



**NEW RESEARCH
METHODOLOGIES
FOR TRADESHOW
INTELLIGENCE THAT
DELIVER ACTIONABLE
INSIGHTS TO GUIDE
YOUR MOST IMPORTANT
STRATEGIC DECISIONS.**



SETTING A NEW DIRECTION. OUR PROFESSIONAL TRADESHOW ANALYSTS HAVE THE EXPERTISE AND KNOWLEDGE TO HELP YOU REACH NEW HEIGHTS.

Tradeshows have long been an important way to gather competitive intelligence, with large gatherings and a concentration of key information targets. Intelligence gathered at tradeshows can provide insight into industry trends, competitor strengths and weaknesses, strategies, and buyer perspectives.

While we still find in-person conferences to be a "target-rich" environment, virtual tradeshows have created a broader set of research options.

OUR APPROACH TO GATHERING TRADESHOW INTELLIGENCE
At Valeo, we've formulated a proprietary strategy and process to extract competitive intelligence in this changing physical and growing virtual tradeshow landscape.

Where we are able to visit exhibition booths, speak directly to competitors as well as clients, witness exhibit interactions, and gain insights from attendee sessions, tremendous information can be obtained.

VALEO DELIVERS RESULTS

Most tradeshows still have a marquee presentation, but...

...the pandemic changed how trade shows are conducted and so we have had to adapt to the changing environment.

HOW DOES HAVING AN EXTERNAL RESEARCH ANALYST COLLECT THE INTELLIGENCE MAKE A DIFFERENCE?

We help clients stay out ahead of the competition and ready to make strategic decisions based on real-time factual intelligence. We begin by mapping out each presentation and working with you to develop a list of Key Information Questions (KIQs) for each aspect of the conference to help direct our research. For example:

- How is a newly introduced product perceived by attendees?
- What problem does it solve?
- What types of questions were asked?
- How did competitors' presentations highlight their capabilities?

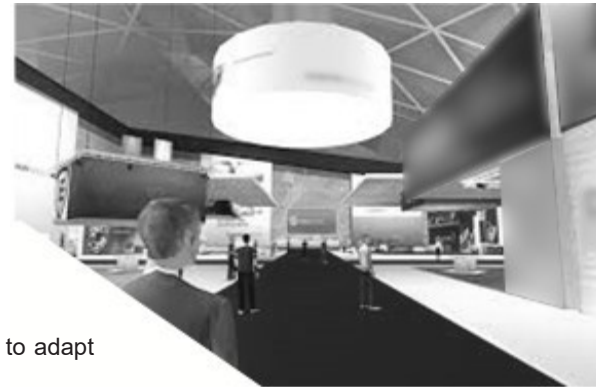
PRIORITIZE SESSIONS

In an in-person environment, the only way to attend all desired sessions, is to have multiple analysts in attendance.

With a virtual tradeshow, it is possible to attend as many sessions as desired as live presentations are typically recorded for the convenience of participants. We typically prioritize those presented live, as live presentations include Q&A that can help us to gain answers to your KIQs.

SIDE CONVERSATIONS GO OFFLINE

While virtual tradeshows definitely lack in-person communication, it is possible to collect attendee information for follow-up conversations. Post-session direct communication with attendees and speakers offers a different environment to cover more detail than a short, impromptu chat on a convention hall floor. This also enables our analysts to take detailed notes.



WHAT WE DELIVER

Tradeshows allow us to report unvarnished insights from conversations with competitors, industry experts, buyers and your potential partners. Our analysts connect directly with the exhibitors, presenters, buyers and other attendees in person, via phone, chat, text and various other methods to gather the key insights our clients have come to expect from Valeo Strategy Group.

Most sessions we have attended make the presentations available either during or after the session. We have found that not only are presenters more amenable to off-line conversations, but also that many attendees are willing to conduct post-session discussions with our analysts.

In addition to Tradeshow Intelligence, we also offer a range of Primary Competitive Intelligence services customized for our various industry practices.

WE DEVELOP A CONSULTATIVE PARTNERSHIP

At Valeo, we believe we bring our greatest value through our understanding of your strategic vision. What will success look like for your organization.

THE VALEO VALUE

- A customized Tradeshow plan
- Answers to your Key Information Questions
- Daily updates of tradeshow highlights
- Images of presentation slides/trade booths
- Direct quotes from industry thought leaders
- Notes on conversations with sales teams
- Competitor collateral and product messaging
- Summaries of learnings from attendees
- Synopses of symposiums

Inspired by business challenges resulting from COVID, conference managers are deploying new technologies and new digital methods of presenting and interacting with attendees. These offer our team enhanced opportunities to capture insights.

Both traditional and virtual tradeshows have different cost outlays that provide a broad range of value propositions designed to maximize attendee value. Our team can work with your budget to most effectively cover the tradeshow at the lowest possible cost.



LET'S CONNECT

At Valeo Strategy Group, we have built propriety strategies for gathering tradeshow intelligence that we adapt for use in virtual and/or in-person environments.

Our analysis will yield insightful views into your competitive landscape that form the basis of actionable recommendations that we deliver to help you drive improved results.

info@valeo-strategy.com

866.286.4849

(866.GrowWithValeo)

Learn more at:

valeo-strategy.com



BECOME MORE CONFIDENT IN YOUR STRATEGIES

Our unique value comes from years of research and analysis experience combined with the ability to capture insights as only trained industry analysts can. When working with the Valeo team, you will be supported by seasoned professionals who understand your industry and global markets. We have the knowledge and skills to get the right intelligence at the right time and in the right ways with our proprietary research methodology.

Think about how factual, timely market intelligence, captured directly from the key industry stakeholders, can make a difference in your strategic planning. Beginning with your hypotheses, we examine the market and competitive landscape and return highly customized insights that guide your choices and drive breakthrough strategies for market growth.