

Review on the Function and Operation of Exhibition Industry

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Abstract—By combing the existing academic achievements, analyzing the functions of the exhibition industry from two aspects: economic impact and industrial promotion, and summarizing the operation of the exhibition industry from the perspectives of industry support, management operation, brand strategy and participation satisfaction. The paper puts forward that the theoretical research on the future of exhibition industry should focus on the promotion mechanism of the exhibition industry to economy, industry and society, industrial monitoring, operation technology and so on.

Keywords—Exhibition Industry; Operation; Review of research

I. FUNCTIONS OF THE EXHIBITION INDUSTRY

As a platform-based industry, the exhibition industry plays a positive role in the transformation and upgrading of the theme industry. At the same time, the development status of the theme industry also determines the development of the exhibition industry. Therefore, the formulation of the exhibition industry has emerged. At the 2015 China Industry Exhibition Summit Dialogue, Xiang yin Chou formally proposed and defined the exhibition industry that in real economic life, involving product production and service delivery of the business and industry should be understood as industry [1]. The exhibitions held by all these industries can be called the exhibition industry. So far, there are not many achievements in the exhibition industry of direct research in academic field, this paper combs the research related to it, summarizes the functions of the exhibition industry and the operation of exhibition industry in two aspects, and expects to the future research direction and research focus on the exhibition industry.

II. EASE OF USE

A successful exhibition can bring about “magnetism effect” and “domino effect”. It is an “economic barometer”. Scholars have studied the functions of exhibitions from different angles, and believe that the value of exhibitions is reflected macroscopic, microscopic and microscopic and other levels [2].

The research of foreign scholars is more focused on the economic development of exhibitions, and it is generally

believed that the exhibition industry has an economic driving effect of 1:9. At the beginning of the study, scholars from the exhibition to drive the relevant industrial income and indirect income calculation, foreign scholars believe that the exhibition activities generated by the cost per dollar will have a wide range of economic effects, and economic benefits can reach two to three times of the exhibition itself [3]. Subsequently, considering the difference between the research angle and the method, there has been an analysis of the forward, backward and parallel linkages from the exhibition, from different angles of exhibition activity analysis, such as input-output model, general equilibrium model, economic evaluation system and other different methods, the basic consistent analysis results are obtained, that is, the exhibition has a very significant promotion effect on the regional economy, but the effect size is different due to the development of the regional exhibition industry and the economic base. In recent years, the proportion of exhibition revenue as a share of GDP has gradually increased, the development of exhibition industry on the spatial spillover effect of regional economy and other conclusions have been confirmed by scholars, the exhibition economy, whether at the academic research level or practical operation level, the importance of the degree is gradually rising.

III. INDUSTRY PROMOTES FUNCTION

A. Promotion of Urban Service Industry

The promotion of the urban service industry in the exhibition is mainly reflected in the service industry which is closely related to the exhibition activities, such as accommodation, catering, tourism, transportation, advertising and so on. On the one hand, the promotion of exhibition and services is mutual, the development of exhibition industry has directly driven the development of related service industries, so that the urban service industry system is more consummate, and the development of these industries for the follow-up development of the exhibition industry to facilitate the development of the exhibition industry [4]. On the other hand, the exhibition industry directly promotes or indirectly drives the economic growth of urban service industry, which makes the related income of urban service industry increase rapidly and even shows the multiplier effect.

B. Promotion of the Theme Industry

The theme industry is to hold a convention and exhibition event with the theme of an industry. We regard this industry as the theme industry. When organizing the theme exhibition activities, you can take advantage of a favorable position, being the first to own or use the advanced scientific and technological achievements of the industry, or through the exhibition opportunities, put forward the difficulties and problems encountered in researching and developing new technologies and new products, and propose to discuss with relevant experts and scholars to speed up the pace of scientific research [5]. In addition, the exhibition industry has coordinated and interacted with urban development factors such as industrial agglomeration and supporting industries, and promoted new urban development factors such as exhibition economy and exhibition tourism, and ultimately promoted urban transformation and realized urban leap-forward development. Scholars through the study of exhibition cases: agricultural fair, tea fair, car exhibition and so on, found that the exhibition activities on the theme industry product sales, industrial regional economy, industrial Advantage resources mining, industrial transformation and upgrading, industrial chain extension and industrial cluster formation has a great role in promoting the promotion, for industrial development to provide a good foundation.

Exhibition, as an effective marketing platform between enterprises, provides a bridge and link for enterprises to display products, collect information, negotiate trade, exchange technology and expand the market. Exhibition plays an increasingly important role in the marketing strategy of enterprises [6]. In developed countries, exhibition marketing has become an important marketing tool for many enterprises. At the same time, the exhibition economy is a kind of economic competition, many suppliers and demands together and communicate directly supply and demand information, information is full disclosure, is an approximation to perfect competition market, the market value law can play a greater role, product sales prices reaching the production cost, the user can purchase the products at a low price.

According to the theory of integrated marketing, among controllable factors of marketing, marketing variables such as price and channel can be imitated or surpassed by competitors, while the value of products and brands is difficult to be replaced, because they are related to consumers' recognition. The key of integrated marketing lies in two-way communication, establishing one-to-one long-term relationship marketing and improving customers' loyalty to the brand [7]. Exhibition has integrated marketing function, can take advantage of the combination of multi-dimensional marketing means, such as newspapers, television, radio, web, outdoor advertising, field display, communication and so on a variety of marketing methods, the integrated marketing function is advantageous to the enterprise and customer communication, enhance the consumer to the enterprise products and brands, esteemed promotes the company sales work.

In the exhibition, manufacturers, wholesalers and distributors gather together to communicate, trade, and to

some extent even an information market. Enterprises can use various information channels to promote their products, promote their own brand, image. Enterprises and customers can communicate directly and get timely feedback. Enterprises can collect information about competitors, new and old customers, enterprises can understand the industry's new product trends and industry development trends, constitute the basis for decision-making.

Exhibition has the relevant attributes of other marketing tools: as an advertising tool, the exhibition media can deliver targeted information to specific users and audiences; As a promotional tool, exhibition stimulates the public's consumption and purchase desire; As a form of direct selling, exhibits can be sold directly to the audience; As a public relation, exhibition has the function of improving the image.

C. Social Development Function

In addition to the economic impact function and industrial promotion function, the exhibition also plays a decisive role in promoting social development. Successful exhibitions will effectively promote the society's high attention, support, investment, and development of the theme industry, and form good social benefits. At the city and regional levels, a high-profile, high-quality exhibition event is conducive to optimizing the city's image, improving the city's influence, and generating long-term social benefits. While the spread of large-scale exhibitions is more than six times the effect of ordinary advertising, such as the Hangzhou G20 Summit. For enterprise development, the exhibition not only encourages enterprises and other organizations to establish social relations, strengthen cooperation and exchange, accumulate social capital, but also enable enterprise products to be sold all over the world, creating opportunities for foreign exchange and cooperation. For the individual, the exhibition can be seen as "there is an exhibition in the exhibition, there is a drama in the exhibition", which increases the contents of public life, change the sense of social innovation, for foreign exhibitors and audience, can enhance their understanding of the exhibition city, so that the surrounding tourism resources and customs are gradually known.

There are many discussions on the functions of industrial exhibition from different perspectives, but the existing research methods are relatively simple [8]. Quantitative analysis is mainly based on exhibition income data and industry data of national economy, and relevant analysis is made with the help of different analytical tools to reach conclusions. However, qualitative analysis mostly tends to draw conclusions based on a case study of an exhibition activity. Generally speaking, these two research methods can draw relevant conclusions, but the operation rules of industrial exhibition and the promotion mechanism of industrial exhibition on economy, industry and society cannot be clearly described.

IV. THE OPERATION OF EXHIBITION INDUSTRY

The management and operation level of the exhibition industry directly reflects the grade and level of the exhibition activities, affecting the quality and competitiveness of the

exhibition activities, and determining the promotion effect on the industry. Reviewing the research results of how to operate exhibition activities in conjunction with industrial development, from industry support, management operations, brand strategy, and participate in satisfaction.

A. Industry Support

Many scholars study that the development of exhibition industry and the impact of cities, economy and industry are bidirectional, there is an interactive effect. Industrial exhibition economy has a promoting effect on industry, and industry also plays a positive role in promoting industry exhibition economy. An exhibition depends on a certain basis of industrial development, the need for a developed industry to support, industrial clusters can produce and develop thematic industrial exhibitions, the development of characteristic industries can solve the root causes of many exhibition industry shortcomings, can quickly enhance the quality of exhibition, and industrial development policies can bring more opportunities and challenges to industrial exhibitions.

With the development of the exhibition industry in some cities becoming more and more mature, the exhibition industry clusters have been formed around the core exhibition halls. These industrial clusters have become the core zones of the exhibition industry in cities and the engines of the exhibition cities. The agglomeration of exhibition industry has far-reaching significance for the development of the industry. Exhibition agglomeration area is the product of the development of exhibition industry in a city or region to a certain stage, and it is the embodiment of the highly developed exhibition industry. Exhibition agglomeration generally includes exhibition venues, exhibition service enterprises, exhibition projects and related service formats derived from the exhibition industry. The high concentration of enterprises in different links of the industrial chain brings high efficiency, convenience and intensification to the exhibition industry, which also means specialization, branding and democratization [9]. Exhibition agglomeration zones within cities are generally formed with exhibition halls as the core. For example, Guangzhou's Hangzhou region and Shanghai's hongqiao region are relatively well-known exhibition agglomeration zones in China. With the rise of many emerging pavilions in recent years, industrial clusters have gradually formed around the new pavilions in many second-tier cities, and these areas have become the core areas of the urban exhibition industry.

B. Management and Operation

Various factors in the development of the exhibition have seriously hindered its further development. For example, between domestic exhibitions and foreign exhibitions, due to differences in the development level of the theme industry, exhibition experience and social system, the main body and exhibition of the exhibition will be displayed. There are differences in positioning, service levels, and exhibition details. On the other hand, the good planning and guidance of the exhibition authorities will also determine the overall level of development of the Exhibition Industry. Scholars also discuss how the exhibition activities break through the

bottleneck of development from the aspects of marketing mode and management level: First, to maintain and strengthen the interactivity of activities and attach importance to the continuity of activities. Second, the exhibition marketing strategy focuses on contact with customers, transmission of brand information to customers, effective communication with customers. Third, pay attention to improve the overall level of the exhibition, strengthen the core competitiveness of the exhibition; four is in the background of Intelligent Exhibition Innovation Communication Mode, with the help of mobile Internet technology to enhance the breadth of communication, stimulate the vitality of the exhibition body [10].

C. Brand Strategy

Brand Exhibition has a strong guidance and influence on the exhibition, residents on the impact of the brand exhibition perception and support is relatively high, so the brand exhibition is the only way for the development of exhibition. The brand strategy of a brand exhibition is influenced by the organizers, exhibitors and audience. From the perspective of the organizer, the branding path needs to establish the brand internationalization concept, rationally position the brand strategy, increase brand promotion, and participate in international competition, to strengthen the exhibition internal branding construction, etc. But the most important thing is to improve the quality of the exhibition's own brand. For exhibitors, it is very important to ensure the quality of exhibits, seek professional help, enhance exhibition marketing through multiple channels, and establish brand strategic awareness. For exhibitors, the brand development path is mainly to formulate the Exhibition Customer Loyalty Training Plan and Satisfaction Improvement Program, improve the quality of exhibitors, to ensure the number of professional audience.

D. Participate in Satisfaction

An important measure of successful exhibition activities is loyal customers, whose loyalty is influenced by their participation in satisfaction. Li-an Lieu uses the triangle model of exhibition value to prove that satisfaction is the premise and foundation of the exhibition to obtain the core competitiveness. To improve the willingness of exhibitors and visitors to participate, First of all, the hardware conditions are essential, the accessibility and the facilities conditions of the exhibition host city, the integrity of the surrounding facilities and so on, will affect the satisfaction of the participants. Secondly, to meet the expectations of exhibitor quality, audience quality and quantity, exhibition atmosphere and trend information release expectations, these soft factors will also affect the exhibition experience. Finally, the operation and management capabilities, on-site service quality and living service level of the organizers are also highly valued by exhibitors and audience, which greatly affects the satisfaction of the exhibition [11]. There are many research results related to industrial exhibition and operation, but because there are many fields involved, so far, there has not formed a systematic knowledge system, how to operate the exhibition activities in order to better promote the development of industry, industrial exhibition and the interaction mechanism between the theme industries on earth, There is still no systematic conclusion on

how to realize the balance between short-term income and long-term competitiveness in industrial exhibition.

V. EXPECTATIONS FOR EXHIBITION INDUSTRY RESEARCH

The concept and idea of the development of the exhibition industry have a very good reference meaning for the industrial competent departments, exhibition enterprises and the Organizing Committee of the Exhibition Project. At present, the theoretical research of Industrial exhibition has started, and there are some excellent research results, but there is still an extraordinary big gap between the complete theoretical system and knowledge system of industrial exhibition, so the theoretical research space in this area is still quite large. Reviewing the current research results, the theoretical research focus of the future of the industry exhibition can be concentrated in the following aspects:

About the promotion mechanism of industrial exhibitions to the economy, industry and society, although there are many achievements in the research industry exhibition, the research on the promotion mechanism should be the focus. Only by understanding the promotion mechanism can we truly explain the function and status of the industry exhibition.

As for operational technology of the exhibition, in order to maintain the sustainable competitiveness of the exhibition activities and promote the development of the theme industry, what operational principles and requirements should be followed in the operation of the industrial exhibitions, and which operating technologies have evolved, and how to achieve positive interaction between the operating technologies and the benefits of the exhibition activities and other questions are to be studied.

VI. CONCLUSION

In the process of studying the exhibition industry, cross-border research should be encouraged, let scholars who are very familiar with an industry study the exhibition, or let the exhibition scholars combine research with a specific industry as much as possible, research the exhibition by jumping out of the exhibition, break through the limitations of the discipline,

and expand the research horizon. At the same time, in the research method can also be a breakthrough, because the exhibition field has the premise of case study and experimental research method, it has maneuverability. Therefore, these two methods have great application space in exhibition research.

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