

How Do We Convince the Skeptics of the World?

By Ray C. Rogowicz,
President and CEO of EXHIBITTRADER.COM

Supply & Demand - What a Great Problem to Have!

Yet Still Somewhat Challenging

When we first put together our strategic business plan for EXHIBITTRADER.COM Inc., there were two facts we knew before we ever started.

- Nearly every customer we encountered in our 100+ years of experience in the tradeshow industry always asked if we knew anyone who would be interested in buying their pre-owned exhibit.
- A multitude of quality pre-owned tradeshow exhibits exist in the marketplace and are not being sold. Exhibitors are either paying to store them, paying to dispose of them or they are sitting in a warehouse or storage closet down the hall collecting dust.

Our initial thoughts:

- As we began the creation of our online marketplace for pre-owned tradeshow exhibits, we assumed that the supply of exhibit inventories would be more than adequate to meet buyer demands.
- We were concerned that once we had exhibits posted for resale or rental on our site, would we have a hard time finding enough buyers to connect with our exhibit sellers/renters.
- **However, we were completely wrong! As it turns out, our problem is not whether people will buy, but rather will they list their booths for sale. We are beginning to move more booths than we are posting.**

Our challenges:

- How do we fight off skepticism regarding fee based services of our online e-commerce marketplace while trying to fulfill the demand of our visitors?
- How do we **undo a nearly century old myth** that tradeshow exhibits have no resale value?
- How do we fight our uphill battle of this newly emerging marketplace without upsetting the sleeping giants of the industry?
- How do we spark the interest of industry professionals with our solutions that stem from good old common sense, free enterprise and capitalism and allow it to flourish?
- How do we develop a new marketplace that creates viable business opportunities for both industry professionals and exhibitors alike?
- How do we help show organizers fill exhibit floors as well as bring opportunities for new exhibitors to attend tradeshow and showcase their product lines?

Our solutions - "The American Resolve":

- Fight like hell against the skeptics of the world and prove them wrong by simply selling properties!
- Attack the pre-historic myth that pre-owned properties do not have value by establishing fruitful relationships with customers whom require our services and assist them with their needs thereby destroying the old wise tale.

- Create a marketplace medium that provides a wake up call to the tradeshow industries' out-dated way of dealing with pre-owned, and in turn provide them a host of new additional opportunities to assist their client base as it relates to each customer's specific needs and budget requirements.
- Create an online solution-based service that works; **assisting real clients, going to real events, in real time.**

How can you help us win the battle? We need your support!

- Let us sell your property. This will prove to be a win-win solution for everyone. Buyers are searching for all configurations of exhibit properties ranging from table tops, two stories, accessories and rental displays.
- Ask your exhibit builders and suppliers to list your properties. It should be their job to help you and offer a solution. If they don't know about us, inform them.
- Support the customers and suppliers on our site. They were able to realize the opportunities and exposure our service offers and should be applauded for their forward thinking.
- Support existing site members by viewing and purchasing their posted exhibits and products.
- Spread the word about EXHIBITTRADER.COM on the show floor and throughout the halls of your company.

EXHIBITTRADER.COM was designed with you in mind, connecting buyers and sellers. We are here to assist you and our site allows access to our services from the convenience of your computer desktop to your lazy boy. Let us work for you!

FROM THE FRONTLINES

A Message from CEO and President of

EXHIBITTRADER.COM

Ray C. Rogowicz

Let me start by extending my appreciation to all those who entered on to EXHIBITTRADER.COM's web site and reviewed our online services. Our web traffic has been reaching an unbelievable high, last month we had over 90,000 visitors on our site and we are continuing to watch this number increase. Thanks to the recognition from some of our industry publications, industry associations and our direct mail campaigns, we are starting to get our message out to the masses and are experiencing a huge influx of interested buyers. Surprisingly enough, we have been struggling to provide interested buyers with enough inventory selection to fit their purchase requests. On a day-to-day basis we are flooded with "wanted" requirements. Our objective and challenge at EXHIBITTRADER.COM is to provide exposure to enough quality inventory that fits the demands of interested buyers. EXHIBITTRADER.COM was specifically designed as your online marketplace to conduct business in real time and we need your help to provide pre-owned for-sale and rental inventory to our online consumers.

Wondering what's on the horizon for EXHIBITTRADER.COM? A ton! We are in the initial stages of redesigning and improving our website content so that we are able to better showcase your properties, allow easier web navigation, provide prime real estate to display and advertise tradeshow show services, develop areas that adequately promote industry products and create an interactive "wanted list" that allows us to better collect buyer requirements and connect them with the appropriate inventory. The demand for pre-

owned exhibits has solidified EXHIBITTRADER.COM as a viable and needed marketplace that did not exist until our emergence.

Buyers, keep your exhibit specifications rolling in. Exhibitors and rental providers, keep posting your inventory on our site. If you haven't had a chance to check us out, get on the web www.exhibittrader.com or give us a call, 214.559.7115. Our online services are working and we want you to get in on the action! We look forward to doing business with you in the near future.

EXHIBITTRADER.COM - Connecting Buyers & Sellers

Wanted Exhibiting Requirements

- Looking for a 10x20 exhibit that also can be used as a 10x10. Blue color scheme (not a requirement). Tables or counters are a plus, especially a workstation. Well maintained and in very good to excellent condition. Ability to house hanging signage. Light boxes. Easy storage. Shipping/cases included. We are a seafood company.
- Looking for a 20x20 booth with work stations and 16 foot tower.
- We are a manufacturer of high end stereo equipment. We have a 20x20 space we need to display out products on and our budget's around \$5K. About 20 pieces need to be displayed and a small conference room would be great.
- Something that provides a variety of configurations (8x6, 10x10, 20x20, 20x30). Larger configuration should have upper level meeting area. We sell retail products so display walls should work well for retail display items.
- Would like to be contacted by an exhibit rental house that can offer me a solution for 3+ years by which I can exhibit at 5-6 shows per year. Also, the booth needs to be able to be modified for each show.
- I am interested in finding exhibits that are no higher that \$1,000.00 for my jewelry business.
- I am looking for a new arrangement for the booths that we do at 3 shows a year. Because we send large equipment to 2 of the shows I only need posts on the corners to put our name on and pictures. However, our first show of the season is a table top type show in which all we take are pictures to show our equipment.

Do you have a booth that fits our clients "wanted" needs? Post online and we'll connect you with interested buyers.

Are you an exhibitor who is in search of finding an exhibit to match your current needs? Email us your requirements and we'll put you in contact with a seller.