



## County Engineers Association of Ohio

### Why should you be an exhibitor at a CEAO Conference?

CEAO is the primary resource of educational information and public policy initiatives for all 88 Ohio County Engineers/Surveyors and their staff.

#### 1. Meet and Connect with Prospects:

- Exhibitions provide a unique opportunity for face-to-face communication with potential clients. Rather than relying solely on cold calls or emails, you can engage with attendees in a more relaxed and personal atmosphere.
- Trade shows grant access to a large audience that would be difficult and time-consuming to reach through other means. Turn our attendees into valuable prospects.

#### 2. Strengthen Relationships with Existing Customers:

- Extend invitations to your current customers to attend the conference and interact with your company at your exhibition stand.
- Networking with your existing customers reinforces your commitment to them and helps strengthen their loyalty.

#### 3. Effective Face-to-Face Communication:

- Engaging with prospects and professionals in person is more effective than communicating through email or phone.
- Face-to-face interactions allow you to build mutually beneficial relationships that can be continued through ongoing communication.

#### 4. Learn About Industry Trends and Competitors:

- Our conferences and educational sessions feature a wide range of companies showcasing their products and services. This is an excellent opportunity to conduct market research, learn about current trends, and understand customer preferences.

#### 5. Brand Exposure and Visibility:

- Exhibiting at conferences increases your brand's visibility. Attendees will see your company firsthand, reinforcing your presence in the industry.

#### 6. Educate Customers and Prospects:

- Use the exhibition platform to educate potential customers about your business and its value.

Being an exhibitor allows you to connect with decision-makers, learn from industry trends, and showcase your offerings effectively. It's a powerful marketing strategy that can yield significant benefits for your business!