



The Advantages for our Exhibitors

Savings

Compared to the very high costs of exhibiting at real trade fairs, the charges for renting a virtual exhibition stand at **www.LP-ClickFair.com** are low. And of course there are no bills from stand construction companies and no expenses for logistics, travel and hotels.

Spreading

The new form of communication is right in line with today's growing habit of obtaining information from the Internet. Many visitors are traveling less often to real trade fairs because of the pressure on their schedules and budgets. As virtual exhibitors at **www.LP-ClickFair.com**, companies can now gain more contacts to new potential customers and beat the trend.

High-Quality-Leads

The quality of customer data obtained through **LP-ClickFair** is very high—this applies not only to a customer's areas of interest but also to his behavior at the fair. The **LP-ClickFair** thus provides exhibitors with plenty of valuable data for use in improving customer contacts, e.g. details of personal interests, time spent in different exhibition halls and stands, search terms used or number of contacts.

Additional services

Exhibitors can benefit throughout the year from additional services provided by **LP-ClickFair**. For example, newly added product innovations are automatically presented in the **LP-ClickFair**-Newsletter every 14 days—without extra cost. Company specialists can cultivate personal contact with trade fair visitors in the Expert Forum. Job Offers can be circulated to target groups in real time. And premium exhibitors benefit from all **LP-ClickFair** marketing activities (print, online, events) through the presence of their company logos.

Internationalization

With its English and German-language pages, **LP-ClickFair** adds an international dimension to its exhibitors' potential clientele. Even small and medium-size companies have a real chance of forging new international business relations without having to make any great financial investment.

Time is money

Exhibitors at **LP-ClickFair** not only cut their travel expenses but also save time on producing, designing, installing and dismantling their exhibition stands: once installed, a virtual exhibition stand only needs to be updated with major changes such as new products or additional services.