

EXHIBITOR Magazine's 2015 International Exhibiting Survey Indicates 72% Exhibiting Outside U.S.

U.S. Companies Looking Outside Borders to Increase Sales, Generate Brand Awareness, Cultivate Relationships

ROCHESTER, MINNESOTA, UNITED STATES, December 1, 2015 /EINPresswire.com/ -- Exhibitor Media Group, the award-winning leader in trade show and corporate event marketing education, today announced the results of its 2015 [International Exhibiting Survey](#). Marketers representing nearly 200 American companies responded to the survey, and their answers were compared to benchmark data established via its 2013 International Exhibiting Survey.

Results of the survey show 72 percent of the companies surveyed are currently exhibiting outside the United States (participating in an average of 7.5 [international trade shows](#) per year). Eight out of 10 have at least tentative plans to explore foreign markets in the next three years.



Travis Stanton, editor, EXHIBITOR magazine

Europe and Asia are the biggest trade show hot spots outside of North America, with Africa lagging behind in terms of attracting U.S. companies. While much of the world is focused on the growth and economic development of the BRIC nations (Brazil, Russia, India, and China), several other countries have seen exponentially more significant growth when it comes to American companies trying to reach their markets via trade shows and exhibitions, including Canada, Singapore, and Spain.

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Marketers are targeting clients and prospects from other regions of the globe in an attempt to increase sales, generate brand awareness, and cultivate relationships.

*Travis Stanton, editor,
EXHIBITOR magazine*

“The majority of marketers venturing outside their borders are not doing so simply because show organizers are selecting overseas venues for international events,” commented Travis Stanton, editor, [EXHIBITOR magazine](#). “They are targeting clients and prospects from other regions of the globe in an attempt to increase sales, generate brand awareness, and cultivate relationships.”

Results from the survey will be published in the December

2015 issue of EXHIBITOR magazine.

About Exhibitor Media Group

The leader in trade show and corporate event marketing education, Exhibitor Media Group publishes the award-winning EXHIBITOR magazine, a monthly publication featuring best practices in trade show marketing. EXHIBITOR'S Learning Events include: EXHIBITORLIVE, the training conference for trade show exhibit and event managers and marketers; EXHIBITORFastTrak, accelerated learning conferences; and EXHIBITOR eTrak professional online learning. Exhibitor Media Group is the founder and sponsor of CTSM (Certified Trade Show Marketer), the world's only university-affiliated professional certification program. (www.ExhibitorOnline.com) Follow EXHIBITOR on Facebook, Twitter (@EXHIBITOR) and join EXHIBITOR's LinkedIn discussion group.

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