The Invisible World of Trade Show Marketing

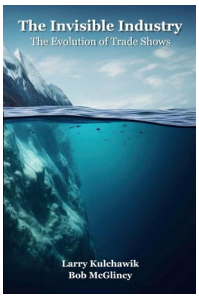
Chicago, Illinois (PinionNewswire) — Trade show industry veteran **Larry Kulchawik** is drawing attention to the economic and strategic significance of global trade show marketing through his recent publications.



Trade Shows from One Country to the Next -
With more than five decades of experience in trade show marketing, Kulchawik's work examines how international exhibitions and business events contribute to global commerce while remaining underrepresented in mainstream business discussions. When marketing outside of your country of origin, it is critical to understand what is different when planning to sell your products internationally. The book reviews trade show differences for 45 different countries. The books theme: There is no Right way, there is no Wrong way, there is only a Different way. Understand and respect what is different and you are on your way to success!
When in Rome-do as the Romans.

The Invisible industry-

The book explores the historical start of trade shows, tracing their evolution from the European World Fairs to modern industry-specific exhibitions. The book outlines how trade shows have become a widely adopted marketing strategy



for companies seeking to present their products, build relationships, and expand into new markets. His research highlights findings from a study conducted by the Events Industry Council with Oxford Economics, which estimates that the meetings and events sector contributes approximately $1.6 trillion to the global economy.
The research then emphasizes the broader ecosystem that support the success of trade shows. It shares how convention centers were created and the logistics providers- exhibit builders, show organizers, and suppliers who collectively make it all happen.

Concluding statement: *We did not invent trade shows, we inherited them.*
We then made them effectively better.
The trade show industry is no longer invisible!


BUSINESS CONSULTING
"The majority of an iceberg is unseen, much like the quiet pursuits that lead to excellence. What we can easily see is only a small percentage of what is possible. Imagination is having the vision to see what is just below the surface; to picture that which is essential, but invisible to the eye."
-Unknown