nr. 624; my translation).

There are many options to realize sales promotion at fairs. Free samples, product demonstration, video shots, brochures, coupons and competitions as well. Moreover potential customers can meet with company's current customers and share their experience. To increase the sales is the most desirable objective. However it is hard to prove or measure the sales promotion effect. Yet, the importance of company's participation at trade fairs is out of question, since the purpose of those events is mainly sales promotion. The clear evidence is the best environment for selling realization – there are both sellers and buyers, there are both products and services and documentation for negotiating purchase. It appears from this that a **fair directly supports sales** (Vysekalová, et al. 2004, page nr.53; my translation).

The B2B marketers spent thousands on trade fairs every year. The exhibitors hope to strike new contracts, stay in touch with customers, promote new products and increase sales to current customers. (Kotler and Keller. 2007, page nr. 628; my translation)

4.4 Fairs as information source

It is said that nowadays fairs are the most comprehensive information source besides Internet. However, unlike in the Internet, at trade fairs one gets the information promptly and directly from companies' representatives. Moreover, one can benefit from the look-and-feel of the real product. There are several kinds of information a fair can provide (Vysekalová, et al. 2004, page nr.52; my translation):

- Contacts (business cards, pamphlets, brochures,...)
- Market news (usually national, European and worldwide showtime)
- Technical information (technical description, instructions, workshops,...)
- Price lists (you can quickly compare competitors' prices; sales are provided)
- Legislative (brochures, directives, representative of political lobby,...)

4.5 Fairs as company image build-up, product and brand promotion tool

According to recent researches building up a company's image is becoming one of the most important factors for a participation at trade fairs. But when we discuss image, it is necessary to mention also the image of a trade fair as a communication medium. For potential exhibitors it is essential to know if the trade fair is well-known and a lot of visitors participate at it every year (Vysekalová, et al. 2004, page nr.46; my translation).

Both a company and a brand image are connected with the public opinion. Actually, the image is created by pictures people in visage in their minds when they see the name of the company or the brand. Therefore when a trade fair is the place, where company representatives meet with the public, it is an important tool for creating a good reliable image of companies. Every single signal company sends to the public is valuable if it is a positive one. The best way to influence the public opinion about a company, product or a brand is a presentation at trade fairs and exhibition. The sponsorship may help to strengthen the corporate image and the prestige of a company. (Kotler and Keller. 2007, page nr. 631; my translation)

Building-up an image is one of the most important companies' objectives at trade fairs.

4.6 Fairs as a lobby tool

This chapter comes with the term "**lobbying**" which is an attempt to persuade decision makers to change the legislation or the business field environment for the benefit of the people who initiate lobbying. (Kotler and Keller. 2007, page nr. 633; my translation)

Although it is actively used in other countries, in Czech Republic it is not so common. Fairs as an explicit lobby tool are not frequent. However both fairs organizers and exhibitors try to attract politicians to win better conditions for their business and to have an opportunity to establish themselves at international market (Vysekalová, et al. 2004, page nr.54; my translation).

Fairs are an indirect form of lobbying, as mainly organizers may do lobbying, but only in a reasonable amount of benefit. Organizers need to lobby, because when there are no politicians at an event, it is not a good presentation for organizers. Only a high-quality organizers are able to persuade politicians to participate the event or have a speech there. It is said that nowadays the organizers would not manage the events without an effective lobby rate (Vysekalová, et al. 2004, page nr.55; my translation).

5 INTERNATIONAL CONGRESS AND EXPOSITION WASTE-LUHACOVICE

This part of my paper describes the International Congress and Exposition WASTE-LUHACOVICE. Firstly there is a presentation of the organizer, then a brief history and a presentation of the event itself. The final part presents an analysis of promotional opportunities at the event.

5.1 Organizer of the Congress and Exposition

The sole organizer of the event is JOGA Luhacovice, Ltd. It provides services in waste management. Its services include garbage-collecting, waste distribution, holding the International Congress and Exposition WASTE-LUHACOVICE, consulting services, updating of Waste Market Catalog and also towns info service. JOGA Luhacovice, Ltd. owns three other companies.

5.1.1 History

JOGA Luhacovice was founded in 1992 in Luhacovice. Since 2006 it has been a holder of a professional certificate CSN EN ISO 14001:2005 and since 2007 also CSN EN ISO 9001:2001 thus meeting the European standards. Thanks to both the quality of provided services and a good background, the company expanded its activity to other regions. In 2000 JOGA Recycling company was founded in Valasske Klobouky, Ltd. and in 2001 JOGA Valassko, Ltd. was founded in Valasske Mezirici. In 2007 JOGA Luhacovice together with Slavicin town officials founded Skladka odpadu Slavicin Ltd. (JOGA Luhacovice, Ltd. 2010; my translation).

5.1.2 Services

The company provides complex waste-collection services. It means collecting municipal waste, collecting and recycling paper, glasses and especially plastics, bio waste, hazardous waste, metals, textile, tires and building waste. They provide market for all packing and secondary materials. Since 1992 they have done 22 projects on waste treatment.

They have created a waste management database. It is available as Catalog of Waste Management and it includes contact information of approximately 3000 companies. The last but not the least of their services is holding the International Congress and Exposition WASTE-LUHACOVICE. It is considered one of the most prestigious

professional events in waste management in Czech republic. In 2012 the event will celebrate its 20th anniversary (JOGA Luhacovice, Ltd. 2010; my translation).

5.2 Congress and Exposition Presentation

The event is one of the most significant events in waste management in Czech Republic. Moreover, it is considered one of the biggest events in waste management industry held in Czech republic. Twenty years of activity prove the uniqueness and the quality of the event. The event is held under the auspices of Ministry of the Environment and medial partners from waste management industry.

5.2.1 History

The first year was held in 1993 as the “International Professional Workshop” and its topic was “Household Garbage Separation in Practice”. In 1995 its name was changed to “International Congress and Exposition”. The name is used until today. The 10th anniversary of the event proved its significance in waste management field in Czech Republic. It has become one of the most important and biggest domestic events of its kind.

In 1998 the program “Presentation of European Union Countries” started. It introduces new technologies, products and current legislation of EU to participants for the congress. Subsequently, Sweden, France, Germany, Italy and Great Britain were introduced. After that other countries followed, not only members of the EU – e.g. China, Canada or Norway. The most successful year was 2008 when the Netherlands were introduced. There was a very nice exposition of Dutch companies. Canada has been presented twice and Canadian representatives enjoyed the congress a lot (JOGA Luhacovice, Ltd. 2010; my translation).

5.2.2 Congress, Exposition and Participants

More than 4, 500 participants and 1, 500 professional companies participated at the congress within 10 years. I analyzed the figures since the year 2002 to find out if there are now more participants than before and pace the event’s development. The results quite met my initial expectations. There were some changes and breakthroughs.

Table 1 - Number of companies and authorities participated at “WASTE-LUHACOVICE”

	COMPANIES	AUTHORITIES	EXHIBITORS
2003	132	80	25
2004	111	80	13
2005	138	68	10
2006	98	62	8
2007	115	78	10
2008	115	82	15
2009	78	56	15
2010	79	32	5

The figures show there are always more companies than authorities and the number of exhibitors is lower now than it was in past. The chart below shows it more vividly.

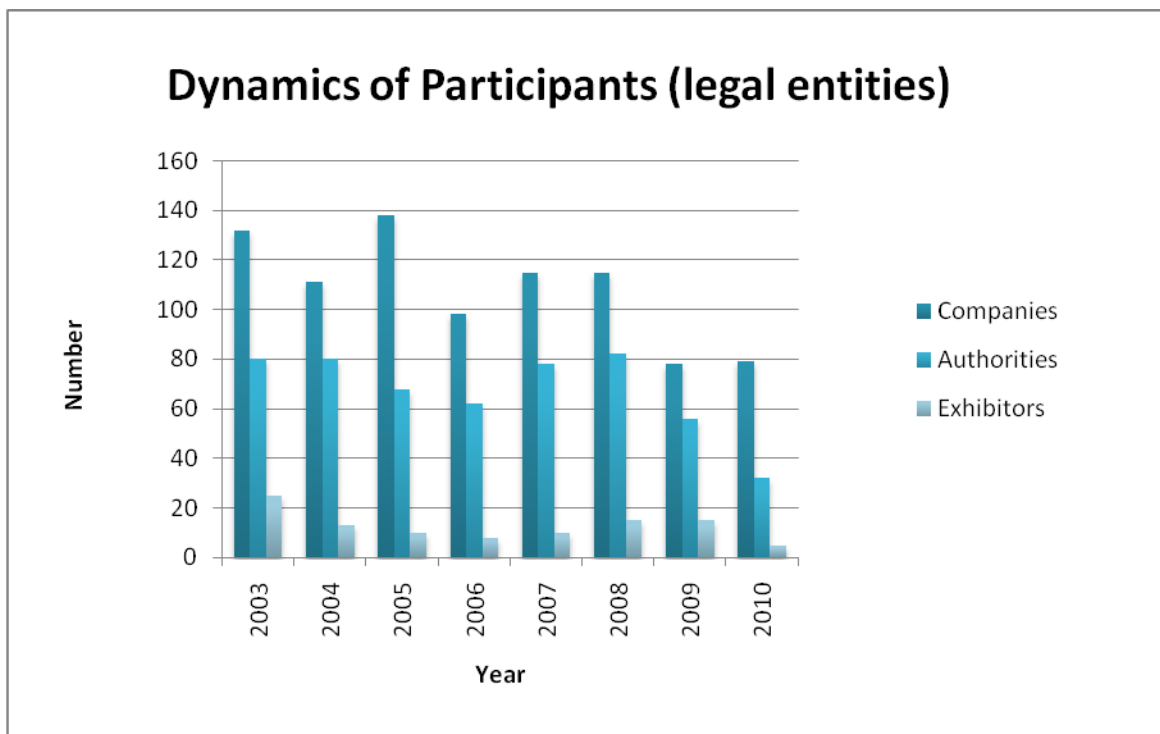


Chart 3 – Dynamics of congress participants - legal entities (JOGA Luhačovice – souhrnná analýza účasti na kongresu v letech 2003- 2010)

Chart 3 shows the differences over the time period. We see the successful years were 2003 and 2005. Later there was a fall in 2006 and in 2007 and in 2008 the situation improved again.

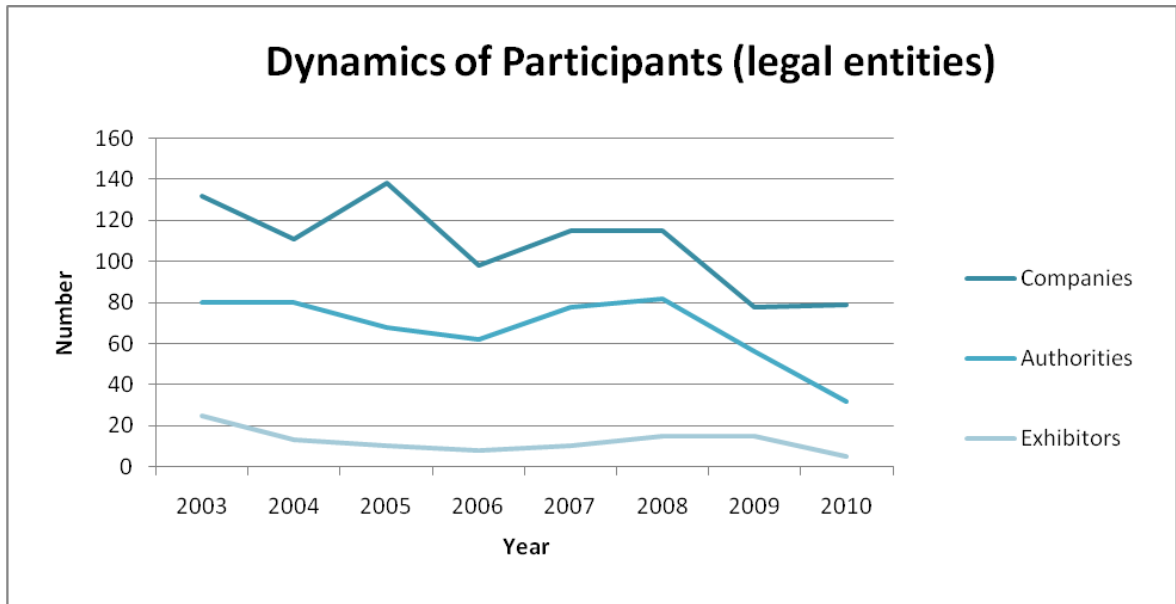


Chart 4 – Dynamics of congress participants - legal entities (JOGA Luhačovice – souhrnná analýza účasti na kongresu v letech 2003- 2010)

Chart 4 shows development and a possible future trends. The number of authorities dropped rapidly since 2008 whereas the number of exhibitors staggers. The number of companies dropped down in 2008 but later it stabilized. We can see the year 2008 was a break point. There are two possible reasons: The economic crisis and price increase.

The next table shows the number of participants from companies, authorities and exhibitors representatives.

Table 2 Number of participants at “WASTE-LUHACOVICE”

	COMPANIES	AUTHORITIES	EXHIBITORS
2003	212	134	32
2004	200	134	27
2005	234	120	23
2006	218	107	21
2007	107	138	21
2008	275	151	36
2009	154	120	48
2010	177	67	16

Comparing tables 1 and 2 we realize there are two representatives of companies in average. Similarly it is with representatives of authorities. Among exhibitors it is similar but sometimes there are 3 persons or on the other hand only one.

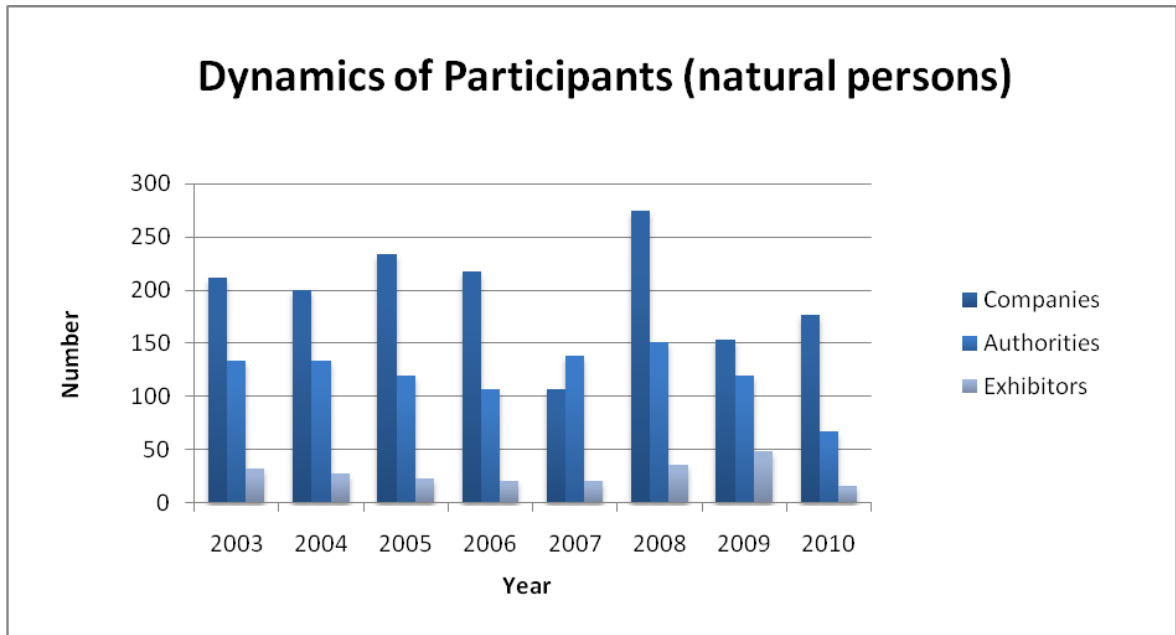


Chart 5 Dynamics of congress participants – natural persons (JOGA Luhačovice – souhrnná analýza účasti na kongresu v letech 2003- 2010)

As we can see the dynamics of the participants (natural persons) mimics the dynamics of legal entities. The most successful year for representatives of companies was 2008 and then 2005. The most representatives from authorities participated at the 2008 event as well. From the exhibitors' point of view the highest number attended the event in 2009. This was probably caused by very successful marketing promotion of exhibitors at that time.

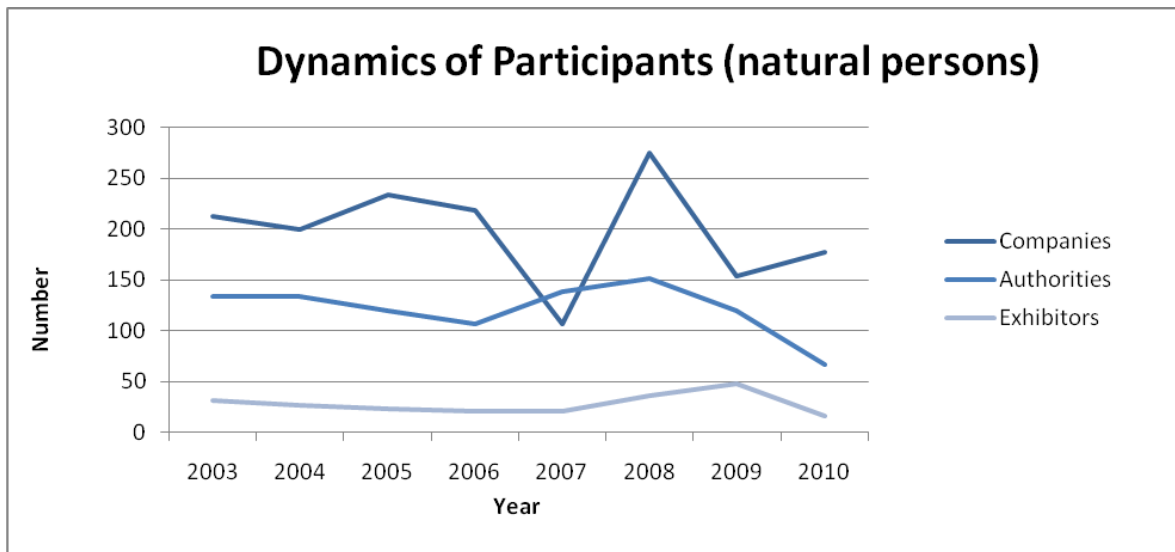


Chart 6 – Dynamics of congress participants – natural persons (JOGA Luhačovice – souhrnná analýza účasti na kongresu v letech 2003- 2010)

Chart 6 shows the dynamics of participants (natural persons). Evidently, the biggest drop was among representatives of companies in 2007 and subsequently the apex was reached in 2008. Significant changes are visible especially among representatives of companies.

The curve of authorities has a decreasing tendency. The reason could be the limitation of state contributions to authorities for further education. The curve of exhibitors has decreasing tendency as well probably because of the impact of the world economic crisis. Nevertheless, this trend is expected to change.

5.2.3 Karel Velek Award

The award is held since 1999 in the memory of Ing. Karel Velek, who was a significant Czech specialist in waste management field. He tragically died in car accident on his way home from the 4th International Congress and Exposition WASTE-LUHACOVICE in 1996.

It is held to show appreciation of individuals for their innovative thesis in waste management. The award is held under the auspices of The Ministry of Environment in Czech Republic. An independent committee of specialists evaluates three best papers.

This event shows that the International Congress and Exposition is not only about professional lectures and meeting between representatives of companies and authorities, but that it is also about supporting young talented professionals.

6 ANALYSIS OF PROMOTION OPPORTUNITIES AND EXHIBITORS' SATISFACTION

This chapter presents the analysis of promotion opportunities at the International Congress and Exposition WASTE-LUHACOVICE along with the opinions and ideas of exhibitors who participated at the event in September 2010. Later the main goals of exhibitors are described. Finally, I list the strong points of the event and its drawbacks.

6.1 Analysis of Promotion Opportunities

There are various promotion opportunities at the International Congress and Exposition WASTE-LUHACOVICE. Exhibitors could choose various ways of promoting their company and combine a number promotion types. The basic division of promotional opportunities along with the prices is following:

Table 3 Price list of promotional opportunities (JOGA Luhačovice – Závazná přihláška pro vystavovatele)

INDOOR EXPOSITION		
DISPLAY STAND	2.500 CZK/m ²	
STATEROOM	3.000 CZK/m ²	
ADVERTISING BANNER	5.000 CZK/m ²	
PRESENTATION	10 minutes	10.000 CZK
	20 minutes	20.000 CZK
OUTDOOR EXPOSITION		
UP TO 20 m²	1.700 CZK/m ²	
OVER 20 m²	1.500 CZK/m ²	
PROMOTION IN CONGRESS BULLETIN AND PROCEEDINGS OF LECTURES		
PART OF BULLETIN	5.500 CZK	
(basic information: name, address, ID, etc. + logo)		
ADVERTISING IN PROCEEDINGS - 1/4 sheet size A4	10.000 CZK	
WHOLE PAGE ADVERTISING IN PROCEEDINGS-sheet size A4	25.000 CZK	

The prices may seem a bit higher, but they do not differ much from those accepted at similar trade fairs. Moreover, if the company wants to order more ways of promotion, it will receive a special price with a big reduction that includes participants fees. To demonstrate it I present a table of promotional opportunities at trade fair WATENVI – International Trade Fair of Water Management and Ecology.

Table 4 Price list of promotional opportunities (BVV Brno – Přihláška k účasti; pronájem plochy)

INDOOR EXPOSITION	
9 - 30 m²	2.300 CZK/m ²
31 - 80 m²	2.200 CZK /m ²
OVER 81 m²	2.100 Kč/m ²
OUTDOOR EXPOSITION	
9 - 40 m²	1.300 CZK /m ²
41 - 91 m²	1.200 CZK /m ²
OVER 91 m²	1.100 CZK /m ²
MARK-UPS FOR DISPLAY STANDS WITH MORE THAN ONE OPEN SIDE	
Corner stand	+ 25 % to ordered space; at least 15.000 CZK
U-stand	+ 35 % to ordered space; at least 25.000 CZK
Island stand	+ 45 % to ordered space; at least 35.000 CZK
REGISTRATION FEE	
exhibitor	2.950 CZK /m ²
every other c-exhibitor	4.500 CZK /m ²

After comparison of these two events and their promotional opportunities it is more clear that at “WASTE-LUHACOVICE” there are more promotional opportunities than at WATENVI. On the other hand their prices for display stands are a bit lower, but they have a mark-up for display stand with more than one open side. The outdoor display stands cost similar amount of money, however you can order a bigger space at WATENVI. The exhibitor fee at “WASTE-LUHACOVICE” is a bit higher than at WATENVI. However, “WASTE-LUHACOVICE” participant or exhibitor fee contains accompanying program and social-evening parties and it lasts one day longer than WATENVI. The last but not the least point I would like to compare is a bargain offer. Where “WASTE-LUHACOVICE” offers contractual prices, WATENVI comes with a limited reduction, so both possibilities are beneficial.

6.2 Analysis of Exhibitors’ Satisfaction

This chapter deals with customer satisfaction analysis in order to discover whether the exhibitors were satisfied with services and promotional opportunities at International Congress and Exposition WASTE-LUHACOVICE or not. If they were not satisfied, the company would do some changes to gain exhibitors’ satisfaction and therefore get more participants and other potential exhibitors.

I carried out the satisfaction research among exhibitors at 18th International Congress and Exposition WASTE-LUHACOVICE 2010 in September. That year there were not many exhibitors, though I asked the ones who attended it to answer a few questions. I am going to start with the analysis methodology and later present the research itself.

6.2.1 The Analysis Methodology

Every analysis is based on a certain methodology. Mine used the following:

- 1) Explorative analysis of available sources – literature and web pages to gain required data and information about trade fairs and their importance as a marketing tool and to be able to create a questionnaire for exhibitors
- 2) Questionnaire set-up: the questions should support the theoretical part demonstrating that trade fairs are an important marketing tool and that it is very effective to participate and promote products at them. They should prove that the International Congress and Exposition WASTE-LUHACOVICE is a popular trade fair, so the exhibitors like to participate at it and it proves to be effective for them
- 3) Ten respondents from “WASTE-LUHACOVICE” answered the questionnaire officially. Six of them participate at the event every year, because it is very effective for them. Two have been there for the first time.
- 4) Analyzing data, charting them and stating the results in connection with a theory (pie charts and column graphs)
- 5) Recommendations for organizers of the International Congress and Exposition WASTE-LUHACOVICE

6.2.2 Name promotional opportunities you chose for congress

WASTE-LUHACOVICE

The questionnaire opens with an overview of chosen promotional opportunities of exhibitors. The question asks only about the International Congress and Exposition WASTE-LUHACOVICE and no others, which means that promotional opportunities are limited. The possible answers were – display stand, presentation, promotion in congress printed materials and an advertising banner. The results are not surprising. I had expected that most companies would choose display stand. The results show that 60% exhibitors chose a display stand, 20% chose advertising banner, 15% chose presentation and only 5% chose promotion in congress printed materials. It is obvious that display stands are the most popular way of promotion probably because they combine more ways of promotion

– personal communication, advertising banners, printed brochures and give-aways. Exhibitors may show the products, communicate information, discuss various subjects with others.

The second most favorite promotional tool is an advertising banner. However it is usually combined with other ways of promotion – mainly a presentation or promotion in congress printed materials. It is also used when the exhibitors cannot participate. This tool is a bit less popular than an advertising banner despite the fact that it is more expensive and company representatives are very often unable to present the company properly in given time limit. The least popular is promotion in congress materials. In my view this is a tool with underdeveloped potential. After all, every participant receives congress materials and that will stay with him even after the end of the event.

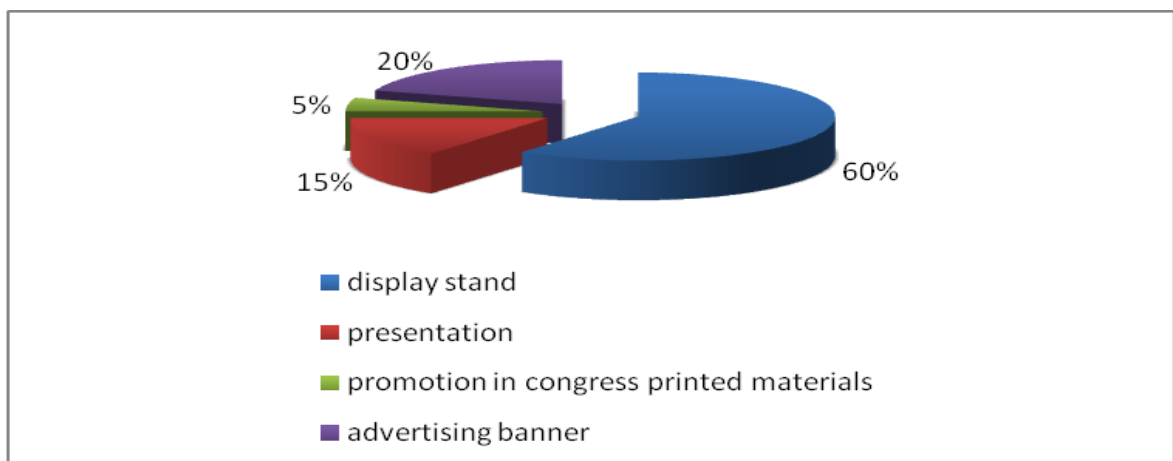


Chart 7 – Promotional opportunities exhibitors chose for congress and exposition (my findings)

6.2.3 How many times have you participated at the congress and exposition?

The number of correspondents is relatively small, yet 60% of exhibitors visit the congress every year. Then there are 27% of exhibitors that have been there two times or do not visit the congress on the regular basis, but from time to time. Only 13% exhibitors have been there for the first time. My findings show the popularity of the International Congress and Exposition among companies and prove the significance of the event in waste management field in Czech republic. As I expected the event is known to the relevant companies and representatives of companies meet at the congress and exposition every year if possible.

Therefore, congress organizers should try to attract exhibitors and representatives of companies introducing changes to the congress environment.

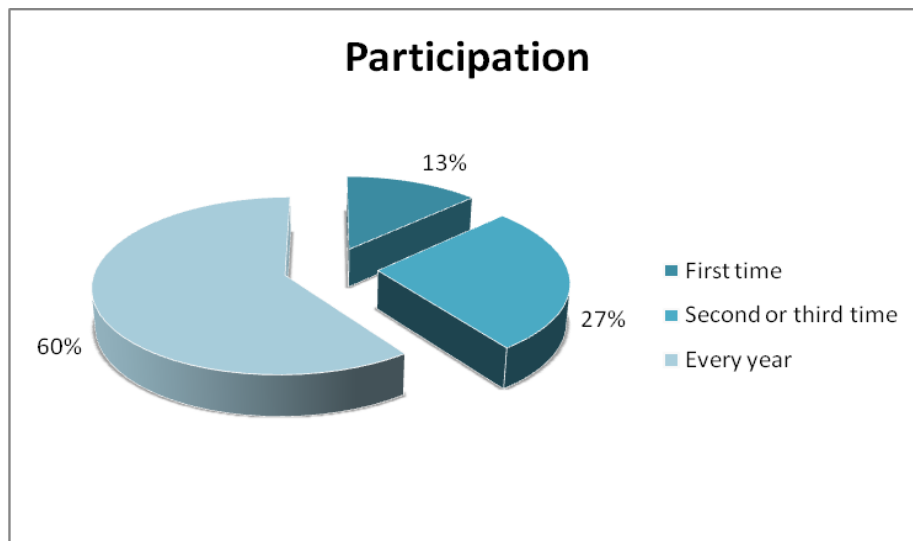


Chart 8 – Participation at congress and exposition (my findings)

6.2.4 Would you recommend promotion at this congress to other companies?

This questions investigates whether the exhibitors like congress or not and whether they like it enough to recommend participating at it to their business partners or even rivals. The results clearly prove that 90% exhibitors like congress very much and think they benefited from it, so they would recommend it to others. At the same time there are only 9% exhibitors with no clear opinion. Most people in this group were attending the congress for the first or second time. Only 1% of exhibitors would not recommend the congress to others. In general, the results show the companies use promotion at trade fairs and they know it is beneficial.

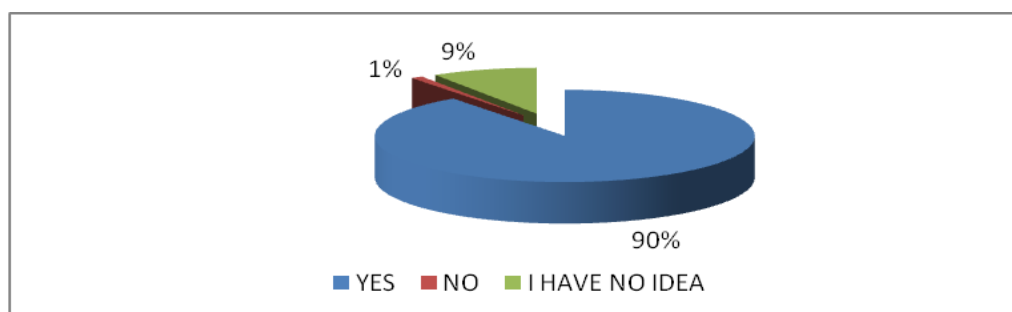


Chart 9 – Would you recommend participation at the congress and exposition? (my findings)

6.2.5 Why are you participating at the congress and exposition?

This question is very interesting. However, my correspondents were reluctant to answer. From the information provided I was able to deduce that the main goal of companies at trade fairs is to promote their company and create a good impression along with building-up a positive image. 55% of exhibitors answered that company promotion is the purpose of their participation. The other important reasons are competitors (15%) along with good experience with the congress (15%). Using the term “competition” is generally a good marketing technique, because a lot of companies are afraid that they would do something else than competition. Then they do not have to be afraid, they may only want to know their competitors better and gain information about them. 10% named gaining business partners as a major reason. The number of answers is small probably because it is difficult to get new partners without proper promotion. There were also 5% exhibitors who want to present new products and services. It should be stressed that the real reason is often a combination of a number of factors at once.

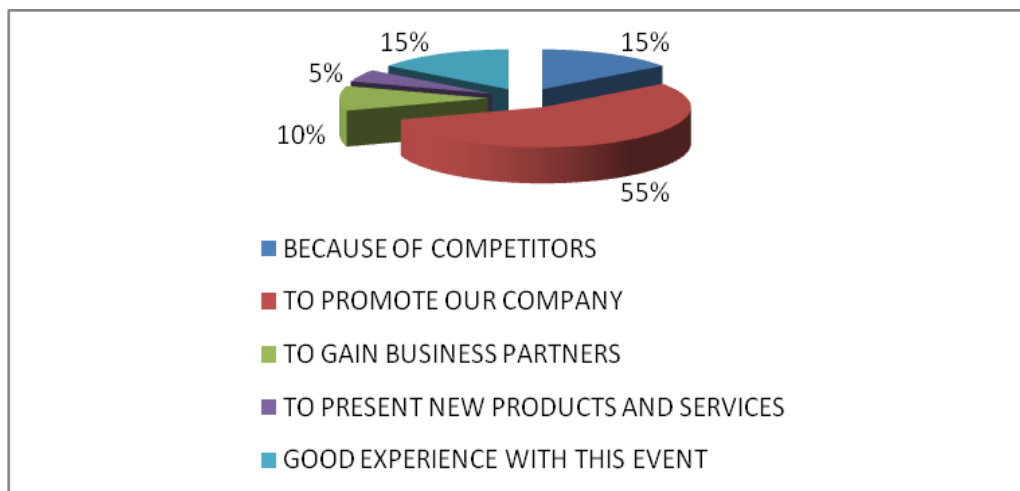


Chart 10 – Reasons and goals of participation (my findings)

6.2.6 Is this congress and exposition effective for your company?

This question was hard to answer for some of the exhibitors, because they have been there for the first time and the results are not felt immediately. Nevertheless, 87% of exhibitors claimed it was useful for them, other 10 % of exhibitors did not know the answer and only 3% of exhibitors answered it was not useful. An accurate effectiveness analysis takes more time and companies usually do it after the event is finished. However, if company’s

representatives are well-prepared they may say even during the event if it is effective for them or not.

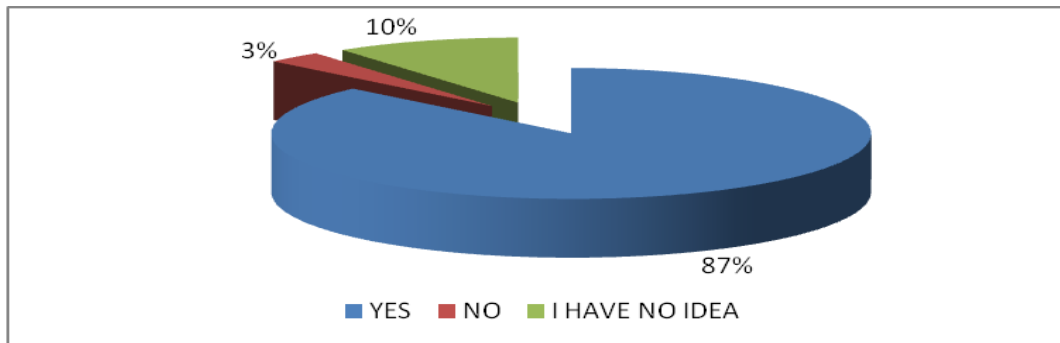


Chart 11 – Effectiveness of the congress (my findings)

6.2.7 Which promotional opportunities are most important for your company?

The goal of this question was to investigate which promotional opportunities are preferred by companies and are, therefore, most important for them.

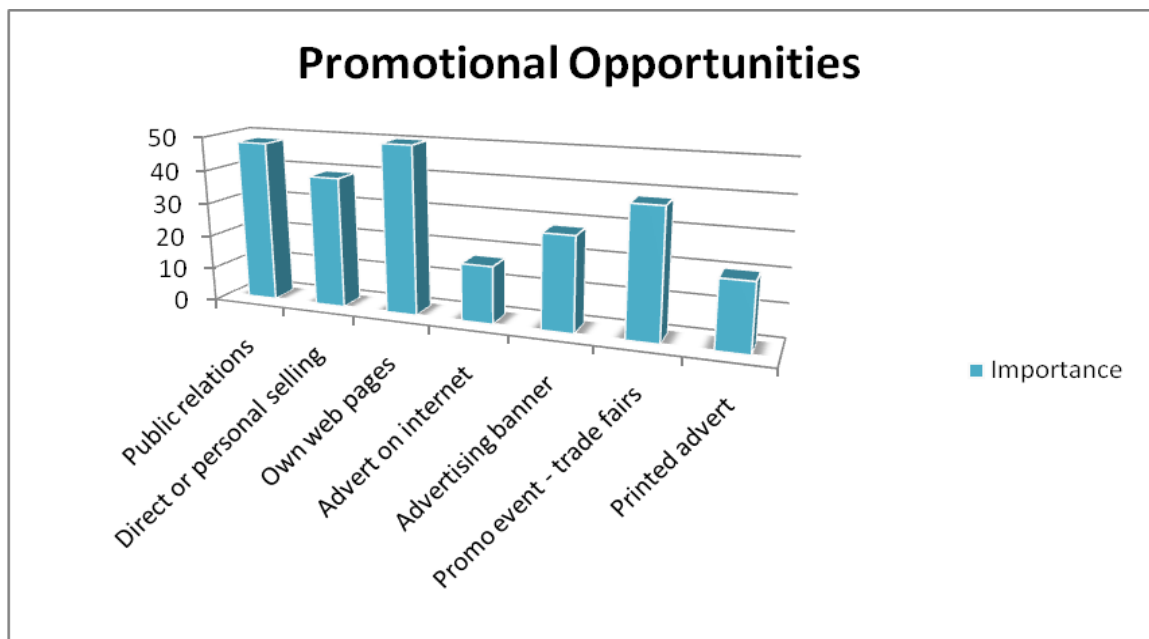


Chart 12 – Promotional opportunities (my findings)

6.2.8 Did congress and exposition help you to gain new customers?

It is believed that the companies usually participate at trade fairs mainly to present a company and build-up its image, but one of the possible reasons could be also getting new customers. Whether it is easy or not depends on being well-prepared for the event,

marketing, presentation and company’s representatives. I wanted to know if the congress is a good place to get new leads and later customers.

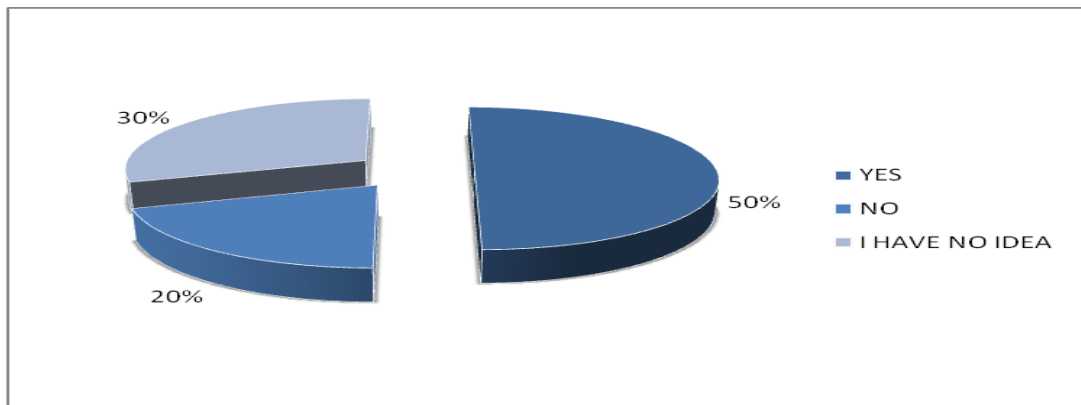


Chart 13 – Gaining new customers (my findings)

This chart shows that 50% of exhibitors have gained new customers thanks to the congress and exposition. That is a big number, which can differ according to the number of correspondents. Then there are 30% of exhibitors have o clear opinion. Most of them were newcomers to the event or needed more time for evaluation. Another 20% of exhibitors think the congress did not help them to get new clients.

6.2.9 Are you satisfied with congress organization?

The exhibitors as well as participants may not be satisfied with the whole congress organization, because the communication with organizers is bad or they have no information they require. When the organization is good, participants are satisfied and the event is. therefore, more successful. That is the reason why organizers should care about participants’ positive feedback.

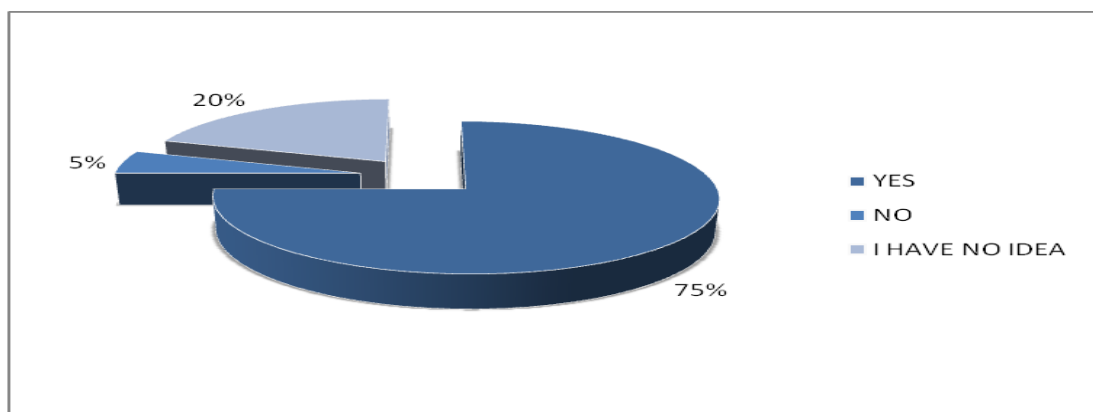


Chart 14 – Participants satisfaction with organisation (my findings)

The majority of participants were satisfied with congress and exposition organisation. It shows the quality of the event. On the other hands 5% of participants were not satisfied with the organisation at all and 20% of participants were not sure about it. Therefore, there are still 25% of participants who indicate that organization is not flawless.

6.2.10 What would you change if you were a congress organizer?

This question is closely related to the previous one. When there are participants who are not satisfied with the event, they might come up with an interesting improvement suggestion.

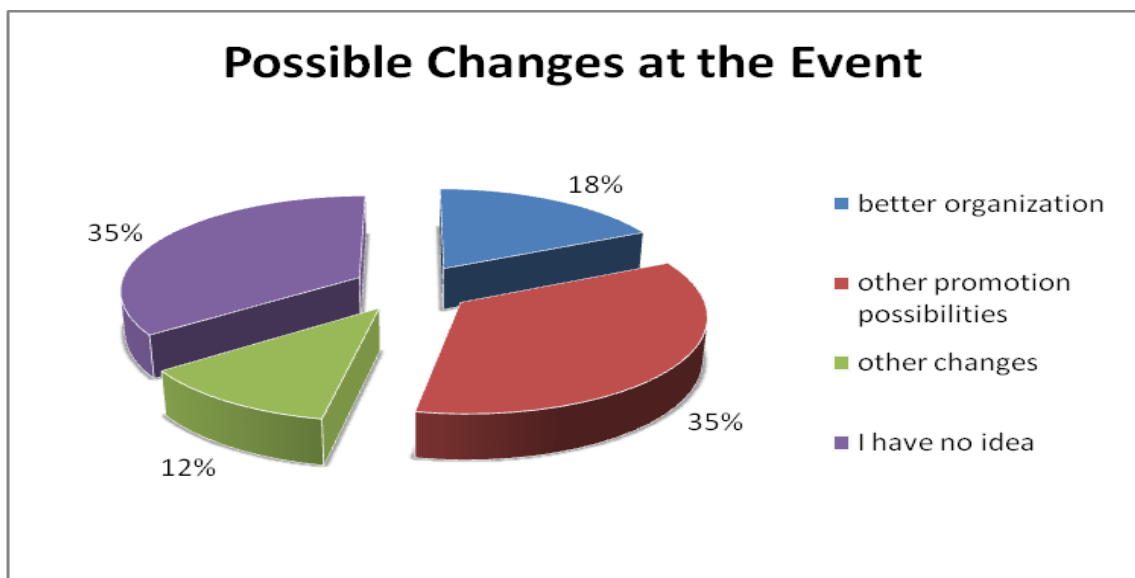


Chart 15 – Possible changes at the event (my findings)

The correspondents were asked to name possible changes in the event organization or the event itself. 18% of them answered the organization need to be improved and they were not fully satisfied with it. 35% proposed the new ways of promotion at the event. 12% of correspondents said changes are required. Unfortunately, they had no concrete ideas. 35% were not able to answer, because they could not evaluate the event.

7 RECOMMENDATION FOR ORGANIZERS AND EXHIBITORS

The last chapter provides recommendations for both organizers of International Congress and Exposition WASTE-LUHACOVICE and potential exhibitors at the event. These recommendations are based on the survey performed among exhibitors and on the analysis of congress promotional opportunities as well. I come up with both personal ideas and expert opinions.

7.1 Recommendations for Organizers

Firstly, the survey presents exhibitors opinions on event organization. Some of my correspondents thought it needs be improved. Therefore I would recommend to improve organizers' approach and performance. They should be more professional and strive to meet exhibitors' needs. The professionalism would be supported by uniform suits and dresses, where the shirt is in company's colors or the accessories are with company's logo.

Another advice the survey seems to be suggesting is extending the promotional opportunities and services for exhibitors. Such opportunities would be partnership for bargain-package, that provides companies best promotion. There would be other bargain-packages for cost savings combining two or more promotional opportunities together, thus raising promotion efficiency. This would help companies to easily choose less expensive promotion. The organizers could allow a discount on promotion if companies require more kinds of promotion. In relation to discounts and savings a favorable price for location of display stands would be offered especially if the stands are not placed in the center of display space.

Longer and more effective advertising campaign before the event seems to suggest itself. That would support the public awareness of the event and participation at the event as well. Especially when promotion tools are well-chosen. The eye-catching congress presentation on web pages would support the promotion. The presentation may include interesting videos, photos, news, facts and figures about congress. Moreover, helpful tips for exhibitors will also contribute a lot.

Last but not least recommendation is congress and exposition promotion via social networks as Facebook, Twitter or the latest one LinkedIn. According to Susan Friedmann: "The social media has become the new essential tool for marketing." (TheTradeshowCoach.com) Therefore the organizers should keep up with the new trends

and create a profile or blog on these web pages providing there all information, photos, videos, etc. This profile will also be a platform for interactive advertisement to support promotion.

7.2 Recommendation for Exhibitors

I would like to express my ideas about improving exhibitors performance and thus in the efficiency of participation at International Congress and Exposition WASTE-LUHACOVICE.

First, a lot of exhibitors try to reduce the cost of promotion by choosing only one type. In my view, it is not effective to save money on promotion. Once they decide to taking part in a fair, they should invest more money in promotion and less in expensive furniture, decorations and accommodation.

What is more, it is good to have a display stand at the exposition, to have a short presentation of a company in front of all participants and to be promoted via the congress materials as well.

Second, one well-designed display stand, its components and business cards are also a good investment as they may be later used at other events. Except for these items, it is effective to have some promotional gifts (e.g. plastic or paper bags, pens, etc.) to show the company cares about customers and business.

The last but not the least advice is to get more information about how to successfully represent the company at such an event in advance. Company representatives should be educated before the event itself. When they have in advance studied the event under each possible angle, they will be more successful in dealing with people and getting new customers.

CONCLUSION

The goal of my thesis was “to analyze the promotional opportunities at International Congress and Exposition WASTE-LUHACOVICE in order to demonstrate that trade fairs and exhibitions are unique and very important and to convince the non-believers that remain an effective marketing tool even nowadays.” – My methodology included both extensive use of various literary and online sources and also a “field research” at a real exhibition.

At the beginning it was necessary to gain appropriate theoretical knowledge not only about trade fairs and their history, but also about the whole topic of marketing communication. This process, though time-consuming, proved itself worthy, since I gained valuable information that I could later apply in my analysis in order to confront the theory against the real world and to compare theoretical ideas with the research results.

Later I introduced the “WASTE-LUHACOVICE” event along with the analysis of participants’ dynamics. The results showed that after the economic crisis in Czech Republic there was a decline in the number of participants. However, the last year demonstrated that this tendency has been reverted. Moreover it is expected that this year the situation will further improve, due to the hard work of the marketing department and effective promotion of the event. I have also conducted a survey among exhibitors who participated at the event to find out if they were satisfied with it. This survey has been performed among ten exhibitors who participated at the event in 2010. They were very helpful and interested in my work.

The results indicated that most of companies participate at the event, because they think it is an effective promotion tool. In addition, I discovered that they usually use only one way of promotion instead of combining several types together. This fact implies that exhibitors should do things differently. Finally I have compared the results of my research with the theoretical model I gained from analyzing various sources.

I hope my thesis clearly demonstrated that trade fairs are very important part of company communication mix and that they are a unique marketing tool although sometimes underestimated. I also think that the importance and popularity of trade fairs grow in the next few years.

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APPENDICES

P I WASTE-LUHACOVICE questionnaire

APPENDIX P I: WASTE-LUHACOVICE QUESTIONNAIRE

ODPADY-LUHAČOVICE 2010: DOTAZNÍK PRO VYSTAVOVATELE

NÁZEV FIRMY: _____

ČÍSLO DOTAZNÍKU: _____

1. Jaké marketingové prostředky jste zvolili pro kongres ODPADY-LUHAČOVICE?

- a) výstavní stánek
- b) prezentace formou přednášky
- c) zveřejnění v propagačních materiálech kongresu
- d) reklamní banner

2. Účastníte se tohoto veletrhu poprvé? Pokud ne, uveďte prosím kolikrát jste se tohoto kongresu již zúčastnili. _____

3. Doporučili byste propagaci na tomto kongresu také ostatním firmám v oboru?

- a) ANO
- b) NE
- c) nevím

4. Proč se tohoto veletrhu účastníte?

- a) Protože se účastní také konkurence
- b) Abychom se zviditelnily
- c) K získání obchodních partnerů
- d) Abych seznámili účastníky s novým výrobkem či službami
- e) Máme dobré zkušenosti s tímto kongresem

5. Je pro Vás tento veletrh doposud přínosný?

- a) ANO
- b) NE
- c) Nedokážu posoudit.

6. Které marketingové prostředky jsou pro Vaši firmu nejdůležitější?

Obodujte body u důležitost jednotlivých marketing. Prostředků pro Vaši firmu.

1- Nejméně důležitý 5 - nejdůležitější

Marketing. prostředek	1	2	3	4	5
Public Relations					
Osobní prodej					
Reklama v tisku (inzerce)					
Reklama na internetu					
Reklamní banner					
Promo akce – veletrhy apod.					
Webové stránky					

7. Pomohl Vám tento kongres získat nové zákazníky?

- a) ANO
- b) NE
- c) Nedokážu posoudit.

8. Byl(a) jste spokojena s kongresem z hlediska organizace kongresu?

- a) ANO
- b) NE
- c) Nedokážu posoudit

9. Jaké změny byste na kongresu uvítal(a)?

- a) Lepší organizace
- b) Další možnost propagace – uveďte jaká, pokud máte návrh
- c) Jiné - uveďte jaké, pokud máte návrh
- d) Nevím.