



# Take your entire marketplace and put it into a room.



All the competitors and all the new products & services. The buyers, the specifiers and the purchase influencers; the media, the opinion-formers, the consultants; the established players, the hot start-ups, the wanna-be's...

Now drop your products and best sales people right in the middle. And stand back.

If you come away without significant new business, it's not that you shouldn't be in the room, it's that you shouldn't be in the marketplace.

## Exhibitions.

**Business doesn't get any more direct than this.**