

# Why a USA Pavilion?



## Did You Know?

U.S. companies prefer participation in USA Pavilions at overseas trade shows as they offer global opportunities without the complications of exhibiting overseas, allowing them to focus on market objectives in a professional, USA branded environment in a prime show location through cost-saving participation options and shared services.



## Pavilion Benefits

USA Pavilions offer business building, target audience reach in a competitive setting, building upon existing assets with local interpretations, creating a welcoming, professional, interesting, and memorable look, environment and experience.

USA Pavilions organized by B-FOR International are designed to assure exhibitors and supporting organizations get the most of the international trade show participation by providing:

- Strong USA Branding - focal point for international buyers and industry professionals
- Prime show location
- Expert pre-, during- and post-event exhibitor guidance, support and logistical coordination
- Market support from government agencies and/or industry associations
- Pre-show USA Pavilion promotion

- All-inclusive cost-efficient participation options through shared services:

- Business Lounge with meeting space and hospitality services
- Wi-Fi Internet access
- Bi-lingual staff
- Daily cleaning

## The USA Brand

The USA brand serves as a unifying element for U.S. industries, businesses and products. It positions and promotes U.S. companies, products and services, and serves as a quality standard for representing U.S. products abroad as high quality and U.S. businesses as reliable.

## USA Pavilions and Trade Associations

USA Pavilions organized by B-FOR are often certified, endorsed or supported by relevant U.S. government agencies and/or industry organizations. By lending their support trade associations are able to:

- Boost Member Services
- Add Membership Value
- Increase Association Awareness
- Stimulate Industry Cooperation
- Encourage and Facilitate Member Exports
- Advance U.S. Industry International Awareness
- Broaden Association International Exposure
- Promote International Membership
- Form International Partnerships and Alliances
- Leverage Support from Government Agencies

## U.S. Industry Exposure

USA Pavilions focus on presenting the US industry as a whole, represented by a number of individual exhibitors in a U.S. industry branded setting.

With two thirds of the world's purchasing power outside of the United States and less than 1% of U.S. companies exporting, international trade shows offer unique opportunities to introduce U.S. products and services, enter new markets, and find buyers, partners and associates.

## International Trade Shows

Trade shows offer real-time, interactive opportunities bringing together supply and demand and promoting the creation and development of markets. International trade shows are one-stop-shops where industry buyers and sellers come together for a few days to do business. There is no other business situation that provides a comparable, intense marketing forum.

International trade shows offer exhibitors:

- direct sales
- positioning of company and products
- creating and promoting brand awareness
- new markets
- finding customers and partners
- cultivation of customer relations
- platform for knowledge exchange
- market and competition overview
- new products test marketing
- information processing with immediate feedback
- industry and media relations
- comprehensive export marketing compressed into a short timeframe and single venue

## B-FOR International

B-FOR International understands the unique challenges of exhibiting overseas and is a leading organizer of national pavilions at the world's most important trade shows. Since 1981, B-FOR has partnered with thousands of exhibitors, trade associations, government agencies, and international show organizers in creating, planning, organizing and delivering successful trade show experiences around the globe.

## Contact Information

For more information on USA Pavilions at leading international trade shows contact:

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