

# WHY ONLINE TRADE SHOWS?

What are the benefits?

## WHAT CAN WE EXPECT?

1

### NETWORKING OPPORTUNITIES

Attending a virtual trade show for barbershops and salon professionals allows attendees to connect with industry peers, potential partners, and vendors from around the world.

### DISCOVER NEW PRODUCTS AND TRENDS

Trade shows are a great place to discover new products and trends in the industry. This can help attendees stay current with the latest products and techniques.

2

3

### PAYMENT BY CUSTOMER

Attendees can navigate virtual trade shows efficiently by browsing through products and services on their own time, without the need to wait in line or walk around a physical trade show floor.

### ACCESS TO EXPERT EDUCATION AND TRAINING

Trade shows often offer educational seminars, workshops, and training sessions led by industry experts. This can help attendees enhance their skills and knowledge.

4

5

### INCREASED EXPOSURE

Exhibiting at a virtual trade show can help businesses gain exposure to a wider audience, without the limitations of physical space.

### OPPORTUNITIES FOR COLLABORATION

Virtual trade shows can facilitate collaboration between attendees, exhibitors, and vendors, leading to potential business partnerships and collaborations.

6

7

### SUSTAINABILITY

Virtual trade shows can reduce the environmental impact associated with physical trade shows, by reducing travel-related emissions and waste.