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Exhibition and fair activities in the enterprise marketing management system

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ABSTRACT

The article considers theoretical, methodological and applied aspects of realisation of exhibition and fair activity in the system of marketing management of an enterprise. The essence of exhibition and fair activity is defined, approaches to the interpretation of the concept by different authors are considered. The requirements for organising and preparing for participation in exhibition events have been determined. The article marks out advantages of exhibition and fair activity in the system of marketing management of an enterprise. The article systemises coefficients of assessment of the qualitative level of organisation of events and indicators for assessment of efficiency of exhibition and fair activity for an enterprise. It allocates main stages of management of exhibition and fair activity of an enterprise in the system of marketing management. The study proposes a scheme of implementation of exhibition and fair activities through effective communication between the exhibitor and visitors of the exhibition. The composition of the team of specialists who can provide effective exhibition services and provide professional advice to visitors, create conditions for the proper operation of the exposition is determined. The results obtained by enterprises through participation in exhibitions are highlighted.

KEYWORDS: exhibition and trade fair activities in the marketing management system, indicators for assessing the effectiveness of exhibition and trade fair activities, a team of exhibition service specialists.

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1.Introduction. The development of exhibition and trade fair activities is one of the elements of the company's marketing management system, stimulating innovative solutions, structural changes in favour of high-tech production, and promoting advanced domestic technologies, goods and services in the domestic and foreign markets.

Exhibitions and fairs occupy a special place in the complex of the modern enterprise management system, since they allow expanding the possibilities of dissemination and obtaining economic, organisational, technical and commercial information for development. The relevance of the problem of functioning, development and improvement of the exhibition and fair management system, the proper level of study of these issues by domestic and foreign scholars have led to the choice of the research topic.

2.Literatures review. The essence of exhibition and fair activities within the management system, as well as the rationale for their use as part of a marketing strategy, have been explored by scholars and practitioners such as: Antoniv O., Bozhkova V., Chykalova A., Duplyak T., Erfan Ye., Gaponenko V., Grygorishyn R., Kellezi J., Rozmyslov O., Rykhlik V., Serednytska L., Surko L., Smirnova K., Tkachenko T., Vdovychen A., Vdovychenova O. Yufriadi F. and other authors.

This enables a comprehensive analysis of the effectiveness of exhibition and fair activities within the enterprise's marketing management system. However, methodological approaches to assessing the effectiveness of exhibition and fair activities remain understudied.

The research is aimed at studying the theoretical and methodological and developing applied aspects of implementation of exhibition and fair activities in the system of marketing management of enterprise.

To achieve this goal, the following tasks have been set: to define the essence and types of exhibition and fair activities of enterprise; to consider the features of exhibition and fair activities in the system of marketing management of enterprise; to develop methodological approaches to assessing the efficiency of exhibition and fair activities of enterprise; to propose directions for improving exhibition and fair activities and to develop measures to improve its efficiency.

3.Methodology. To achieve this goal, the authors used theoretical generalisation – to clarify the conceptual framework, in particular, to supplement the concept of 'management of exhibition and fair activities of an enterprise' and the components of exhibition and fair activities of an enterprise; generalisation of the results of research, analysis and synthesis – to develop a methodology for assessing the efficiency of exhibition and fair activities of an enterprise, to supplement the methodology for rating the expediency of an enterprise's participation in exhibitions.

The methodology consists of a rating assessment of the goals defined within the marketing strategy. Let us present the stages of determining the index of expediency of participation in the exhibition in the form of a diagram (Figure 1).

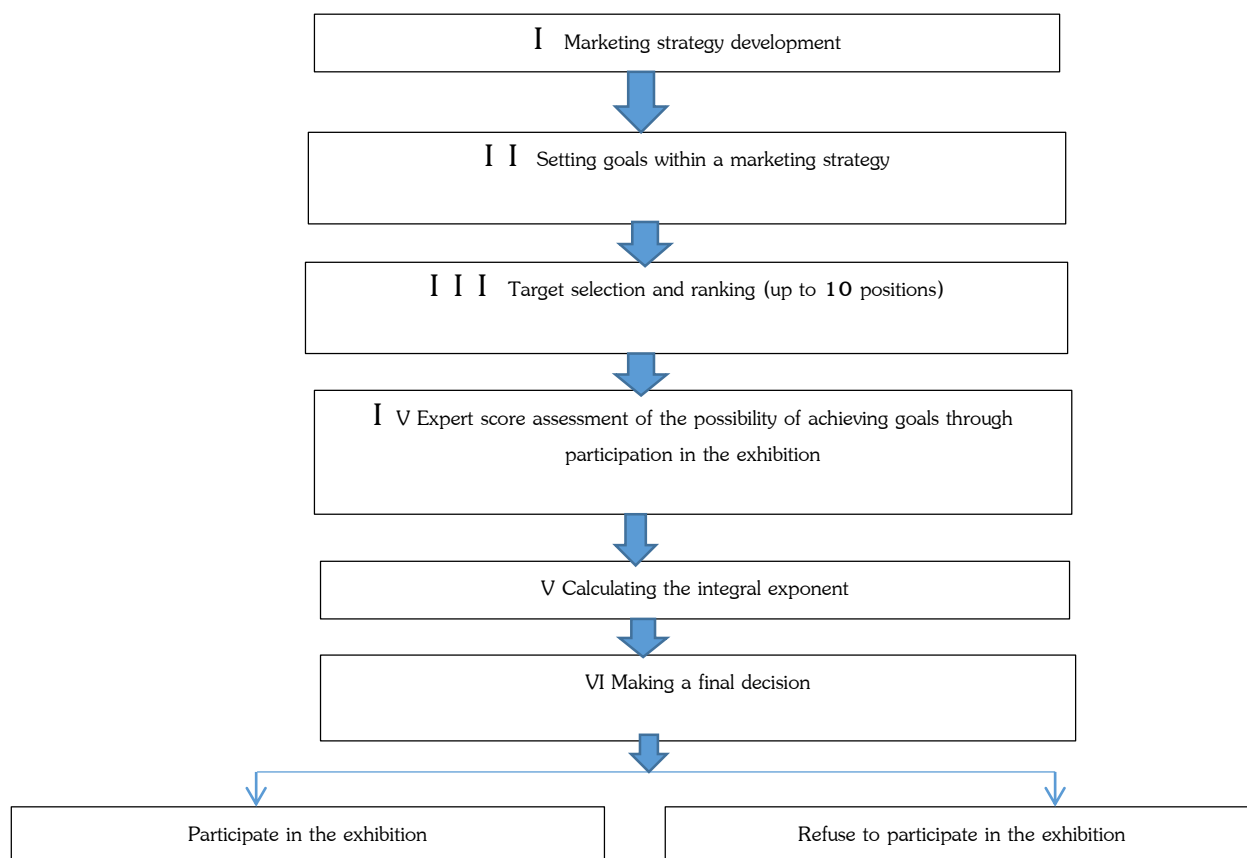


Figure 1. Stages of determining the integral index of feasibility of participation in the exhibition

Note. Compiled by the authors

Consider the algorithm for determining the integral index of the feasibility of participating in the exhibition.

1. Selection and ranking of goals set to be achieved within the marketing strategy. It is worth using 10 positions to establish a reliable result.

2. Score the possibility of achieving the goals through participation in the exhibition. To do this, meet with experts who have already participated in similar events. We suggest using the following scoring scale to assess the achievability of goals: 0 – the goal is unachievable, 100 – the goal is completely achievable.

3. The feasibility of participating in the exhibition is determined by an integral index. This criterion is calculated as the product of the specific weight of the goals and the designation of the achievability of the goals. Then you need to add the obtained products. The value of the index is reduced to a value from 0 to 1, for which the sum of the products is divided by 10,000.

The integral index of the feasibility of participating in the exhibition for making management decisions can be determined by the formula:

$$I = \frac{\sum_{i=1}^{10} k_i a_i}{10000}, \quad (1)$$

where k_i – specific weight of the target: k_1 – target 1; k_2 – target 2; k_{10} – target 10.
 a_i – specific weight of the targets: a_1 – specific weight of target 1; a_2 – specific weight of target 2;
 a_{10} – specific weight of target 10.

4. The final stage is the decision to participate in the exhibition or to reject such an offer. The management decision is made depending on the received integral index according to the proposed rating methodology.

Table 1 shows possible solutions based on the quantitative value of the index.

Table 1.

Management decisions based on an integrated index of the feasibility of participating in the exhibition

Quantitative value of the integral feasibility index	Qualitative characteristics of management decisions
0 – 0,3	Participation in the exhibition is not advisable. The proposal should be rejected.
0,31 – 0,6	It is worth refusing to participate in the exhibition or using more information to clarify the scale and possibilities of the event for
0,61 – 1	Participation in the exhibition is advisable. Start preparing for participation in the event.

Note. Compiled by the authors

4.Results. Participation in exhibitions and fairs is an important component of a company's marketing management system, which allows it to expand its search for buyers and make its products more widely known to the target audience. However, the full-scale war significantly hinders the holding of such events in Ukraine, but does not reduce the opportunity to participate in international exhibitions and fairs.

Exhibition and trade fair activities involve preliminary resolution of issues related to planning, preparation for participation in the exhibition, organisation and distribution of responsibilities, direct participation in exhibition events, representation of the company at the exhibition, actions of the staff after the exhibition, which must be carried out and determine the results of participation in the exhibition (Mylko & Demchuk, 2023). In this article, we propose a methodology that will help you make effective decisions about participating in exhibitions, taking into account the company's goals within the marketing strategy and the established marketing management system of the company.

Bozhkova emphasises that 'exhibition activity is a tool for promoting the company's products to new markets, establishing new contacts with business partners, tracking the development of close competitors, studying general industry trends (Bozhkova, 2011, Bozhkova V. & Chykalova A., 2015).

Exhibition activity is associated with the movement of exhibition samples from the place of production to the exhibition centre, which requires taking into account logistics costs. L. Surko considers exhibition logistics, which is a directed activity carried out through the effective management of the flow

of exhibition services and relevant information from the place of origin to the place of consumption in order to fully satisfy consumer demand (Surko, 2011).

International exhibitions occupy a special place in the marketing management system, as they help to find partners abroad and to enter foreign markets with domestic goods. Despite the uncertainty, Ukraine is defending its right to host the EXPO World Exhibition in 2030 at the state level. Italy, South Korea, and Saudi Arabia are also bidding for the right. This will require creating an exhibition site, building infrastructure, and preparing the city to host an event of this scale for such a large number of people (Mylko, & Demchuk, 2023). The World Expo in 2025 will be held in Osaka, Japan. It is expected that 170 countries will be represented at EXPO 2025, and at least 28 million people will visit it (Grygorishyn, 2023).

Increased global market accessibility through digital technology creates new opportunities for businesses, reduces trade barriers and significantly expands market reach. Increased global market accessibility through digital technologies reflects the positive impact of Information and Communication Technology (ICT) advancements especially in the context of international business and trade (Yufriadi et. al., 2024).

The current security environment has led to the search for new forms of exhibition and trade fair events, so virtual exhibitions have become especially relevant during the 2020 pandemic. However, virtual events do not have the same economic effect on the country's economy as offline events. In addition, online events make it impossible to have direct contact with products and do not allow them to be tested. You can make a virtual presentation and hope that potential partners will be interested in it. In such events, you need to ensure perfect communication, as this is the factor that determines the success of the event (Erfan, 2021).

Virtual exhibition events have the following advantages: no geographical restrictions; high-precision personalisation – the use of intelligent solutions such as Oracle Experience Manager, which allows you to manage the visitor's experience by offering pre-prepared exposition containers; omnichannel – viewing the exposition regardless of the location of participants and channels of access to information; cost-effectiveness for visitors, participants and organisers; no need to look for a place and area for stands and exhibition exhibits (Shynkarenko, 2017).

The virtual exhibition opens up a wide range of opportunities for companies, including the freedom to choose a themed exhibition and virtual stand on which to display information about the company and its products; access to statistics on visits and ratings of the virtual stand; and the ability to independently make changes to the information displayed on the virtual stand.

A virtual stand is a virtual exhibition that will contain basic information about the company, its specialisation, product range, as well as its application possibilities (video content) and contact information. There is an opportunity to establish feedback from consumers. Exhibition organisers use special flash technologies, which make it possible to make the presentation of the company and its products more interesting and dynamic. Virtual exhibitions are characterised by interactivity (Serednytska & Gega, 2017).

Virtual exhibitions, such as clothing exhibitions, can be found on various online platforms and websites. Here are some recommended resources where you can find virtual exhibitions.

1. Virtual Fashion Week. This website offers access to virtual fashion shows from various brands and designers. You can browse clothing collections and join virtual shows in real time.

2. Vogue Runway. This resource provides an opportunity to browse collections of famous fashion brands from all over the world. You can get acquainted with the latest trends, view photos and videos of fashion shows.

3. Artsy. This platform specializes not only in fashion, but also in contemporary art. On the platform, you can find virtual exhibitions in various categories, including clothing and accessories.

Exhibitions can be held in a mixed format, combining virtual and offline events, which will expand both the opportunities and the number of participants.

When organising exhibitions, special attention should be paid to presentations of the company and products. It is necessary to pay close attention to the demonstration, which is a way to present the advertising product to the target audience with recommendations for use. The demonstration, in addition to the business part, may include a solemn part, a cultural programme, a buffet table (Gaponenko, & Rykhlik, 2015).

When planning a presentation of a company or its product, it is important to choose a presentation hall, select a stylish design and equipment that will maintain or enhance the company's image. To increase attendance, it is advisable to organise evening presentations, especially if the presentation is intended for a wide range of visitors (Smirnova, 2021).

The advantage of the exhibition is to focus on a specific topic and attract a business audience. Exhibitors have the opportunity to meet people they have never met before. This helps to spread the effect of the exhibition far beyond its venue. Such events often bring together opinion leaders in the business environment who want to share their experience in organising business processes and competitive tools, or to develop ways out of difficult situations (Vdovychen, & Vdovychena, 2018).

Participation in exhibitions and fairs is relevant for small and medium-sized enterprises that have limited financial resources to organise advertising activities. Domestic entrepreneurs tried to make the most of this opportunity before the pandemic and before the start of the great war. Today, this is gaining relevance again, as the foreign market has become particularly important for Ukrainian business.

The main actors in the exhibition services market are: the organising company; participating companies; and exhibition visitors.

An exhibition organiser is a legal entity or group of legal entities that organises exhibitions.

Exhibitors – legal entities and individual entrepreneurs invited to participate in the exhibition to exhibit their goods and services.

Visitors – representatives of enterprises, entrepreneurs, citizens who visit the exhibition to get acquainted with the exhibits, conclude contracts or purchase goods (Vdovychen, & Vdovychena, 2018).

The quality and application of information gathered through participation, along with sales or orders generated during trade fairs, are among the primary factors used to assess trade show effectiveness. Additionally, obtaining international market insights is also considered a key indicator when evaluating the success of trade show participation (Kellezi, 2014).

Thus, exhibition and fair activity in the system of marketing management of an enterprise is a purposeful and organised process for presentation of products to an interested audience.

In Table 2, the group of authors proposes a set of coefficients for assessing the qualitative level of organisation of exhibitions and fairs.

Among the indicators of efficiency of the exhibition and fair activity of an enterprise, it is proposed, in addition to financial ones, to take into account non-financial performance indicators, such as:

- 1) share of professional audience in the total number of visitors to the stand;
- 2) positive assessment of the exposition by the professional audience;
- 3) assessment of the quality of visitor service;
- 4) indicator of the company's participation in trade fairs.

Table 2.

Coefficients for assessing the quality level of exhibition and fair organisation

Coefficients	Characteristics of the coefficient
Participation Stability Coefficient	The indicator is determined by the ratio of the total number of participants at an exhibition or fair for the analysed period to the same indicator for the previous period. Its value should be greater than 1 if the number of participants increases
Coefficient of Active Participation (offline)	The indicator is determined by the ratio of the number of exhibitors participating in the exhibition offline to the total number of exhibitors. Its value should not exceed 0.9
Passive Participation Coefficient (online)	The indicator is determined by the ratio of the number of exhibitors participating in the online exhibition to the total number of exhibitors. Its value should not exceed 0.3
An indicator of an international exhibition	The ratio of the number of foreign exhibitors to the total number of exhibitors. Its value must exceed 0.15. An exhibition is considered international if the number of foreign exhibitors exceeds 15%.
Regional Activity Coefficient	The indicator is determined by the ratio of the number of participants from the region where the exhibition event is held to their total number
External Activity Coefficient	The indicator is determined by the ratio of the number of participants external to the region (from another region, country) to the number of local exhibitors
Exhibition Effectiveness Ratio	The indicator is determined by the ratio of the number of participants to the number of contracts concluded. Shows the average number of contracts per participant

Note. From source (Tkachenko, & Duplyak, 2016).

The following indicators can be used to analyse the level of effectiveness of exhibition and fair activities:

- 1) attendance – the number of visitors who took part in the event. This indicator shows the interest of the audience and may also indicate the popularity of the exhibition or fair;
- 2) start of sales – the number of sales made during the event. This indicator reflects the actual profits made at the exhibition or fair;
- 3) orders and contracts – the number of orders or contracts that were concluded during the event. The indicator indicates the potential value and effectiveness of the event in attracting new business clients;
- 4) press and media engagement – the number of mentions, articles, interviews or reviews of the exhibition in the press and media. This indicator indicates the level of coverage and reputation of the event;
- 5) exhibitor satisfaction – surveys conducted among exhibitors to assess their opinion of the event. This indicator provides objective feedback and identifies opportunities for further improvement (Rozmyslov O. & Rozmyslova K., 2018).

By participating in an exhibition, companies gain the effect of concentrating their attention, which is achieved due to the massive scale of exhibition and fair activities. This result is enhanced by the brightness of the exhibition as an event with a limited duration.

Indicators for assessing the effectiveness of exhibition and fair management may include:

- 1) cost of one visitor to the exhibition – the costs required for participation per visitor to an exhibition or fair;
- 2) cost of one concluded contract – the costs necessary for participation per one concluded contract;
- 3) costs necessary for participation, which fall on the value of the concluded contract;
- 4) profitability of the exhibition and fair activity – increase of net profit (net income) after the exhibition and fair activity to the total expenses necessary for participation in the exhibition or fair;
- 5) the share of buyers in the total number of visitors to an exhibition or fair;
- 6) the share of buyers in the total number of persons interested in the company's stand (exposition).

The methodology for assessing the feasibility of participating in the exhibition was tested to compare two prestigious international exhibitions: Apparel Sourcing Paris 2024 and Heimtextil 2024. Apparel Sourcing Paris 2024 – the largest European clothing exhibition, which took place in Paris on February 5-7, 2024. The event brings together manufacturers, designers, buyers, fabric suppliers, and other representatives of the textile industry.

Heimtextil 2024 has become a global exhibition in the field of interior textiles, interior design and interior trends. This event determines fashion trends for the upcoming season, provides important impetus for exhibiting companies. The rating of the feasibility of participating in exhibitions was calculated and two prestigious international exhibitions were compared: Apparel Sourcing Paris 2024 and Heimtextil 2024. Based on the calculated integral feasibility indices for international exhibitions: Apparel Sourcing Paris 2024 and Heimtextil 2024, we made conclusions. For the international exhibition

Apparel Sourcing Paris 2024, the integral feasibility index was 0,565, for Heimtextil 2024 – 0,6455. According to the recommendations adopted in Table 1, if an enterprise has a limited financial budget for the implementation of exhibition and fair activities and needs to choose only one event, it is worth choosing the international exhibition Heimtextil 2024, since the integral feasibility index falls within the range of 0,6 – 1.

The management of the company's exhibition and fair activities includes a number of steps and processes aimed at the successful participation of the company in exhibitions and fairs to ensure maximum efficiency and effectiveness.

The main stages of management of exhibition and fair activities in the system of marketing management of an enterprise include:

1. Strategic planning, which involves determining the purpose and goals of the enterprise's participation in exhibitions and fairs, choosing the appropriate strategy and approaches.
2. Analysis and selection of events through market research, search for special events that best meet the needs and profile of the enterprise.
3. Budgeting, which involves the development of a budget for participation in exhibitions and fairs, including the cost of a stand, marketing materials, travel, transportation, and promotion.
4. Preparation for participation, which requires clear planning and preparation of the exhibition stand, development of presentation materials, training of company representatives to interact with visitors.
5. Direct participation in the event – active participation in the exhibition or fair, attracting the attention of visitors, interacting with potential customers, collecting contact information and information to study the demand and needs of the target audience. Market research at an exhibition provides a significant amount of information at a higher speed and with lower total costs than traditional market research. This is a side effect of participation in an exhibition. Exhibitions allow you to track the dynamics of various indicators, identify trends and determine their magnitude, as such events are held regularly.
6. Evaluation of results, which requires analysing the effectiveness of participation, assessing the results achieved, return on investment and assessing the potential for further cooperation.

We propose a scheme of exhibition and fair activities through effective communication between the exhibitor and visitors (figure 2).

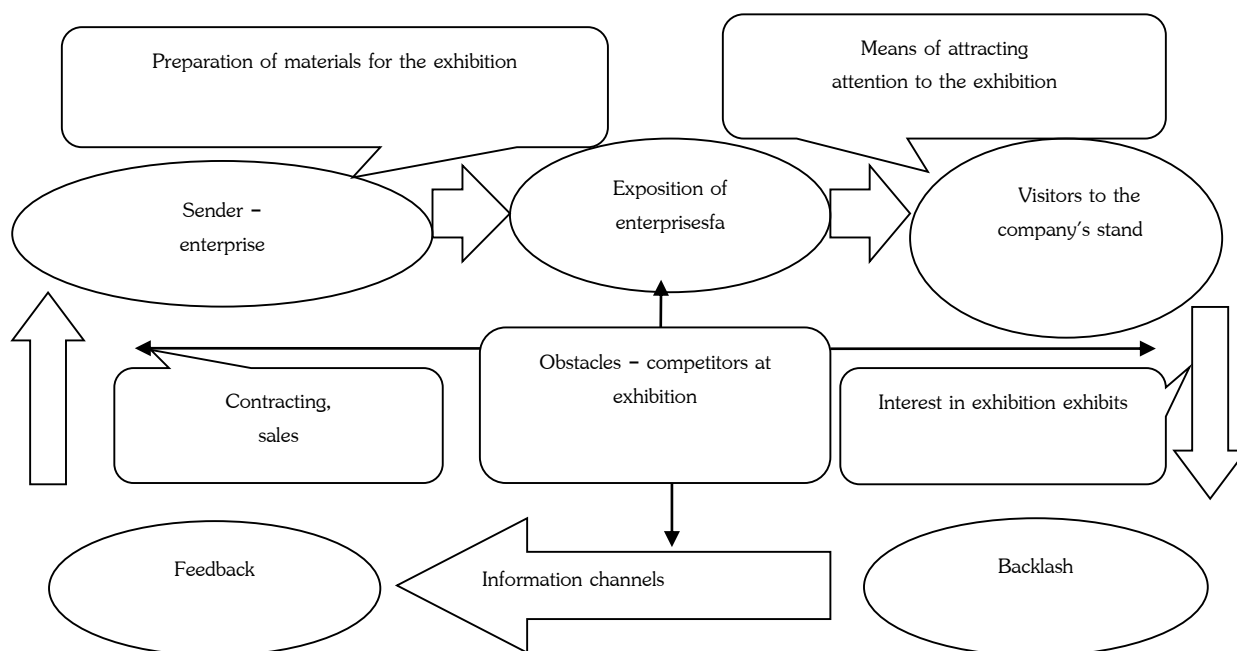


Figure 2. Scheme of exhibition and fair activities

Note. Compiled by the authors

To participate effectively in the exhibition, a company needs to form a team of specialists who can provide effective exhibition services and professional advice to visitors, and create conditions for the proper operation of the exposition. The team should be divided into the following roles:

1) the exhibition manager is a person responsible for organising the work of the staff and presenting the exhibition exposition. The head of the exhibition team controls the work of the exposition to implement the approved plans;

2) presenters – people who demonstrate products from the exhibition and establish contact with interested parties;

3) receptionist – a member of the exhibition team who waits for visitors at the edge of the exhibition, greets guests, invites them to view the exhibition, collects business cards of interested parties, distributes information materials to visitors, fills in the meeting calendar and directs visitors to members of the exhibition team responsible for specific areas of work;

4) technical service – employees who assemble and disassemble the stand and other elements of the exhibition, install various devices and control their operation;

5) auxiliary personnel – persons performing auxiliary functions and performing auxiliary tasks.

Members of the exhibition team working on the presentation of the exhibition should be familiar with the objectives of participation in the exhibition.

When making a decision to participate in an exhibition, it is necessary to prepare information and advertising materials that correspond in content and form to the nature of the exhibition. Advertising materials should be designed so that the information attracts the attention of the target audience in terms

of the company's marketing strategy. The materials should also take into account the subject matter of the exhibition and the profile of the audience.

The exhibition and fair activity of an enterprise is a means of:

- ☐ maintaining popularity and forming a positive image in a particular area of economic activity;
- ☐ search for investments in expansion and development;
- ☐ establishing profitable contacts with managers of partner companies for long-term cooperation.

Exhibitions are an effective tool for marketing management of an enterprise, which allows to draw conclusions about:

- ☐ sales dynamics and effectiveness of the sales policy;
- ☐ market position;
- ☐ obtaining innovative ideas from competitors whose activities at the exhibition are as transparent as possible;
- ☐ identification of general market trends.

The exhibition and fair activity of an enterprise is a tool of marketing management of an enterprise, which creates preconditions for achieving goals in certain areas, including sales, customer relationship management, public relations, brand strengthening, market research; it provides personal appeal to the target consumer, allows to maintain feedback and demonstrate personal responsibility for their products (Antoniv, 2011).

5. Conclusions and Discussion. Certainly, the organization of exhibition and fair activities is a purposeful endeavor by an enterprise, creating conditions to achieve overarching corporate goals and specific marketing objectives in both national and global markets. Managing exhibition and fair activities within the marketing management system involves decision-making, resource allocation, establishing interconnections among various system elements, and ensuring the overall effective operation of the enterprise.

The study highlights the strategic importance of exhibition and trade fair activities in enhancing enterprise visibility and achieving marketing goals. The developed methodology for assessing the expediency of exhibition participation offers a structured and data-driven approach to decision-making. Given the current geopolitical and economic challenges, virtual and hybrid formats of exhibitions are gaining relevance, although they require further optimisation. Future research should focus on improving the effectiveness of digital exhibition tools, measuring long-term impacts of exhibition participation, and developing comparative frameworks for evaluating international events.

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