

# 5 Reasons

## HOSTED STYLE EVENTS CLOSE DEALS FASTER



### BEST WAY TO MEET THE TOP DECISION MAKERS:

Because hosted style events are by invitation-only, only the top decision makers attend. This means your meeting with the right person, from the right companies, at every turn. At traditional trade shows, you never know who is going to walk into your booth, but at an event like this, you are more likely to meet with the owner, CEO, or President than anyone else.



### SHORTER SALES CYCLE

Creating and building relationships are the hallmark of a good salesperson. It isn't easy to take your prospect to the next stage in the buying cycle over email or the phone. Hosted-style events give you the opportunity to meet face-to-face with them.

These types of events allow your prospects and even current customers to get to know you better without the usual, everyday distractions.



### FACE-TO-FACE CONNECTIONS

Hosted events allow you to present to prospects who are interested in buying your product in a few different ways that give you dedicated, face-to-face time. In one-on-one meetings you can pitch to an individual of your choosing in your booth. Larger boardroom meetings allow you to share your product or service to a larger group of guests who are looking to purchase what you have to offer.



### LACK OF OUTSIDE DISTRACTIONS

In the course of a day, your potential customer is so busy that it's hard to carve out some time to focus on you and your company. At a hosted-style event, your customer doesn't have those distractions. Between one-on-one meetings, boardroom meetings, networking, and educational sessions, your customer is there to focus on you. This is your chance to get your message across in a memorable way that your prospect will pay attention to.



### THEIR PRESENCE IS A REQUIREMENT

Since hosted-style events are by invitation-only, guests have their travel, hotel, food and beverage, and registration covered by the show producer. As part of their invitation to attend, guests are required to attend start-to-finish and connect with you on a scheduled, structured basis, ensuring you meet with the top decision makers.