

Internal Expos on The Rise – November 2011

Coventry-based Priority Exhibitions, the exhibition design and build experts, has seen an increase in internal or supplier exhibitions.

The growth in internal and supplier exhibitions is an interesting trend, which shows that businesses are focusing on building relationships with suppliers and on training their staff in order to get the most from these relationships.

Most recently, Priority Exhibitions has completed a project for Mark Group, a B&Q Product show case event which was held at the NEC (October 31 – November 2).

Mark Group provides 'whole house energy efficiency' and its products and services include home insulation, solar panels and heat pumps. The firm used the event to showcase its products to B&Q staff, while also training them on the benefits and the features and how best to create in-store point of sale.

The stand included a demonstration cavity wall that illustrates how the process works and the pop-up presence is a replica of what Mark Group put into B&Q stores.

Matt Beirne, Assistant Buyer at B&Q, said, "Investing in our supplier relationships is important because our staff must be knowledgeable and understand complex technical processes. B&Q always invests in experienced staff and trains our team to know our product lines inside out. Our internal exhibition is a key strategy in achieving this goal. Mark Group offering is a classic example of a great service which needs quite a deep understanding from our staff."

Louise Walters, Chief Executive of Priority Exhibitions, said, "Internal supplier exhibitions are growing. Communicating a complex product proposition doesn't stop once a listing is achieved or an account established. Many businesses are spending time and money on investing in their supply chain to ensure maximum benefit for both parties. When we get a brief of this nature we always look beyond the requirement for an 'exhibition stand' and try to get to the bottom of exactly what the customer is trying to get over.

"These expos are an interesting and growing business phenomenon."

www.eventindustrynews.co.uk/2011/11/internal-expos-on-the-rise.html