

An Exploratory Study of Trade Show Formation and Diversity

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ABSTRACT. *Purpose:* To analyze the objectives of trade show participants and to link those objectives to trade show formation and diversity.

Methodology/Approach: We conduct an exploratory analysis of trade show formation and diversity and link them to the differences in several seller and buyer interests across industries. We used data collected from a single large trade show to examine the nature of buyer and seller participation goals using multivariate statistical analysis. We then used a data set collected from the entire trade show industry to examine the trade show diversity via an econometric model.

Findings: We find that higher selling and buying propensity is linked to more vertical shows whereas higher breadth of product interests is linked

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