



Role Of Exhibition In Advertising Media

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ABSTRACT

The show is the very first example of this kind of sales promotion system. The goal of the exhibition is to provide consumers a chance to try out the product and compare it to other brands in the same category at the same time. Analysis of Exhibits' Functions in Various Advertising Contexts Agri-inputs product and service promotion and advertising relies heavily on exhibitions and live demonstrations, presentations. However, a change is necessary to the current style of agricultural fairs. Farmer discourse and engagement can take place in even the most inaccessible areas thanks to mobile and portable display devices.

Keywords: Agricultural Exhibitions, Exhibitions, Indian, promotion and fairs.

INTRODUCTION

In Indian culture, exhibitions serve as ideal venues for socializing. Both traditional village melas and modern corporate business shows include the debut and marketing of new products and services. My Hoardings is an Indian company that facilitates the booking of advertising space in the following types of media outlets throughout the country, with the goal of expanding advertisers' access to affordable advertising space.

In the broadest sense, an exhibition is the organized curation and presentation of a collection of items for public viewing. The majority of the time, exhibits are held in places where visitors may learn something new, such museums, art galleries, exhibition halls, parks, libraries, and fairs. Many different types of displays may be found at exhibits, from the works of art seen in large and small museums and galleries to interpretive displays in institutions dedicated to history, natural history, and commerce.

Marketing at trade shows and other events is a great way for many companies to network in person with potential new clients. It's important to think about the potential outcomes of your promotional material at your next event, which might include customers, investors, industry peers, and suppliers.

Before going to an event or expo, you should give some thought to what you want to get out of it. At Fat Media, we'll work with you to make sure your content

accomplishes what you set out to do. We may work with you to design a custom booth and/or complementary materials if, for instance, you want to conduct market research or showcase a product during the event.

The graphic designers here are flexible and can adapt to your needs. We have our own network of manufacturers that can deliver high-quality exhibition and promotional goods at reasonable prices, or we can provide complete print-ready artwork to your normal source. Our knowledge and established network in the exhibition industry allow us to provide materials at low cost while meeting all production and delivery deadlines.

LITERATURE REVIEW

Yan Zhang (2020) Advertising has been more vital in my country's market economy as it has evolved, and the successful integration of advertising and exhibition marketing may significantly boost product sales and foster economic growth. This article's goal is to examine how scheduling may be used to keep advertising expenses down during an exhibition. This research provides an assessment model of the lowest total cost exhibition advertising scheduling plan to determine whether the scheduling is effective and affordable. To fully display advertising information to enterprises in related fields of the technology market and at the same time release their needs, this article focuses on the development of conference and exhibition advertising cost control based on the scheduling plan, and a stable dynamic advertising cost model established by the economic market. The findings of the experiments demonstrate that by short-term scheduling and scheduling, exhibition advertising costs may be dynamically regulated in real time and maximized in pursuit of advantages, leading to a win-win situation for both the advertisers and the businesses.

Kumar, Rajiv et.al (2015). Product, pricing, location, and promotion choices are all areas where the marketing industry is undergoing radical change to improve efficiency and effectiveness. Digital marketing, web marketing, Apps, social media support, technical up-grading, E marketing, E governance, speedier delivery, online pricing, etc., are now the primary emphasis of most marketing managers. The research endeavors to examine the dynamics of the Indian exhibition industry with respect to product, pricing, placement, and promotion. There is a great deal of opportunity for growth and financial success in the exhibition industry in India. The goal of this research is to analyze the factors that influence exhibitors in India to make choices about product, pricing, location, and advertising. This information would be useful for the Indian show organizers in understanding the best marketing strategies for maximizing attendance and impact. The exhibition is a fantastic international entrance strategy, and this will help Indian organizers recruit a higher quality international participant pool.

Domazet, Ivana et.al (2017). In today's competitive business environment, companies use a wide range of promotional tools, including a wide range of media, to spread their messages. Economic propaganda (advertising) is one tool of promotion, and it may take many forms across several platforms (e.g., TV, radio, newspapers, billboards, the Internet, etc.). The corporation influences brand awareness, disseminates information about itself and the brand, educates customers, builds a brand image, and so on via the use of different media. The purpose of this research is to examine the relationship between advertising medium and brand recognition among consumers, as well as to examine this relationship in relation to respondents' socio-demographic factors. A total of 690 respondents from Serbia were surveyed between February and April of 2017 using historical and research (field and online) approaches. We utilized the t-test for paired samples and the Spearman's rank correlation coefficient to analyze the data. According to the findings, TV is the most effective medium for raising brand recognition. The next most effective medium is the Internet, then billboards, and finally newspapers and radio.

Emanuel Bayer, (2020) In comparison to traditional media, this study looks at how sponsored search and display advertising work for businesses online. We use our own data on the advertising budgets of 1651 companies over a seven-year period to show that both display advertising and paid search advertising have a positive impact on company sales and valuation as assessed by Tobin's q. With sponsored search being so much closer to the point of actual purchase and offering improved targeting, it seems sense that it would have a greater favorable impact on sales than traditional forms of advertising. Consistent with its long-term impacts, display advertising has a considerably larger positive influence on Tobin's q than offline advertising. The results imply various forms of advertising have varying economic advantages, which has obvious consequences for managers studying the efficacy of advertising and for external stakeholders evaluating corporate performance.

Hongxia Wu (2021) Since the spread of COVID-19, the tourist and exhibition industries have taken a major blow, and there will be numerous challenges ahead in trying to stimulate tourism consumption. It can not only promote the recovery and development of the exhibition industry and the tourism industry but also promote the consumption of tourism services by holding small-scale and short-distance community-based exhibitions or festival activities, promoting night economic development such as tourism performance activities, concerts, and holding exhibition activities such as sports events related to healthy life. The benefits of policy, residents' Internet access, and information technology make these concepts well worth testing in the struggling exhibition business. We should prioritize the improvement of the customer experience as a service product in the creation of display products. Big data can be used in the context of the digital

economy to boost performance metrics like efficiency and customer conversion rate, as well as to develop and run exhibition activities that foster economic growth through increased tourism and related service consumption.

1. THE EXHIBITION AS A MEDIUM

The exhibition is the first form of this marketing strategy. The basic idea behind utilizing an exhibition as a form of advertising is to find and attract more potential consumers while spending less money. The exhibit with the most people in it is not always the best. Most of the individuals who go there get some kind of insight, pleasure, or inspiration from the displays. The audience for an exhibition is often one that would be difficult to reach via other means.

The term "exhibition" in British English refers to both the goods on display and the event itself, which is more often called an "exhibit" in American English. Each item on display at an exhibition is called an "exhibit" in both varieties of English. Conventionally, "exhibitions" are short-term affairs with set opening and closing dates. Some shows are promoted to be seen at several places and are thus known as traveling exhibitions; others are known as virtual exhibitions since they are only ever presented online.

- **Fairs** - The Latin term FERIAE, meaning "FEASTS," is whence we get our modern word "fair." This has its roots in the fact that many of the first fairs were held around harvest festivals, seasonal festivities, and religious festivals. Fairs were originally established to address the early days' circulation issues. They provided an opportunity for the display of skills and crafts, which allowed for the interchange of ideas and the trading of commodities. Large fairs gained greater and more importance as the economy improved. Fairs were able to flourish as a result of the developed rise and the increase in people, which in turn benefited farming, food supply, and other businesses. Examples of well-known exhibition design include the 1851 Great Exhibition in London's Hyde Park, smaller regional and traveling fairs, Disneyland, the 1925 Paris Exposition, and World Fairs. A separate Indian chamber was set up for the 1851 Hyde Park exhibition in London to display Indian artifacts. The dates of the show were May 1st to October 11th. Six million individuals and counting checked out this show. The purpose of the exhibition was to display international industrial and artistic achievements. The 19-acre display pavilion had a custom glass structure.



Picture 1: Exhibition in London's Hide Park in 1851

John Forbes Royle was hired by the East India Company to oversee the Indian exhibit. The India Room has a bed from Kashmir on exhibit, complete with a bedstead made of real silver, and a carpet cover made from embroidery in Lahore. The 'Koh-I-Noor', a large diamond belonging to Maharaja Ranjit Singh, was the main attraction of the Indian chamber together with a stuffed elephant with all its trimmings and an ivory howdah.



Picture 2: Indian Display at Hide Park in 1851 Painting by Joseph Nash.

- **Growth of Exhibition Industry in India**

According to the Indian Exhibition Industries Association (IEIA), over 550 events are held annually in the organized category, for a total of Rs 23,800 Crores. There are almost 1,20,000 individuals employed in India's exhibition industry, which helps enable commercial activities worth more than Rs 3,000,000 Crores and supports an expansion of a wide variety of commerce. This industry is now growing at a pace of 15%, to a level of around Rs. 94,000 Crores. According to the current estimate, India's exhibition market has the potential to grow to \$990 million. The exhibition sector in India is growing by 20% each year, as reported by the Group of Business Strategies. Producers, retailers, and service providers of all stripes grow annually, often twice yearly, in an effort to outdo one another and wow customers with lavish, often fleeting displays of their wares. Exhibit design that consistently tops previous efforts. After all, it's the exhibits that the public

sees, and it's usually the spectacular lighting, easy-to-understand detailed graphics, or expert management that helps to create the impression and relates the tale in a way that anybody can easily understand.

The exhibition's designers are always pondering novel ideas for remarkable objects or simulations that would amplify the show's impact. Many companies that specialize in exhibition design employ personal property designers whose job it is to create confusion. Trade shows in the modern day are intended to display cutting-edge design tendencies and exemplary products. The success of an exhibition may be improved by thoughtful floor and traffic lane design. Many related services exist for this sector. It is the curators' responsibility to choose the pieces for display when the exhibition is planned ahead of time on a large scale, such as a national or international one. They make decisions on what needs to be shown in the display. The show area might be outlined by builders and given shape by graphic designers, exhibition designers, and perhaps other designers. Effective logistics, administration, and event planning are also required for organizing and hosting the shows in the appropriate categories. Unlike privately organized events, exhibition organizers have access to products and services that may provide a practical improvement to major exhibitors.

2. HISTORY OF EXHIBITION

Trade fairs originated in Europe in the Middle Ages, when artisans and farmers began presenting their wares to a possible audience that continues to this day in businesses as varied as business-to-consumer and business-to-business. Attendees realized the value of trade shows as a networking opportunity within the framework of marketing mix, revamp mix, etc. After then, it was called a "exhibition" and often held in venues like the ITPO, Epi Center, India Expo Center, various hotels hosting HITEK, BIEC, etc., beginning in the 1800s. For the better part of a century, exhibition groups like FICCI, CII, etc. have recognized the potential of the exhibition format for fostering business growth, meeting outsourced needs, increasing revenue, and fostering new connections. These groups are now collaborating with public and private organizers to put on a plethora of exhibits for the benefit of their members.

The inherent human need to assemble laid the groundwork for the birth of trade fairs and exhibits. He has an intrinsic affinity towards gatherings of people because of his social nature. Because of this incredibly fundamental inclination, he has expanded his circle of tribes to which he may provide for and satisfy his needs and wants. The introduction of fire increased the tendency toward clustering. This aided the development of new words and phrases, and it also helped a civilization become more self-aware. In addition to domesticating other grains and striking

deals with travelers for draught association, etc., when man settled down to farm, he also formed the necessity to exchange his commodities with others

Modern Trade Fairs Business History

Reviving international commerce was a clear and simple goal for the Modern commerce Fairs. Modern trade shows may be linked to the global economic collapse and the last phases of the first wave of globalization. In order to increase their market share in a global economy where income and commerce were governed by supply and demand, they promoted trade human rights and community rights. They were a tool utilized by cities and industries that were battling internationally to give themselves an edge. The major developed corporations faced a similar challenge, although in a variety of ways. The Modern Trade Fair had solid foundations on which to grow even while the world economy remained closed or became much more closed than it had been before to World War I. They were more focused the more closely connected they were to the international monetary system. The international trade slump of the 1930s, 1940s, and 1950s was their heyday. Businesses in the area have consistently shown their support for trade shows because of the positive impact they have on the local economy. While studies have been financed to demonstrate and quantify the monetary benefit of Modern commerce Fairs to urban commerce and company growth, all available estimates tend to underestimate the true impact of Trade Fairs.

3. OBJECTIVES AND ROLE OF EXHIBITION

The exhibition is only a promotional vehicle that brings together potential customers, competitors, and vendors in a commercial context. Customers who make the effort and expense to visit an exhibition are more likely to be interested in the goods on display. According to this line of thinking, the intended audience is the only one who matters when using exhibits as a promotional tool. Most displays aim to create an atmosphere of widespread terror. Some trade shows are annual gatherings that get extensive media coverage, which in turn attracts a larger audience and more vendors. They are severely limited since only a small number of visitors may be accommodated within a single display. Popular shows have limited floor plans and incur substantial transportation costs.

- Objectives of the Exhibition:

In mature markets, an exhibition is a crucial part of any successful marketing strategy. When it comes to providing information to the trade buyer, the show is much superior than direct mail and newspaper media, and it comes in second only to personal advertising. There has been an increase in the quantity of businesses, fairs, and vendors recently (Chang, 2019). Exposure for products; Meeting

customer needs and inspiring purchase; Learning about the competition; Launching a product; Recruiting retailers and wholesalers; Boosting the company's image; Resolving issues with service and support

4. PURPOSE OF EXHIBITION

Un skeptical exhibitions are a powerful instrument in the education process. The best way to get people interested in your products or ideas is to showcase them to them. In many cases, they reach a previously inaccessible community. Its goal is to help customers visualize the product and make an informed buying decision by comparing it to other brands in the same category. The primary goal of holding an exhibition as a kind of advertising is to reach a larger number of potential customers at a lower cost. Organizing an exhibition into distinct categories has various benefits. The benefits of holding an exhibition are as follows:

INTERACTION: The trade show has evolved into a must-confiscate market potential for many sectors. In order to lock down revenue, it is important to gather prospective customers at this time. Building trust and rapport with customers is facilitated by participating in a trade show. Once the consumer has built trust, they will feel more comfortable leaving a voicemail or sending an email with a photo attached. The success of the exhibition depends on the exhibitors' ability to communicate with each other and with the visitors; it provides a platform for product promotion, direct sales, and the distribution of free samples.

COVERAGE: Information is shared during an exhibition, including participant information, customer needs information, new research and development information, and group experience and implementation information.

a huge platform is recommended for participants at an exhibition so that they may demonstrate their skills to the public. They might test their expertise against that of others in a widespread media at the display.

BE AWARE: Participating in an exhibition requires familiarity with the most up-to-date studies, societal debates, discoveries, and innovations in the Exhibition as Advertising Media. Effective Application of Mobile Exhibition Media for Agricultural Sector Advertising in India: A Case Study of Baramati, District of Pune, Maharashtra. Page | 59 individuals. An inattentive participant would not be able to provide the desired results throughout the demonstration.

In addition to making actual sales or generating potential leads, the exposure, reputation, and immediate feedback on new products that may be gained from such events are also substantial.

further reasons why businesses do what they do the fact that competing businesses and trade groups invest so much in sending representatives to these events year after year reflects the value, they put on seeing their rivals face to face. Exhibitors may get a great look at the competition during exhibits since they can visit each other's booths under the guise of an anonymous consumer and take notes on the new products, staff knowledge and actions, etc.

- **Role of an Exhibition in Attracting Customers**

These range from small-scale presentations at festivals and banquets to major international shows. Once again, we may categorize exhibits based on the visitors they attract. It is possible to organize an exhibition for the general public, a specific segment of the business sector, or both. Advertising during expos primarily serves to keep the product's brand in the public eye and highlight the benefits it offers. The exhibition, in the minds of today, is really an extension of the market. It provides the maker with a way to showcase his wares to the general public. This is not likely to happen with traditional methods of product endorsement like advertising, when at most images of the products themselves may be shown to consumers.

5. GENERAL CLASSIFICATION OF EXHIBITIONS

- Businesses gather for multi-day events at a convention center under many labels to showcase their wares to the throngs of people that pass through. Type, length, arrangement, placement, and approval all play towards the exhibition's growth.

- The exhibition may be broken down into the following regions: A Worldwide Trade Show to Promote International Communication, Understanding, and Business. The second purpose of a national exhibition is to promote local commerce and education and culture on a national scale. Third, the General Exhibition is a fun place to go with the family or a group of friends. Successful exhibits or proceedings hosted on a functional social media stand.

- The exhibition may also be broken down into the following categories, each of which is examined in further detail below. All of the Museum's permanent exhibitions, including the show windows, monuments, and dioramas. Temporary exhibits, such as art shows, trade fairs, etc., often span for a few days to a few months. Exhibits held within buildings such as museums and galleries. Open-Air Shows: These take place in the great outdoors and include things like holiday decorations, street fairs, and festival displays.

- The fifth kind of show is the mobile exhibition, sometimes known as a traveling exhibition or mobile exhibit van. The Vertical Format These are displays

of a single necessary item, where several variants of that commodity are shown. These fairs cater mostly to businesspeople, however some also welcome members of the general public, usually for a limited period. They cater to a very specific market segment, such as the leather or food industries, medical or educational supplies, and so on. The scope of the audience is often global or national, and it includes people from all walks of business.

- **Vertical Displays** These events include displays of a wide variety of items in various combinations. General trade fairs and exhibits are another term for them. Products for commercial use and consumer use figure prominently. Even if their stated goals and scope change in the future, the vast majority of the public in the city or region where they are suspected already knows this. Twice a year, several annual trade shows are held. While most massive trade shows take place on a global scale, some are held on a national scale as well. Buyers benefit from these events since it is easier to compare and contrast the many wares on display, especially if they often purchase the same categories of items. From a marketing perspective, the country or region may showcase everything it has to offer in a better and more festive manner than it can, for a distinct area in its competence.

- **Secondary Specialty Commercial Expositions** The vast majority of expos may be placed here. They often cover a wide range of exhibits, from those with a regional focus to those with a worldwide reach. They often fall short of expectations from the business sector, and many local or regional plans cater primarily to shops. **Display Within Display** They range from simple information booths to elaborate national pavilions and serve as standalone displays within the larger framework of an expo. The activities and renovations of the Chamber of Commerce, regional or municipal authorities, governments, and trade associations are all connected to the exhibition plan in one way or another. In order to showcase their extensive product line and contributions to several markets, multinational corporations often set up their own "pavilions." • **Commercial Shows** The needs of a certain industry, group of professionals, or brand of produced products are often the focus of a given trade show's design. Society at large is seldom revealed, but only the society directly involved in the topic is encouraged to think about it.

- **Individual Display** The focus of a solo show is on a single artist's investigation of the possibilities afforded by a group display, whether by virtue of historical moment or curatorial research. The artist often suggests the most up-to-date or well-known works while dealing with a diverse clientele.

- **Collective Display** The community exhibition is dedicated to the display of works by a large number of artists, both established and emerging, who have a

common theme, creative affiliation, or common historical and cultural background.

- **On Display Temporarily** Temporary exhibitions often last for a shorter period of time, perhaps from a few weeks to many months. This approach of exhibiting has the benefit of maximizing the utilization of available resources and space. However, there is no shortage of extremely quick exhibition forms, some of which just endure for a single evening but aim to reach the widest possible audience as quickly as possible.
- **Digital Display** The new method of affecting art, which occurs via visits and practical activities, like as the Online Viewing Room, is capturing the attention of galleries, collectors, and institutions worldwide. In conclusion, the perspective on many phases is guaranteed by the common functional setup of online exposure to reach new addressees of users.
- **Exhibition of Anthologies** An anthology, or "monographic," exhibition is a standalone show devoted to a collection of the most significant works by one or many artists, intended to demonstrate the breadth of their research without necessarily chronologically following the whole route of the author.

6. TRADE FAIRS

Expos provide a platform for businesses from all over the world to showcase their wares and services to prospective clients in a standardized environment, most often a booth of a fixed size located in close proximity to other possible vendors. The problem of size is unique among the many types of trade exhibits. Conventional wisdom is that trade shows attract a larger pool of potential exhibitors and attendees than other types of trade events do, or that they serve as a unifying force for related businesses. There are three subcategories of trade shows: those geared toward consumers (B2C), those aimed at businesses (B2B), and those that cater to both consumers and businesses (B2B&C). One way the exhibits are separated into categories is by requiring visitors to come on certain days. The demographics of these three distinct kinds of sites are distinct. Tradeshows, fairs, and exhibits all serve the same purpose. Expo, short for exposition, has become as commonplace as trade fairs. Only those involved in the trade show's value chain, such as brokers, exhibitors, support agencies, government administrators, opponents, customers, and media, are permitted to attend; however, the general public is welcome to attend on guaranteed days. International trade displays, or expos, have come to represent an efficient and well-organized method of doing business on a global scale.

- **Advantages of Trade Fair Exhibitions**

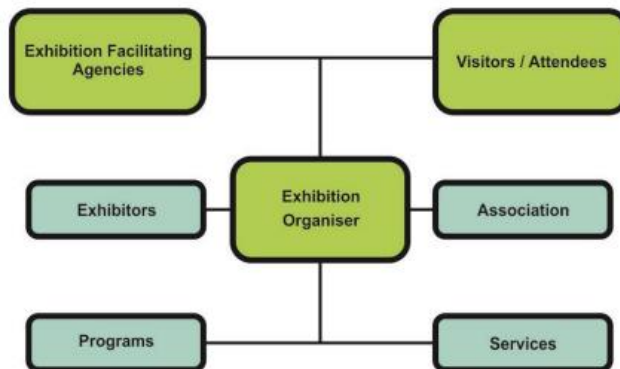
Convention goers and industry professionals are the usual trade fair audience. Trade shows may be a great venue to advertise to your target audience and raise brand awareness. The vast and often eclectic audience (typically the general public) is welcome at exhibitions. This provides a stage for promoting the products or makeover to a larger audience that may have just a passing familiarity with them (Sarmiento, 2018). Participating at an exhibition, also known as a trade show, may help a firm branch out into B2B work and build a customer database at the demo booth. The following are a few of the benefits:

Exposing your business at industry events is a great way to raise awareness of it and attract new customers. There are usually various advertising and financing possibilities in addition to holding a booth at an event. Trade exhibitions are a great place to meet potential new customers and vendors, as well as to learn more about the competition. Database Construction – Meeting potential customers in person at an expo is a great way to kick off organizing your advertising lists and generating qualified sales leads Face-to-face meetings are a great way to begin laying the groundwork for your relationships with potential customers. Trade exhibitions are a great location to introduce new products or announce major improvements. If the product is innovative, having someone present the specifics of the contribution in person and answer questions is ideal.

- Importance of Demonstration in Trade Exhibitions

A trade show booth may be successful if the items on exhibit are memorable and interesting. The likelihood of visitors becoming customers is significantly increased if they are convinced by the presentation that they are part of a plot. To create a massive product display that makes the most of the dynamic environment that tradeshow displaying provides and sets the company apart from the competition, there are several crucial things to follow. a) Having a clear idea of our end goal The first stage in developing a presentation is to define the goals of the exhibition and the target audience. Is the purpose of the event to make more contacts, raise public awareness, or forge new connections in the field? Identifying who you're trying to sell to and how you can make it clear to them is called "niching." Using these foundational details, make adjustments to the presentation until it is as successful as possible. According to (Das & Nayak, 2017). b) Keeping one's sights on the potential Giving potential customers every piece of information about the goods during the presentation might be disastrous. Even worse, it might leave clients feeling like they have no more questions. Because we always want customers to follow up, we make sure the presentation leaves some questions unanswered. c) Planning ahead for the booth location Avoid making assumptions about the nature of the demonstration until after the booth has been constructed; instead, plan the exhibition with the demonstration in mind. Thinking on how these additions may highlight the presentation and make the booth stand out:

- Model of Exhibition



Picture 3 : Model of Trade Exhibition

The corporation in the center might be a government agency, a nonprofit, an industry group, or a for-profit enterprise looking to make a profit. When it comes to advertising, marketing, meetings, attendance, space, sponsorship, location, etc., the controller is ultimately responsible as the structure integrator. The organizer must ensure that the visitors' attention is focused on the exhibition for the event to be considered successful by all parties involved. In order for the show to be a success, a wide range of preparations must be made. Vendors come as exhibitors, and buyers come as guests, to do business on a wide range of topics. The exhibition manager is responsible for attracting a sufficient number of buyers, sellers, and supporting activities in order to generate income.

- Planning of the Exhibition

When organizing a show, it's important to keep in mind the following details: Planning an exhibition requires articulating clear goals. New product launches, product displays, distributor recruitment, business deals, and the like might all fall under the umbrella term "goals." It is crucial that the objectives be understood by both the administrators who are planning to attend the expo and the executives who will be staffing the stand. The booth's layout, as well as the exhibitor's tastes and demeanor, will give visitors an idea of the company's aspirations. For instance, if bringing in a new product is the primary reason for attending the expo, then the stand has to be designed with enough room for product presentation. In terms of both design and procedure,

CONCLUSION

Farmers do visit agro fairs to get exposure to new ideas and information in the agriculture industry. Modern nutrients, seeds, and fertilizers are only some of the reasons farmers attend agro fairs. However, due to demographic, time, and money

limits, most of these scenarios do not often include visiting to agricultural shows. Large, well-known shows are usually held in big cities and at the district level, making it impossible for farmers to attend for three or four days. Many farmers may spend three days or more at an Agro show. This information overload is responsible for the time and energy being wasted by farmers and exhibitors. Businesses providing agricultural supplies and services will benefit greatly from attending this agro-exhibition to make connections and close deals. They may interact with their target market directly at the exhibitions. In order to teach attendees about their items, many exhibitors depend only on graphic handouts. They do their best to promote the products, but in such a busy location, it's difficult to attend to each and every consumer individually.

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