The Silence at Trade shows
A case study in nonverbal communication at Hannover Messe

Master's thesis within Business Administration
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Abstract
This thesis studies the non-verbal communication such as the body language in the context of a trade show. The non-verbal communication is one of the primary conveyors of messages and trade shows are one of the major channels where firms attract new customers. However, the combination of trade shows and non-verbal communication is overlooked.

The method consists of interviews with visitors and observations of the booths and the visitors. The setting was chosen as the annual Hannover Messe where five booths of Swedish firms were studied.

The result indicates that firms can further improve their body language. Suggested improvements involve to not having the sales representative work in the booth. This is remarked as a taboo by authors within the area; still, this action commonly occurs. The booth design plays a prominent role in the visitor interactions so does the staffing.

The way to approach a visitor is not differing much between the booths in the study however, there are three possible ways to physically approach visitors as a sales representative. The best way has not been established and the visitor interviews gave a mixed result regarding this matter.

Although the best way is not found all observed booths missed out on dialogues with prospective customers much due to that full attention was not directed towards the visitors. The authors want to emphasize on the adaptation towards visitor as an important pawn in the exhibiting, some sales representatives automatically does this.
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And with the permission, help and entry tickets from Nils Fickler at the Swedish Hannover Messe office, we felt very welcomed to the trade show. It is positive that also the trade show managers are involved and interested in the results of this thesis.

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1 Introduction

In this chapter the background for the chosen topic will be introduced, which will later lead towards the problem discussion. Additionally the foundation for the overall purpose of this master thesis is presented here. The limitations of the study are also presented and from what perspective the study is conducted. The research questions and the thesis outline give guidance for the rest of this study.

1.1 Background

1.1.1 Trade shows in general

Trade shows\(^1\) origins from the medieval fairs where merchandise was sold on a daily basis. Historians have found proof that international fairs have existed for a long period of time, and had an important influence of the trade of the medieval ages (Anderson & Latham, 1986). Alles (1989) state that TSs in the Middle Ages were usually held in larger medieval towns, these were held once or twice a year with merchants from entire Europe gathered. There has been a large emphasis to find evidence to prove historical international TS, however local fairs aimed for local craftsman and merchants were elusive and have therefore left little trace (Anderson & Latham, 1986). Nevertheless, evidence has found that the very first TSs were local, however larger local markets later turned into multicultural TSs (Anderson & Latham, 1986).

However TSs as known today origins from post World War II, the first one of its kind was in Leipzig, Germany (Bergelin, o.a., 1953). Today TS is a global phenomenon and a multimillion euro business and there are several millions of visitors\(^2\) every year globally (Jansson, 2006). During the last decades TSs have changed its character massively, what was unimaginable yesterday is tomorrow’s commonplace (Ibid.).

TSs have had a long tradition in many countries. In Sweden it was first established in 1918 when His Majesty the king, Gustav V, founded the first TS, Svenska Mässan in Gothenburg, Sweden. The development of TSs in Sweden has since 1918 had an immense increase and today, there are approximately 350 different shows in Sweden annually. However the main part of all the TSs in Sweden are so called industry TSs and only target towards organizations. Approximately 70% of all TSs in Sweden are industry related and 30% attract private visitors an example is for instance “motorsport show” at Elmia. (Jansson, Fairlink, För mässor och möten i Norden, 2011)

Historically, direct business have been conducted on the TSs, however in modern time it is more and more common to establish contact and to get information on the TS and later conduct the actual purchase. This is due to capital intensive goods and more complex procedures (Bergelin, o.a., 1953). Nevertheless a branch of TSs are still linked towards selling goods at the show and attracting informal visitors who has an audience character then companies who are looking for establishing contacts.

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\(^1\) Trade shows will be abridged to TS during this thesis

\(^2\) Visitors refers to a person that is visiting a TS, regardless of his or hers intentions to the TS.
Internationally there are two broad categories which TSs can be classified within, consumer and industrial TSs (Alles, 1989). Although, there has been a combination with consumer and industrial fairs. These TS are open for the public however target themselves directly or indirectly towards the industrial market, with a small contribution to the consumer market (Alles, 1989).

Even if there in theory are clear distinctions to the different segments the reality are far more problematic (Alles, 1989). For products that are highly related to the consumer market instead of the industrial market, the distinctions might be challenging. For instance, industrial TSs that are targeted towards fashion industry, cosmetics or the confection industry, have to address both the commercial and public group in order to gain creditability due to the fact that the goods are more distinct to the consumer market than for instance electric turbines (Alles, 1989).

Alles (1989) state that TSs is more than a marketplace; they shall be investigated and studied as a marketing tool. Alles (1989) continues to state that industrial TSs, as of those serving the industrial markets, are associated with misunderstandings and misinterpretations of the capabilities. Alles (1989) continue to emphasize that one large misunderstanding of TS is that TSs confuse activities with objectives, meaning that TSs can never be seen or investigated as an objective display of products, due to the fact TS are a form of three-dimensional sales promotion and advertisement.

Alles (1989) state that in literature some researchers refer to TSs as an objective display of functions and products, researcher’s state that a TS can be investigated as objective due to the many actors within one segment and that a majority of the products in a market segment is presented. However the fact that companies and exhibitors³ use TSs as an enlargement of the marketing mix, indicates that TS main reason for existence is marketing (Alles, 1989).

Weintraub (1991) state that a majority of the “first time exhibitors” do not spend additional amount of time on TSs due to the fact that they fail to realize the potential with this marketing tool. She continues to argue that 40 % of all first-time exhibitors are negatively impacted from the TS and do not enter another TS again, this due to the fact that the time spent on planning the visit was far too little (Weintraub, 1991).

Apart from sales, the TS have other more behavior based outcomes that are wanted from the exhibitor perspective (Hansen, 1999). Behavior based outcomes mentioned by Hansen (1999) is information seeking, which includes both information from competitors, customers and industry trends such as innovations. Additionally image creating and motivation activities are potential outcomes as well as building relationships. Although using other terms, these statements are ensured in other researches, where also terms as servicing the current customers, identifying prospects⁴ and launching new products are mentioned (O’Hara & Herbig, 1993).

We as authors believe that the purpose with TS is far larger then direct selling, it must also serve as promotion, contact networking, building trademark, create awareness and other activities other than the actual sale.

³ The company that is market through a booth in a trade show

⁴ A prospect is defined as a person visiting a booth at the TS with intention to conduct business. The synonym leads are used by exhibitors and sales representatives.
1.1.2 Importance of body language at trade shows

According to Jansson (2006) selling a product on a TS can be a demanding task; even the most experienced sales representative could have a poor result due to the specific circumstances during a TS. Jansson (2006) continues to argue that a TS is specific due to the fact that there is a lack of pre-booked meeting to use as an foundation, and the SR do not know the company that the visitor represent. In that sense one can argue that the sales situation in the booth is unique. Therefore the importance of nonverbal communication increases due to the fact that the impression of the SR and an easygoing conversation will attract the visitors' attention. (Jansson, 2006)

Weintraub (1991) argues that the body language is highly related to the success factors for a TS, the author continues to emphasize that TSs have a sort of etiquette of their own that SRs are bound to follow in order to gain success. Weintraub (1991) claim that there are behaviors that are unacceptable at any TS, one of these aspects is to sit down. The author claim that if doing so you send signals towards the visitors that they are not important as customers and that the SR rather be involved in other obligations. (Weintraub, 1991)

1.2 Problem discussion

Prior to this research, resources discussing the importance of TSs were found. Several authors have researched effective booth design and TS layout. According to Bello (1992) BL is a major contributor to the success factor for a company at a TS. However we believe that the research done on BL of SRs in the TS context is restricted. Several researchers state that BL can contribute to achievements at TSs, however they do not provide any specifics within this area.

TSs ought to be investigated as a marketing event and not as a meeting place for gathering old acquaintances (Peñaloza, 2000). In every marketing situation the presentation and the whole context depends on how the message is conveyed towards the audience and the target market (Jobber, 2007). However, can BL be used as a marketing tool and do SRs use BL and behavior in order to convey the message? What indicates a good BL at TS? Those questions and several more, on how BL is used at TSs are not explicitly discussed in the research of today.

BL is a personal behavior of which a person shows what he or she thinks in a certain situation (Fexeus, 2010). However, research has also concluded that BL have several cultural dimensions in addition to the personal dimensions. A Scandinavian culture uses BL in one manner and a southern European culture uses BL in another manner. If we then place BL and behavior in a more cultural complex context the dimensions can exceed many levels (Jandt, 2004). A highly interna-

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5 Sales representatives is defined as all the personnel working at the TS in a booth regardless of their position. Sales representatives will be marked as SR throughout the thesis.

6 Booth is the specific area that an exhibitor rent during a TS

7 Body language will hereby on be marked as BL
tional setting as Hannover Messe\textsuperscript{8} could in the eyes of the authors create some confusion. Therefore these kinds of problems must be addressed and studied.

BL at TSs is more likely to be studied from a corporate point of view due to the fact that the companies are the ones who ’manufacture’ the BL towards the visitor. However, the interesting perspective is the visitor and audience perspective due to the fact that the visitors are the ones who evaluate the behavior. If the visitors do not feel affiliated with the BL of a SR at a TS, then it is more likely that the presentation is not profitable.

In general, BL at TSs are investigated as a phenomenon that will exist even if the company wants it or not. However, we believe that BL shall be seen as a marketing tool in order to increase the likeliness of having a successful TS. Therefore the question of what is successful behavior and BL of the SR in the marketing process at TSs arises.

We (as of the authors of this thesis) are really concerned with that relatively small effort and emphasis firms put into exhibiting, when the outcomes are so important and the cost is relatively high. We have encountered poor TS behavior prior to the thesis and therefore seen the need for understanding of the matter.

1.3 Purpose

This study has therefore an aim to understand how BL is used from SRs at TS. In order to get a holistic perspective of this phenomenon, the study will also research how behavior and BL can be successful and therefore generate higher profitability for companies working at TSs. Therefore the purpose of this study is to:

\emph{Study behavior, nonverbal communication and body language of the exhibitor personnel in the marketing process at trade shows.}

1.4 Research questions

In order to shed light to the purpose of this study, two different research questions were designed. The research questions are based on the previous problem discussion and purpose. The research questions are as following:

\emph{Research Question 1: What indicates successful behavior and body language at trade shows?}

\textsuperscript{8} This thesis is a case study of the Hannover Messe which was visited by the authors between the 6-8 April 2011. This is an industry TS hosted annually. At this particular year attracted 230 000 visitors of which 60 000 came from other countries other than Germany. 6 500 companies from 60 countries totally displayed 5 000 new innovations (Hannover Messe, 2011).
Research Question 2: How do visitors experience successful behavior and body language from sales representatives at trade shows?

1.5 Delimitations

This research is narrowed down to only consider data collections at one TS namely Hannover Messe due to the fact that Hannover Messe is a large and international TS. Every TS has its own specialty and target group, due to the fact that the target group differs from TS to TS then the ways of presenting also differs. Therefore it is safe to assume that the BL also will be changed with the TS, and due to that reason the Hannover Messe was chosen as the only data collection source.

1.6 Thesis outline

In order to make this research layout more understandable a part of the thesis outline was created. The thesis has an ordinary and regular outline which starts with an introductive chapter where the background is presented furthermore is the problems discussion and the purpose presented and which will lead on towards the research questions of this study.

Further on will the second chapter give the reader a foundation on the theoretical framework that later will be analyzed with the collected empirical data. The second chapter has sub-divisions which includes every relevant detail which will influence the outcome of the analysis.

The third chapter will state how the work has been conducted, how the data is collected and what research strategy is used for this research. The third chapter will later guide the reader towards chapter four where all the collected data is presented. The data is presented in different categories after which method have been used to collect the information such as observations, interviews, frequency studies or general observation.

Analyze of the collected data and the theoretical framework is concentrated to the fifth chapter. That will lead towards the findings of this research and the concluding aspects that are presented from this study. In the sixth chapter, possible implications will be presented and also how the research can be studied further. As final parts is the literature and appendix presented.
2 Frame of reference

In this chapter will the focus be on the theory of trade shows, marketing, cultural aspects when dealing with international trade shows, body language and non-verbal communication and further topics which will contribute to the understanding and analysis of body language at trade shows.

2.1 Value of trade shows

In consistency with increase of importance and creativity at TSs, the costs for an exhibitor on TSs have increased drastically (Shasi & Perretty, 1992). With increasing costs the question of which value a TS will bring a company emerges. A process to buy components for a company can take months and even years and the TSs importance might be overlooked. After several meetings and negotiations the contribution of the TS can, for management, seem to reduce its contribution (Shasi & Perretty, 1992). Due to increasing cost organizations might reduce the participation on TSs. However, we, the authors, believe that this could be damaging for the company due to the fact that a marketing tool and a way to gain initial contact can then be lost.

There are many ways to evaluate a TS; however they are all linked to how the value of the TS is for the specific company (Weisgal, 1997). Nevertheless, Weisgal (1997) state that there are some strategies to value a TS that is always and continuously negative for the company. When the evaluation of a TS is, “that lots of business cards were collected” the actual value for the company cannot be calculated nor evaluated due to the fact that the majority of all connections that distributes on TSs rarely lead towards closure and final sales of products (Weisgal, 1997). Instead Weisgal (1997) argues that a sufficient way of evaluating a TS is to look at the quality of the visitors of your booth, how large percentage of the visitors was related towards your area and could become future customers or stakeholders to your company.

In the process to value TSs there are highly diverse techniques. Weintraub (1991) state that when valuing a TS as a successful TS, one has to look towards the leads of business that are given on the TS. The larger the amounts of leads and prospects the higher the success factor will be (Weintraub, 1991).

Even though the prospects are important, Jurisevic (2002), state that there are other relevant strategies to evaluate a TS. Jurisevic (2002) claim that there are four steps, for conventional business, to address in order to investigate if the TS was successful and to repeat the success the following years.

1. Do a return-on-investment analysis
2. Determine if you reached the predetermined targets
3. Establish a target for following years show and prepare a preliminary budget
4. Circulate a report of the results within the company in order to ensure that the result can be duplicate if wanted

Jurisevic (2002) states that observation on how the sales results have increased is the key aspect in order to follow the four steps strategy. However, this stress that the product is within a normal selling cycle (two-months) in order to use this evaluating strategy. An evaluation of the TS de-
mands that the return-on-investment analysis is accurate and that the possible increase of sales are related to the specific TS (Jurisevic, 2002).

2.2 Marketing

2.2.1 Marketing at trade shows

One of the advantages with TSs is that it brings people together and into personal meetings (Jansson, 2006). These personal meetings can be the path of working with the relationship management as of building trust and loyalty as well as new customers. TSs are generally full of information, meaning that it is a larger competition base reaching out to visitors. Similar to other forms of public relations it is important to apply learning’s to the TS. Learning’s about what the visitors say and express, also what message is communicated to media and competitors (Tanner & Dwyer, 2006).

Even if the reasons for exhibiting at a TS may vary from one firm to another, it is crucial to market the individual firms’ goals at the time. The booth should be consistent with a clear message and graphics (Jansson, 2006). Since an average visitor spends 8.6 hours on a TS and each show has numerous of exhibitors, the attention from each visitor is short and therefore the message needs to be efficient and consistent throughout the entire display (Czinkota & Ronkainen, 2007).

An attention getter is something that makes people stop their path and move into the booth from the aisle. A judgment of which attention getter and how to use it may be of concern, a well working attention getter would get the booth crowded with low chance of reaching the high quality visitors. But with a low or no attention getter, the people will walk past the booth in question. Worthwhile to mention is that the decision about the effect magnitude of the attention getter is related to the density of high quality visitors and the goal of the exhibiting (Tanner & Dwyer, 2006).

A coherence with the message and the attention getter would be favorable and also to use several senses in the booth. This advantage is rare in other forms of advertising or marketing. Multiple impressions from several senses and one or a few meaningful messages will make the visitor to notice a booth (Jansson, 2006). When these impressions are connected to the visitors’ knowledge or understandings learning will occur. When this new information is connected and related to previous knowledge learning occurs in the visitor and a lasting memory of the firm will be the result (Solomon, Bamossy, Askegaard, & Hogg, 2006).

A booth at a TS need to attract the right people and get attraction from the visitors, some factors that play a role for these attractions are;

- Pre show promotion
- Demonstrations
- Amount of booth space
- Design
- General appeal
- Layout of the exhibit
- Location
However there is a possibility that a booth could attract visitors but not the right kind of visitors. Each of the factors listed could be considered in order to best meet the requirements of the visitors who are wanted to the booth (Williams, Gopalakrishna, & Cox, 1993).

The attractiveness can be measured as well as the performance of the booth contact. In both cases there are other factors that will play a role and influence the outcome of the attractiveness, those are:

- Number of SR on duty
- Staff Selection
- SR training

The performance level of booth contact is therefore all up to the SRs (Williams, Gopalakrishna, & Cox, 1993).

2.2.2 Atmosphere

In the business area the atmosphere’s impression is often neglected for the benefit of practical information and functional thinking, and atmosphere is hard to put a measure on since the benefits cannot be seen. The atmosphere of a sales environment could be the first impression for a visitor and be a very influential factor in the actual sale. Atmospheric impression as well as BL are silent language and therefore not considered widely. The atmosphere is a product of the sensory channels and could therefore be manipulated with the five senses although taste is not applicable (Kotler, 1973).

The atmosphere could and should then be described by all of the senses. Since the atmosphere is interrelated by sensory systems, an individual assessment of the atmosphere could be shifting due to the individuality of each spectator and its learned perception of the sensory impressions. This could be cultural conditioned where colors sounds and other factors generally are considered differently from each spectator. Although atmospherics would be most relevant for marketing in those actions where products or services are bought and or consumed (Kotler, 1973). Since TSs such as the Hannover Messe are not selling on spot, but rather building on leads that later turns into sales (Tanner & Dwyer, 2006). Although an addition to Kotlers proposition would be that atmospherics also is important in a TS setting were a first establishment of connection between two business stakeholders.

As Kotler (1973) expresses, a product is viewed in a space characterized by certain sensory channels that is perceived by a buyer’s perception. The effect of the perceived sensory qualities would modify the information and affective state between buyer and product. This way a designed atmosphere could therefore be used threefold; both as an attention getter, message medium and affect creation (Kotler, 1973).

Authors in support of Kotler are Gopalakrishna, Roster & Sridhar (2010) who claims that the visual impressions have a significant influence on the visitors’ navigation. And matters as how many and wide entrances an exhibitor has will impact on the number of visitors gained. The

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9 In this paper atmosphere is referred to the holistic impression of a booth in a TS.
more and bigger of entrances the more visitors will enter (Gopalakrishna, Roster, & Sridhar, 2010).

2.2.3 Psychology of meetings
People sometimes look at other people with beliefs that others might know more about the current situation then themselves, and after that individuals may follow the society’s expectations, and conform themselves into what others do. This phenomenon when a group’s behavior is mimicked by others is called informational social influence (Solomon, Bamossy, Askegaard, & Hogg, 2006). This impact is made visual as people often prefer a crowded restaurant rather than an empty one, since people want to be coherent with others. And there is a belief that other people have a reason to avoid the empty restaurant. Taken to the TS context people should flock in certain booths when they see others there, also they will avoid empty booths.

Individuals also want to connect to people that they are similar to, in tests it has shown that people are more eager to buy or invest in goods when the SR has similarities with the consumer. Also the likelihood of purchase is bigger when the seller is perceived to have expertise ability (Woodside & Davenport, 1974). This could be referred to as the expert power, as when we trust someone that exudes expertise, and then we follow their advices (Solomon, Bamossy, Askegaard, & Hogg, 2006).

A model named Herrmann Brain Dominance Instrument (HBDI) categorizes people into four groups, one are more than the others focused on facts, another futures, form and the last deals most with feelings. When a person is doing a job that matches the brain quadrant, he or she will perform well and feel satisfaction. An upper hand can be gained when adapting this knowledge to a message. By talking feelings to people with a strong feeling quadrant and facts to the facts quadrant people, a boost of the performance in a communication is possible (Herrmann, 1996).

2.2.4 Psychological barriers
There are occasions when psychological barriers are standing in the way of conducting interactive dialogue. There are several aspect and barriers that might reduce the effectiveness of the SRs, these are called psychological barriers due to the fact that they are all figures of the imagination, and it is all in the head of the person in question. The psychological barriers consist of several dimensions, however the collective aspects for those dimensions are that they are personal and are hard to overcome. (Weisgal, 1997)

Fear of rejection in the TS can be a tremendous barrier for SRs due to the fact that fairs are deeply connected with rejection. According to Weisgal (1997) up towards 80% all of the visitors to a booth are the ‘wrong’ kind of visitors due to reason that they are not relevant to the business. (Weisgal, 1997)

The psychological barriers can work both ways and have an impact on how visitors investigate a TS. TSs have a resemblance to a shopping mall, and therefore can the prospects expect the SRs to stand and wait in line to help the visitor. However that is rarely the case, the majority of the SRs works rather in groups or clusters than stand and wait to ‘serve’ the prospects. Therefore to optimize the sales technique a SR do not just have to overcome the psychological barriers of themselves but also overcome the ones of the visitors. (Weisgal, 1997)
2.2.5 Perception process

The human perception process is the path from stimuli to an individual understanding of the stimuli. Stimuli would be the collected senses e.g. sight, sounds, smells, tastes and touches. The stimuli are sent from all kinds of objects, other individuals or material objects. The process of getting stimuli to the consciousness could be described into three stages, exposure, attention and interpretation. Although not all stimuli make it past all stages, stimuli and the information from stimuli could vanish in any part of the stages of the process (Solomon, Bamossy, Askegaard, & Hogg, 2006).

In the exposure other stimuli will be available and more dominant stimuli could take a submissive stimuli’s place. A whisper could for instance vanish in the background noise. Exposure is the event of sensation receptors register the stimuli and brings it to attention. The attention is selective about which stimuli is of relevance in this particular moment and could ignore some stimuli in favor for other stimuli that has higher priority. The interpretation is highly individual and cultural connected as well as based upon previous learning’s. The stimuli will be interpret in order to make a judgment about future actions (Solomon, Bamossy, Askegaard, & Hogg, 2006). We interpret this as that exhibitors need to make their booth protrude from the crowd of booths. Sent stimuli must appeal to what each visitor feels and thinks at the moment, and these stimuli should communicate some part of the overall message of the booth.

2.2.6 Motivation

Motivation is defined as the reason for a behavior and motives are an inner force that pushes behavioral response. Several models have been developed in order to understand motivations and motives. One such model is McGuire’s psychological motives were 16 categories of needs are listed (Hawkins & Motherbaugh, 2010). Some of those categories used in this thesis are need for consistency which means that arguments, reasons and activities must fit together. Also need for stimulation is the human search for interesting experiences. Need for affiliation is related to the stranger aspects but also a strong influencer with group actions and belongingness (Hawkins & Motherbaugh, 2010).

Motivation is connected with situational influence such as physical surroundings, social surroundings, temporal perspectives, task definition and antecedent states such as temporal characteristics. Upon these factors decisions are made at the individual level (Hawkins & Motherbaugh, 2010).

A normal visitor will in average spend 11 minutes at 31 different exhibitors, some of these visits are planned ahead (Rosson & Seringhaus, 1995). In order to catch the visitors, the previously mentioned attention getter and messages are important to get the visitors 3,5 second window of attention, but also to understand the motivation that brings visitors to a certain booth (O’Hara & Herbig, 1993).

One way of conducting marketing at TSs and to motivate the customer is to have adaptive selling, adapting to the visitors resemblance to certain groups of existing customer categories, and then highlight on the aspect that group of customers prefer in the dialog with the visitor (Bello, 1992).
2.2.7 Visitor Quality

Experienced exhibitors and most TS evaluation include the term quality of visitors (Jansson, 2006) (Tanner & Dwyer, 2006). Quality of visitors is referring to the buying power of the visitor as in the purchasing quantity and the influence the visitor has in the decision making process. Although the actual aim of visitors could be other than buying, or direct buying on the TS (Smith, Hama, & Smith, 2003).

Some researches have developed categorizes in which visitors are ordered, not all of these categorizes have high quality or buying power (Rosson & Seringhaus, 1995). When considering the quality of visitors the notion of quantity arises, this refers to the number of visitors that attended to the TS (O’Hara & Herbig, 1993).

2.3 Cultural aspects

Culture could be defined as the total way of life of a person. Part of culture is learned and shared patterns as well as norms, values and connection to material objects (Rogers & Steinfatt, 1999). The culture has impact on the perception process as which part of those transmitted senses to select for further organization and later interpretation. All these three steps; selection, organization and interpretation, are target for cultural differences (Jandt, 2004). The first notions of the need to understand other cultures may come from between 1200 and 700 BC when trade with other regions started at the Mediterranean Sea (Samovar, Porter, & McDaniel, 2010).

This will lead to that an intercultural communication could include unintentional messages as well as intentional ones. A conversation even if non-verbal could become misleading due to unintentional messages (Samovar, Porter, & McDaniel, 2010).

People from different cultures could be described as strangers, when one individual is loosely connected to a system in which he or she is a member within (Rogers & Steinfatt, 1999). An example of this is the TS setting were a lot of people are gathered into a system, however the individuals are not strongly connected to the TS. When studying the difference between people that are communicating, two categorizes are used, heterophil and homophil. Heterophily communication is represented when people are unlike in their communication and homophily are when the communicators are both alike. (Rogers & Steinfatt, 1999).

Inside a culture there is also a notion of being locally connected or more widely connected, to whom an individual seek contact. Research has determined that people who are more concerned with a larger system, often have a higher education and travel more, easily adapt new ideas and innovations. These kinds of people are called cosmopoliteness. Their counterpart localities are people who are more focused on the local agenda as following up on local news and they are also having most of their friends in the community where they live (Rogers & Steinfatt, 1999).

In general individuals want to communicate with others that are similar to themselves; therefore homophilous communications are more common and more effective. Effective heterophily communication is a subject of variables that relate to the situation of the communication. A communication receiver would perceive a homophilous source or channel as trustworthy and a heterophily source or channel as more expertness (Rogers & Steinfatt, 1999).
When applying these knowledge’s to the context of this thesis, it would suggest that a homophilous context is preferred, that is that a SR should adapt to the settings of the visitor. And even though most people are strangers to each other on the TS, it would be recommendable to find what is unifying. Also the people who visit a TS would be considered to be cosmopolites, who could be influenced by new innovations, travels and wants to be up to date with the market.

Intercultural differences might be a problem when adapting the BL (Jandt, 2004). The BL of one culture can be interpreted in one way but was aimed to be perceived as another. Jandt (2004) claims that previous mentioned differences can highly influence the outcome of a dialogue. We believe that to be true, but we would like to add that those misunderstandings can be diminished by applying an interactive dialogue to ensure that both parties fully understand the meanings of the dialogue. Nevertheless, we would also like to emphasize that an intercultural conversation is hard to have without any misunderstandings at all, the question is just how a SR manages to reduce the misunderstandings.

2.3.1 Language barriers

Since the language of cultures could vary intercultural communication often lead to translation problems since two or more communicators will have different native languages (Samovar, Porter, & McDaniel, 2010). The barriers of language could be identified into five different problems (Jandt, 2004).

Vocabulary equivalence is where a word in one language could have multiple meanings in another languages. An example of this is the negotiating of the Postdam Ultimatum, where the translation of a word from a press conference had two separate meanings. That led to the impression that a treaty would not be signed. The intention of the word was to convey a no comment message but was misinterpreted into pure rejection. Leading to the use of the atomic bomb and continued war. Resembling vocabulary equivalence is the experiential equivalence where the meaning of one word is missing in other (Jandt, 2004). The third problem is idiomatic equivalences were certain sentences lead to a meaning that could not be understood unless the idiom is learnt. The problem of grammatical-syntactical equivalence is referring to the differences of grammar used in the languages. Finally conceptual equivalence is when a word is connected to abstract feelings, ideas or meanings (Jandt, 2004).

The above mentioned problems are related to translation action without any time constrains, with time constrains as in direct communication further problems could be of essence such as vocabulary skills (Samovar, Porter, & McDaniel, 2010).

2.4 Nonverbal communication

The definition of nonverbal communication in this thesis is the nonverbal stimuli used for communicating. Through NV messages a wide range of interpretations could be made, for instance it would be possible to state the relationship between two people by their use of the space, touching and facial expressions. Impressions could be created and conveyed with NV communication. Clothing, gender, skin tone, types of greeting also is NV communication that gives the re-

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10 Nonverbal is from herby on shortened NV
ceiver an initial image about the homophily or heterophility in the encounter (Samovar, Porter, & McDaniel, 2010).

There are specific characteristics with NV communication that are important to shed light on. NV communication is often the starting point and the initial point of most conversations. It is also inevitable to be exposed to or to send BL since it is present everywhere were people is. Even the wish not to speak is a NV statement. Even the way to wear clothes is a statement and NV conveyed message especially in an environment where all clothes are the same. Verbal communication is subordinate/inferior to NV making NV more trustworthy, perhaps because it is harder to lie in NV way then it is in verbal situations. Examples of this are card players studying their opponent’s BL as to tell if they are bluffing, lie detectors focus on the body’s reactions of verbal statements. When the verbal message is limited there is an increased risk of misinterpretations, and the importance of the NV message increases. However the NV communication is an important reinforcement together with a verbal message, where the receiver could check if the NV and verbal communication are coherent with their own estimation of what is transmitted. This is particular important in intercultural situations (Rogers & Steinfatt, 1999).

Nonverbal actions in a conversation could be part of the message that is transmitted, the use of hands signs and eye contact or the lack of eye contact, give hints about what the individual is meaning. According to one study the NV actions convey 93 % of the actual meaning in everyday communication, where facial expressions are more than half of the message itself. Others claim that two thirds of the message consists of NV content (Rogers & Steinfatt, 1999).

The context is a major factor of the BL since the setting will have impact on the NV communication (Samovar, Porter, & McDaniel, 2010). The culture is also a factor that plays a role in NV communication and a trivial aspect in one culture could be a taboo in others, as well as misunderstandings could become apparent in intercultural communication when different translations of the NV communication occurs (Jandt, 2004).

Even though NV communication may differ between cultures, there are also unifying factors where all people share the same BL. Small children for instance develop facial expressions as a NV communication before they start speaking. Some expressions are understood wherever in the world they are transmitted. Smiles and frowns are some aspects of biological studies that have been of interest by researches such as Charles Darwin. These kinds of NV actions have been proven to be understood in a global context (Jandt, 2004).

Rogers and Steinfatt (1999) list seven different types of NV communication:

- **Kinesics**
  Motions and activities are one of the main groups of NV. Kinesics are separated into four subcategorizes.
  - Emblems are body movements such as thumb up down, ok-sign and V-sign that are some emblem kinesics.
  - Illustrators displays the verbal language. Such as pointing, showing size, and illustrating paths.
  - Regulators are procedural aspects and turn-taking
  - Affect display is used to show emotions. Most facial expressions would be affect displays.
Proxemics
The use of space and how individuals place themselves. In face-to-face conversations often it is a sign of trust and the bond between the individuals. Although cultural differences occur as when some cultures have a standard of standing real close to each other in conversations, other cultures prefer to discuss on longer distances. The behavior and attitudes towards crowds are related to proxemics.

Chronemics
The management of time for instance in conversations or when to arrive to a meeting, how long one will wait for something, is all connected to chronemics.

Haptics
Is the usage of touching in conversations, usually this is a loving and caring act but can also have other types of messages. In this category we find actions such as kissing, handshakes, punches, hugs and so forth.

Paralanguage
The voice can be used for other purposes then forming verbal words, loudness, grunts, accent, speed of talking, stammering, emphasis and pauses are some ways to communicate with the mouth but without words.

Artifacts
The material products chosen by one or several individuals and showed in a conversation is powerful messages. The clothes and accessories are examples of artifacts, even tattoos and body piercings would be considered as artifacts.

Physical appearance
This refers to the appearance and how attractiveness is communicated including body type, and cosmetics are all physical appearance related (Rogers & Steinfatt, 1999).

NV messages could also be defined into body sent messages, these types are called gathered under the name of body language and the other category is where individuals create a NV message with the use of setting, using time, proximities or other non-bodily conveyors (Jandt, 2004).

2.5 Body Language
The body could be used as an enhancer of the spoken word, especially gestures that could increase understanding and keeping the listener more interested, when using gestures the timing and the actual movement is important to coordinate, since the gestures should connect to the words said by the transmitter, the gesture should fit that purpose (Sayler, 2010). But gestures are normally used in a verbally communication, a general BL that communicates even when not in a verbal conversation needs to be examined. An experiment developed a standard speaking posture; it included to stand tall with both feet in the ground. Legs shall be straight but not stiff and
relaxed axles and neck muscles. Shoulders should be back and arms to the side left loosely hanging (Makodia, 2009).

Since the body may express an individual thought, Baber and Waymon (2007) advises people to have positive thoughts when networking, then the body automatically will follow the positive thoughts and express a positive and welcoming BL. Positive BL is associated with having eye contact for seven to eight seconds at a time. Frequently looking away especially when new people are arriving is not appreciated. If an individual would lean towards the person who is included in the conversation this would be noted as better than leaning. Nodding and smiling as well as facing the conversation partner would be regarded as encouraging a conversation (Baber & Waymon, 2007).

Baber and Waymon (2007) have developed a model for encourage a conversation with BL called ENGAGE and consists of six steps.

<table>
<thead>
<tr>
<th>E</th>
<th>Establish eye contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>Nod to confirm participant in conversation</td>
</tr>
<tr>
<td>G</td>
<td>Geniality positive by for instance smiling</td>
</tr>
<tr>
<td>A</td>
<td>Aiming the Attention</td>
</tr>
<tr>
<td>G</td>
<td>Gesturing appropriately with hands towards key word</td>
</tr>
<tr>
<td>E</td>
<td>Easing the posture</td>
</tr>
</tbody>
</table>

Figure 1 the engage model adapted by the authors with inspiration from Baber and Waymon (2007)

Normally when one individual detects another is the moment of first impression and first BL contact, the second moment of BL is the approach towards each other that one of the individuals will make. Most human beings finds it frightening when people rush towards them, a better approach is when both individuals clearly have spotted each other, and then one will approach the other. This is best done in full visibility in order to avoid scaring the other, therefore a front to front or front to side approach is best, and not to approach towards someone’s back. (Fexeus, 2010)

A method of disarming peoples anxiousness is to have a BL that indicate a time limit, Fexeus (2010) makes an example of turning slightly away, looking at the pathway as an indication that the person is soon to be away. This manner communicating a limited time makes people calmer that the interaction will not last for a long time, if it gets unpleasant (Fexeus, 2010).

Since BL and nonverbal communication is deeply rooted in the human system, as seen in the early BL of babies (Samovar, Porter, & McDaniel, 2010), there is a possibility to go deep into the root of human-animal psychology were intraspecific NV communication occurs as in alarm func-
tions among groups of animals (Zuberbühler, Jenny, & Bshary, 1999). Prey animals have six major types of responses to a detected predator, ignore, move quietly out of the way, stop the current action in order to keep the predator under surveillance, freeze until predator moves away or run away (Smythe, 1970).

The same responses could be found in everyday life context so as in the TS setting. Therefore it is of essence for the SR not to set the fundamental prey instincts in motion, then any of the six defense responses could be activated. The messages sent by the body language could actually tell the visitor what the SR is thinking. At the last day and hour of a week long TS a normal thought for a SR could be “not one more visitor”, if this is seen through the SRs body language it may negatively affect the mood and situation of the visitor.

2.5.1 Behavioral rules at trade shows

The author of the book Trade show exhibiting, the insiders guide for entrepreneurs, Diane Weintraub (1991), have concluded that there are five main rules, regarding the BL and the behavior that are global and universal for every TS. Weintraub (1991) state that every SR needs to follow the five guidelines in order to ensure effective and successful BL at the TS.

1. Be available
2. Be warm
3. Do not offend
4. Make a positive impression
5. Be pro-active

Each of the aspects are there to ensure the quality for the visitor with the SR. Weintraub (1991) state that the more available you are to the visitors, the easier it is to invite them into your booth and to present the company’s products. The author claims that the SR should at every stage of the TS position him/her-selves with close distance to the aisle so that eye-contact can easily be established with the visitors.

Weintraub (1991) continues to state that there is one major behavior to avoid, SRs in the booth talking to each other. There are two reasons to avoid this behavior, firstly the SRs are talking to each other and can therefore not engage themselves in customers, Secondly customers are not likely to interrupt a conversation between SR and the costumer then might be lost. The most productive booth display and design can diminish just because the SRs talk to each other and therefore not attract customers. (Weintraub, 1991)

The aspect of being warm implicates that the staff should use an open stance, one that does not close out the visitor. The SR should use a friendly non-verbal communication, Weintraub (1991) emphasize that the most favorable strategy is to customize the BL or the non-verbal communication, however to use a warm technique while doing so. For instance have a genuine smile at all times, arrange your face as though you are glad to see the visitor. However make sure that your smile is genuine and do not look pasted on due to the fact that it might scare customers instead of attracting them. (Weintraub, 1991)

Not offending a visitor means that the SR should not smoke during the TS and not drink or eat in the booth. Nonetheless, the SR has to look fascinated of the customers’ needs and demands towards the products even if they are not relevant or inaccurate. (Weintraub, 1991)
The SRs need to ensure that a positive impression is projected towards the visitors at any state. One strategy is to organize a dress code for the SR to introduce a common face to the visitor. However, the dress code has to be associated with the values of the company and most importantly the values of the customers, therefore cultural aspects has large influence on this feature. (Weintraub, 1991)

However of all the five behavioral rules, the one that makes the company stand out is the aspect of being proactive. Weintraub (1991) state that the staff within a booth should not stand around and wait for the visitors to enter them with questions, the SR should not be as ‘museum guards’ and wait for the visitor to drag out information. Instead the SR should realize that they, and not the visitor, should be asking the questions and from that target the marketing and selling of the product and address the valuable aspects for that visitor. (Weintraub, 1991)

Weintraub (1991) state that the overall principle that is the foundation of the five rules is to have a good appearance and to be active on the TS. However, Weisgal (1997) develop the thoughts from Weintraub (1991) further and argues that appearance on a TS involves more than united clothing, not offending the visitor etc. The SR is a marketing tool and therefore is every visible aspect accountable for the overall appearance of the exhibit and the companies perceived view. Weisgal (1997) enhance the fact that the appearance is lowered by the loss of focus on details. By definition appearances includes behavior. Eating, drinking, and working are strictly taboo in a booth. It is also prohibited to smoke, chew chewing gum, chatting with colleagues and sitting. Weisgal (1997) state that in some cultures, sitting while working at a TS can be perceived as disrespectful and can seem as an insult. (Weisgal, 1997)

Weintraub (1991) claims that the five different rules for a TS are important to follow in order to improve the success at a TS. Even if the rules are important and relevant for how the success at a TS will advance, Weintraub (1991) fail to mention the diversity of the visitors in the targeted segment. Weintraub (1991) claims that the rules are universal and adaptable for every TS. However, we would like to reflect that due to the diversity of TSs and the diversity of the visitors at a TS, the rules has to be considered as guidelines instead of strict rules and should therefore also be evaluated before every TS in order to have a BL, atmosphere and the booth layout to match the expected preferences of the visitors.

We would also like to claim that the focus on details is far more important than the rules, due to the fact that the company can then convey a clear message towards the visitor and therefore also make it easier for the visitor to understand the values of the company.

2.6 Interactive dialogue

Weisgal (1997) define interactive dialogue as a conversation held between two people during which information is shared. Weisgal (1997) continues to state that it is a technique used to cull interested and qualified prospects from a targeted but generic audience, and to find needs and application to match. The targeted audience is in the case of TS the visitors to the TS, they have all potential interested in the market but probably not all future business prospects (Weisgal, 1997).

Weisgal (1997) state that in ordinary sales at a TS only 20% of the contacts have a value for the business and only 10% can be converted in to actual sales. However, using interactive dialogue the identification of the 20% interested contacts can be eased and the work can then be more ef-
icient and effective (Weisgal, 1997). Weisgal (1997) therefore state that the best way to ensure failure is to talk without listening.

Interactive dialogue is one tool to use in order to positioning the company, the product and the SR to every single prospect. The interactive dialogue will give the SRs a chance to get information on why the prospect is interested in that specific product and therefore can the information given from the SR be targeted the visitor more directly which will ease the sales situation at the fair. (Weisgal, 1997)

For example if a prospect is interested of reducing staff cost with the product the increase of sales is maybe less important, and therefore if the information towards this prospect is targeted to focus on reduced cost then it is more likely to proceed to an actual sale (Weisgal, 1997).

Weisgal (1997) state that interactive dialogue is the essence of the existence on TSs. She continues to state that interactive dialogue differentiates the sales processes and the advertising processes at a TS. The interactive dialogue put into context can actually make the company seem more customized then the competitor due to the fact that the SRs are more adaptable to the prospects. (Weisgal, 1997)

Alles (1989) state that the social behavior and techniques is important to understand in order to comprehend the foundation of the interactive dialogue. Alles (1989) continue to emphasize on the difference of the social behavior of the visitors on a TS.

Peñaloza (2000) states that in order to understand the actions within the marketplace the socio-cultural behavior will have a large foundation and that the socio-cultural influences are vital as a consequence of understanding the difference in a marketplace (Peñaloza, 2000). The difference will vary immensely, especially at international TSs, due to the different cultural aspects involved (Alles, 1989). Nevertheless, the organizational background of the visitors can give guidance to the SRs in order to customize the social behavior to the visitors. Consequentially to custom-tailor the interactive dialogue (Alles, 1989). This is statement is also strengthen by Jurisevic (2002) who stated that one of many success factors at a TS is to be able to adapt the marketing and to customize a dialogue to every customer (Jurisevic, 2002).

The ability to custom-tailor a presentation to fit the listener is what turns SR into an outstanding qualifier. In sales situations outside a TS, custom-tailored sales presentations is not crucial; nevertheless the interactive conversation is a luxury the company cannot afford to lose at a TS. (Weisgal, 1997)

Weisgal (1997), Jurisevic (2002) and Weintraub (1991) argue that adaptation is important in the interactive dialogue, however we believe that customization and adaptation could have a larger focus on TS then they claim. We believe that a perfect behavior at TSs is when every visitor faces a completely customized booth, atmosphere and BL. However, due to several obvious reasons it is not possible to change the booth and the entire atmosphere to every single customer, but it is possible to change the BL to every customer. Get a sense of how the visitor would prefer the marketing and the dialogue and then adapt the BL towards the preferences of the visitor. That would affect the outcome of the TS and the result could increase and be more successful.

Several of the theoretical contributions in this research state that body language is important. However, it is also clear to see how the theories are divided. In general terms are there two different dimensions of how the BL of a SR should be used at TSs. The one dimension with Weintraub (1991) and Alles (1989) in the leading position argues that a SR should have an active profile and let the SR take the first contact with the visitor to ensure that you present the company
actively. The other dimension represented by Weisgal (1997) and Jurisevic (2002) claims that the 
customer should initiate the contact due to the fact that the SR should not put pressure on the 
visitor.

However, in order to make the theoretical base just a bit more complicated, we, the authors, 
claim that the most effective way of behaving and using BL at TSs is to be able combine these 
two strategies and customize the sales techniques to every visitor. These theoretical contributions 
are later used in analysis of the interviews and observations when studying the BL of SR at TS.
3 Method

In this chapter will the methodological framework be presented on how the data is collected and how the data is analyzed to answer the research questions. The methodological framework is a basis for the trustworthiness of this study. The chapter begins with the overall research strategy and then later more explicitly what have been conducted.

3.1 Research strategy

There are two theoretical perspectives applicable in social science one is positivism and the other is phenomenological. Positivism is seeking facts and causes of social occurrences separated from individuals. Phenomenological is the effort of understanding social occurrences from the subjects own viewpoint. A phenomenological approach is usually carried out with different qualitative methods and vice versa (Taylor & Bogdan, 1984). Since the topic of this study is highly connected to different actor’s behavior in a TS setting, a phenomenological approach is preferred in this thesis. Therefore this thesis continues with the use of qualitative studies when approaching the purpose.

Concepts, understanding of patterns and insights are developed by the researcher in a qualitative method. The aim is to understand people using their own frame of reference; this lets the researcher look at individuals or groups as a whole. But this also makes qualitative research sensitive to the effect a research has on the actual behavior of the subjects of study. The target of any qualitative study is to understand other people’s perspectives, this makes qualitative methods more humanistic since the aim is not figures or numbers but instead the study is focused towards personality, experience and perceptions (Taylor & Bogdan, 1984).

There are four basic methods to ask people, interviews, questionnaires, readings and observations (Kylén, 2004). Readings and questionnaires were not considered as appropriate and only interviews and observations were used in this thesis. Open interviews are preferred due to the limited time we can ask of the visitors at a TS.

When conducting interviews a layout of what is to be covered is beneficial to have. A question guide helps the interviewer with the topics of interest that are to be covered. The guide could be shared with the interview object. A guide is useful for an open interview while question list is better for a controlled interview (Kylén, 2004).

Open or controlled interview is the two primary ways to interview people (Kylén, 2004). Less controlled interviews, as used in this study, have question topics instead of direct questions. The questions in the guide are direct formulated but should be regarded as topics that were not strictly followed.

The funnel model is a foundation for how an interview could be developed. It consist of different stages such as opening, free statements, precision, control, information and closure. The normal situation calls for abandoning the model during interview but to keep the model in mind and to adjust the order of the questions to suit the funnel model (Kylén, 2004).

Free observations means that everything that is relevant should be accounted for and the documentation is made by free words in written or voice recorded form. There are different ways to structure free observations such as diary notes, continuous description and critical incidents (Kylén, 2004).
3.2 Research design

Questionnaire is a good solution when people are spread and hard to meet with in person. The questions of a questionnaire could be both open and closed but they cannot be followed up upon when an interesting answer is given. There are obvious problems with managing questionnaires on a big TS as Hannover Messe, even in digital format there is little possibility to get a good result from questionnaires in this case. Leaving us with two suitable approaches that is interviews and observations. After careful consideration there were four ways that these methods could be carried out in order to look into the purpose of the paper.

These four data collection-methods are one type of interview and three types of observations. The purpose of this thesis is the actual BL, therefore it is needed to study the mentioned SRs with a observations study made in a diary format with free observations, meaning that everything that is considered by the observer11 to be of importance should be noted (Kylén, 2004).

Also the receiver is important in the observations study but the voice of the visitors was not heard. Therefore quick interviews with different categorizes of visitors were conducted. In order to actually measure the successfullness of the booth and BL a second observational method is used with the particular notion of frequencies. And lastly since the observers were into the TS setting a more general observation was made with surplus observational material. This could be the informal chat over a beverage at a diner or the behavior of some actors within the TS.

This study is also limited to study five Swedish companies at Hannover Messe. Limiting the study to only one nationality in an international environment makes a possibility so limiting the cultural aspects that can occur at an international TS. Due to the fact that the cultural aspect from the SR is eliminated this research has a possibility to study how the SRs in different companies adapt the BL and behavior to the cultural settings in an international environment.

3.2.1 Testing the methods

One week before the actual travel and research was done dry runs were conducted at a smaller TS in Jönköping. This was to evaluate the questions and methods used. Some fine adjustments were the result of the testing. Errors like double meaning questions, new better questions and revised method of working were the biggest adjustments.

3.2.2 Observation of booth

The actual reading of BL is needed in this case and the only possible way to do this is through free observation. The preparations constituted of observation guide, equilibrate to question guide, containing matter to search for in the observations. With the observation guide in mind a blank piece of paper and 15 minutes constituted of one observation. There were four observations for each booth so that each booth would get one full hour of observation during the three days that the research was conducted.

11 The persons who is conducting the research and is observing companies and booths at the TS
The observation was noted in paper and later transcribed into digital form for readability, in the format of diary notes.

### 3.2.3 Frequency study

The frequency study is inspired from an example from Kylén (p108-109, 2004) and used in the research done by Williams, Gopalakrishna and Cox (1993). Although the later uses the whole time span of the TS, a more realistic approach was to measure the visitors’ behavior within a time limit. Therefore will this data collection method consist of an observer that categorize all visitors currently present into four different kinds, A, B, C and D visitors, the frequency of those categories was then noted on an observation blanket.

The A category consist of visitors that walk past without looking at the booth, the B category is visitors that looking at the booth but avoid it and not having any interaction with the booth, visitors in the C category has no personal interaction and could have been walking into the booth, lastly those who speak with the SRs is referred to as D category visitors. The observers have made the rule that it is the highest level that counts, e.g. when a B person levels up to a C person then the visitors is noted as a C. It is implicit that the SRs wants to level up people from A to B and from B to C etc.

The definition of a visitor is a person that at some time is present in the direct vicinity of the booth in question. An A visitor would be those of the visitors that not would take notice of the booth in question but just pass it. Just a look at the booth would be enough to disqualify them for the A category and letting them enter the B category. The B category is when a visitor has noticed the booth in question, with a look, stopping by it or in any other obvious way having senses from the booth within his or her consciousness. If one visitor would start to interact with the booth for instance to walk into it, touching samples, taking brochures or in any other way significantly show interest they would be categorized as a C visitor. The rest would be D visitors, these are a B or C visitor that goes further and to actually talks with a SR.

During different times each of the five booths were monitored by an observer taking notes of how many A, B, C or D persons that passed the booth. A minimum of 100 frequencies was set and filled within each booth. The ratings or percentage of A’s of total or B of total etc., would give an impression of the booths performance. The observation blankets are to be found in Frequency study at section 8.3.

### 3.2.4 Visitor interviews

Two sets of interview guides were developed. One for the A and B categorized and one interview guide was done for the C and D categorized visitors. Same categorized as used in the previous frequency study. Both these guides are to be found in the appendix sections 8.1 and 8.2. People who have passed the studied booth were asked to be interviewed about their experience or lack of the same. These visitors were informed about the purpose and the background as of the researching purpose. In estimation half of the asked people gladly allowed to be interviewed and the interviews were short in order not to disturb the visitor on their busy day, a normal interview took five minutes.

For each booth of our investigation, six interviews of each interview guide was carried out, meaning in total that twelve visitors was asked for each booth and leading to a total of sixty interview on the TS.
Notes were taken straight after the interview, a lesson learned from the test TS in Sweden, in order to have a fluent interview with good follow up questions. This way the interviewer could focus on what was being said and what to ask later.

The funnel model was used when possible, since the interviews are kept short there was no time to go deep in any stage, but there was a thought that each stage should be considered. The opening stage was mandatory by the Hannover Messe in the sense of introducing the purpose, authors and the voluntariness.

### 3.2.5 General observation

When the authors were visiting the Hannover Messe there were a lot of impressions, leads and things that was hard not to be observable. On the way between the booths and also in some visits to other parts of the TS, stumbling upon impressions that are useful for the thesis. Also following up on leads from visitors is located in this line of investigation. These observations was discussed and noted after the TS.

### 3.2.6 Triangulation

This study has used triangulation in the sense of applying different data collection methods that overlap each other. The overlapping areas should confirm each other and adding to the reliability of the studied performed. The benefits are increased reliability since multiple data collection methods could support or reject the conclusions drawn in the results. When using just one data collection method, there is a larger risk of bias (Taylor & Bogdan, 1984).

![Figure 2 Triangulation as multiapproach method constructed by the authors](image)

### 3.3 Generalizability

The material collected that builds this research all come from the industry TS of Hannover Messe in April 4-8 2011. This research would therefore be considered as a case study and the implications of this is that the result gained only would fit in a similar context.

The settings of Hannover Messe are regarded as a mature and professional TS. Some exhibitors would put it as a trademark instead of a TS since it is quite massive and visitors come from all over the world although a majority is German or European in origin. The huge fair ground and its long history attract visitors in quantity and these visitors have been walking over a fairly large area with many impressions (Hannover Messe, 2011).
A generalization to all TSs is not recommended. It would not be suitable, for instance, to take the findings of this thesis to the TS were the data collection methods were tested, this is primarily due to the size of the TS were the testing fair was much smaller than Hannover Messe. The testing TS consisted of rarely few buyer or people willing to set big contracts and more interested consumers as well as civilians such as seniors previously working within that area.

An inductive approach is conducted in this research due to the increased generalizability, although the generalizability could only be applied on other TS that have similar properties as Hannover Messe.

### 3.4 Ethics Principles

The ethics of this research has been of great importance and also difficult, one reason for its difficulty is the many actors and the complex situation. There are three different actors that each has connection to the others. The primary actor in the case is Hannover Messe, in order to be allowed to conduct the research clear consent was needed from the companies involved. All companies in this study were contacted on beforehand and they accepted the study. Some wanted to go through the question prior to the execution which they of course were allowed to.

The SRs were contacted on the first day were both interviewers presented themselves and presented the layout of the work. Although not every SRs could be contacted individually the manager of each booth were aware of the research situation and should have informed their SRs.

No names of either visitors or SRs has been forth told or noted and the visitor’s privacy was absolute, the interviews were mostly held apart from the booth in question so that the visitor would get the feeling of privacy. The visitors were never asked to give their identity and they were informed that participation is voluntary. Visitors was provided with the information that this work is not originated from the firms but instead conducted from a school with research background. This allowed the visitors to speak more freely about the booth and their impression of the same.

Since there is no records of who said what, neither person-names nor firm names is recorded, and no specific person could be pointed out. And all participants in interviews have agreed upon participating, also the SRs permission have solved the ethical dilemmas.

There is no present risk of reprisals for those involved, since not one person could be pinpointed. The purpose is to find a better BL in order to improve for the whole firm and that viewpoint disarms many of the ethical concerns.

### 3.5 Validity

According to Daymon and Holloway (2011) validity resembles the relevance in the findings of the study. They state that validity of the study gives the reader guidance towards how well the findings are connected towards the reality and if the results can be trusted to be genuine. Halvorsen (1992) state that validity problem might occur when the research is on two different levels, the theoretical level and the empirical level. Halvorsen (1992) state that in order to diminish the “validity-problem” a researcher has to collect the most relevant data in order to support the problem and the purpose of the research (Halvorsen, 1992).
The authors (Daymon & Holloway, 2011) argue that a mixed method approach enhances the validity and strengthens trustworthiness of the research. Mixed method is referred when both a qualitative and quantitative approach is used (Daymon & Holloway, 2011). In this study validity is enhanced through that the authors use several methods to collect data towards conducting the findings. The usage of observation, frequency studies and interviews with visitors to exhibitors at Hannover Messe gives the research strong validity when the conclusions are drawn. A frequency study has a more quantitative approach and observations and interviews are linked to the qualitative sphere in the study. Due to the mixed method approach the conclusions are supported from several perspectives.

3.6 Reliability

Reliability in quantitative research is according to Daymon and Holloway (2011) associated with how a research instrument such as an interview guide will give similar outcome or answers. Halvorsen (1992) state similar with Daymon and Holloway (2011) about reliability. These authors continue to claim that in a qualitative approach, however, the view of replicability is rarely used due to the nature of the approach.

The reason why a complete replicability is hard in a qualitative research is because the background of the researchers will influence the outcome and will affect on how, for instance, an open interview is conducted (Daymon & Holloway, 2011). However to ensure that the research can be repeated an interview guide was set even if the questions where opened and linked towards a discussion. Nonetheless, the qualitative part of the study has a fixed foundation to ensure that the research can later be repeated with similar findings and results. Even if the results is reliable, this research have to be seen as a case-study and the results from a research on another TS might not be exactly replicable due to the many specific aspects that Hannover Messe have in comparison to other TSs.

3.7 Language dissonance

Seale et. al (2004) emphasizes the risk for language misunderstandings when conducting a qualitative research in a multi-language context. They continue to argue that both the validity and the reliability of a research can be influenced if an action is not taken in consideration to address the language barrier. Scale et. al (2004) state that in order to diminish the language dissonance and the barrier created from mixed language is to base the research on a “common language”, meaning that base the research on a language that both parties understands and can easily express themselves in, and also from the researchers perspective have an open view and respect the perspective from the participants in for example interviews. (Seale, Gobo, Gubrium, & Silverman, 2004)

In order to ensure a solid language foundation for this research the researcher tried to find the common language and tried to conduct interviews in other languages then English if necessary. Due to the fact that Hannover Messe is a highly international TS, then English is seen as the working language on the TS. However due to the fact that the TS is in Germany and a majority of the companies are German, then German-speaking visitors is a majority. The researchers to this research have basic knowledge in German and can therefore explain questions in German if necessary. In addition to using multilanguage in the interviews creative interviewing was also applied to this research which reduced the language barrier.
3.8 Creative interviewing

According to Silverman (2006) standard recommendation for interviewing can become shallow due to the fact that only the responds from the respondent is taken in consideration for an analysis in a study. However, Silverman state that in order to reach a dimension which is beyond the sentences and words a technique called creative interview can be applied to the research. Creative interviewing is created when in a mutual climate and disclosure. The interview should be an occasion where both the respondent and the interviewer should be able to share their own intimate thoughts and feelings about the subject. (Silverman, 2006)

To assure that the respondent in the interviews could answer freely and to ensure that the every detail in the questions was answered the researchers applied creative interviewing. The outline of the interviews had more character of a dialog instead of a survey interview. This was done in order to ensure that the research got a complete picture of the dilemma, and also to minimize language barriers. As a surplus in the interviews the researchers has also combined a paragraph called “general observations” in which general perceptions of the interviews with SR and visitors, in addition to this the general observations also left room for general observations on the TS and other factors that can affect the research area like conversations with SR.

3.9 Perspective

When conducting research different perspectives can influence the results and how readers perceive the results. This is especially important when working with TSs as a marketing and sales location, and when studying BL, due to the fact that the perception of BL can differ immensely depending on the perspective. The recipient might perceive the BL in one particular way however the contributor might represent a different stand point.

The perspective of this study will be from the visitor perspective. The study will have focus from how the visitors perceive the BL of a SR to be successful. How the visitors perceive the behavior of a SR is important because of the impact the behavior and BL have on the marketing and sales processes at a TS.

The main competitive advantage on a TS for a company is its staff due to the fact that they have the majority of the impact possibilities on the visitors and therefore also the largest possibility to impact the outcomes of a TS. However, if the BL is perceived negative then the success will transform into a failure.

3.10 Possible bias

For all researches there is a risk of bias however, Seale et. Al (2004) emphasizes on the fact that if a researcher state the biases then he or she reduces the risk and also ensures that the reader gets a clear view of the biases.

Possible bias that could have affected the research is primarily two factors. Namely those most interviewed visitors were male. Although general observation is that there is a male majority in the population this might be in order. Some booths were most welcoming and offered both food beverages and treats for the researchers. This is a possible bias but the author’s claims to be sin-
3.10.1 Observations
When observations are used as a method then a bias might occur that the person you observe might change their actions when they know that they are studied. Due to ethical and legal reasons the observations cannot be carried out without informing the personnel in the booth. That might affect the outcome from the observations. At some observation the researchers noticed that the performance and the BL of the SRs actually changed when they realized that they were observed.

3.10.2 Visitor Interviews
There are several possible biases when conducting research, and some of them are connected towards interviews (Seale et. Al, 2004). In this research the bias was that the interviewer could influence the respondent. This risk was actually enhanced by the fact that there were some language barriers. Nevertheless the possible bias risk was actively worked with during the entire research and also in the analysis the possible bias is taken in consideration.

A lot of elderly people with more professional clothing rejects to be part of the interview, maybe because of old habits that a lot of research is done with a marketing background. Rumors from a SR said that one company had hired at least five people to do “marketing survey” on the TS, but instead of survey it was more targeting to get visitors to that particular firm as a promotion campaign. This could have cause visitors to avoid our interviews.

3.10.3 Frequency Studies
The possible bias in the frequency study in this research is that the frequency studies might not be generally distributed over time and over days at Hannover Messe. Due to the fact that the observations was only carried out on three days and in the end of the week of the TS, bias might accord due to the fact that the frequency of the visitors could not be done in the beginning of the TS. However the bias was reduced by having the frequency studies equally divided over time during the three days that was studied.
4 Empirical Data

This chapter will present the data that was collected at Hannover Messe. The data is presented into different sections which are divided from what type of method that was used to collect the information. These will be analyzed in later chapters.

The different companies which will be presented as a foundation for the empirical data is presented anonymous, however we have constructed company names for the different companies such as: Compressed Electric, ABC, Adhesive Tape, Green Connect, and Field Remote. The real booth numbers such as E06 is used in combination with the alias name as an identifier.

4.1 Observations

4.1.1 Observation Compressed Electric E06

Wednesday 14:14

This is a large open booth at a corner next to an exit which generates a larger traffic of people at the booth. There are several tables inside the booth were products, leaflets and services are displayed. At tables near the pathway there are working machines on display and leaflets are placed further inside the booth or at a wall right next to the aisle. The products near the pathway could be lift, touched, tested and otherwise felt upon.

At the present moment the booth activity is at the coffee counter/bar counter were eight people are located, supposedly most of them are SR. This part occupies one third of the whole booth, at the middle third part there are just two people chatting, and the end towards the exit lies empty.

All of the SRs stand “active” meaning that they move around and looking around, ready to approach interested visitors. They are walking around the booth and checking their brochures, if they are in order. One SR stands with his feet’s apart facing the pathways with one hand over his belly and the other is itching his moustache.

At the counter three representatives are talking with three visitors, all three visitors are on one side of the counter and the representatives are on the opposite side.

4.1.2 Observation Compressed Electric E06

Thursday 15:10

All of the SR are busy with different things, some converse among each other, hard to say if there are any visitors in the group since or if they all are representatives. Those visitors that are in the booth stay a while and check the products but then move on, there is not much traffic and most visitors hurry on and past the booth.

After a few minutes some visitors stops and starts testing the things at the tables, quickly one representative joins them and starts a conversation. The SRs have a smile on their faces and stands relaxed.
The visitor traffic is getting denser but still very few that stops and do more than look. Not much activity was going on at this time.

4.1.3 Observation Compressed Electric E06

Friday 09:40

Due to a lot of people is in motion, a limitation has been done to only include half of the booth at this observation. Two SRs are busy with paper and computer work and one extra representative comes by. No or little attention to the passersby. But there is not a lot of interest either, most people have a quick look but doesn’t even slow down on their way.

Two representatives starts to use their own products somehow, and it is just a little bit noisy, probably they use their machines to un-process some parts that has been processed by visitors before. One person joins in that later on turns out to be a SR and three visitors joins in and checks what is happening. Many others stop to have a look. With a smile they carry on their way, satisfied to check how it works. One visitor or representative turns up and start talking with the representatives, there is not a lot of visitors but one stops and checks out the booth a real long time before moving on without getting any attention from a SR. The other visitors stands and pick leaflets but out of visual range from the representative.

4.1.4 Observation Compressed Electric E06

Thursday 17:03

First impression was that the booth had a large SR group that was currently working. Nevertheless the visitors where not active and did not encourage to conversation.

After two minutes a visitor enters the booth and walked directly to a SR. Shakes hands and establishes intense eye-contact. The direct BL from this visitor was answered and the representative from the company explains the products with the same intensity and seems to quite enthusiastic towards the products. After the meeting the customer again shakes hands with the representative and they exchange business cards. The visitor leaves the booth with a smile and seems to have a positive impression from the booth.

The SR within the booth is standing behind the counter in the booth and some are walking around and checking the products and investigating if everything is in order. The fact that there is a large number of SR who is working actually increased the number of visitors that entered the booth. In this observation we can state that the larger the number of persons who are in the booth the larger the number of visitors who give the booth attention increases.

The overall impression of the booth is that they tend to take care of their visitors, and to some extent try to replicate the BL that the visitor is using in order to create a positive atmosphere and a positive impression towards their customer. For instance, when a customer entered the booth and had a conversation with a SR, a waitress came up to the SR and the visitor to deliver coffee or other beverages in order to ensure that the visitor had a good impression from the booth and it’s SR.
4.1.5 Observation Green Connect D37

Thursday 13:05

Currently staffed with two representatives, one behind a desk in reception style, and the other stands with his hands on the hips and feet’s wide apart. All visitors seem to rush by since this booth is located alongside a bigger exit/entrance to the connected hall. It’s rarely anyone that looks up towards the booth and their doings. Both representatives are looking for visitors.

A visitor enters and directly seeks the attention of a representative, the visitor has a wide, fast and very visual boy language. His arms are waving pointing not just with the hand but his whole arm. However both the visitor and representative are smiling. Seems like there is a mirroring of the visitors expression on the representative, since also he makes some wide gestures when speaking. Jokes and laughter seems to occur, they both share contact details.

There is an interview with this person.

Could this be an example of that people are looking for places that has a lot of other people, we want to be in a crowd, just as nightclubs. Empty / Full restaurant. This could also be a bias as we have dinnertime at this particular observation time.

4.1.6 Observation Green Connect D37

Thursday 13:05

All of the SR was discussing with customers at the time of the observation started. They had an open BL, moving around and guiding the visitor around the booth. The BL of the SR was as they are talking to a friend or a colleague meaning that they are using a lot of gestures, engaged in the conversation and enthusiastic.

At this point they are loose and open in their BL which looks like to be a positive results due to the fact that the visitors do not send out signals of being formal themselves. Though when the visitor has left the booth the SR goes back to computer work while having an inactive BL.

It seems to be the case that the SR only sends out enthusiastic signals when they are talking to a customer and not when visitors are passing by the booth. It is clear in this observation that the SR is not actively trying to get visitors into the booth, but they are trying to keep the visitors that have entered the booth.

During the observation one can easily see that the SRs move around in the booth, they work intensively with the entire booth. This can be explained from the fact that the booth is set on a corner and when the visitors enter the booth then they instinctively goes towards that visitor, and due to the fact that they have more or less multiple entrances then they have to walk around in the booth.

4.1.7 Observation Green Connect D37

Wednesday 15:17
The SRs are standing by the counter in the booth. The BL is restricted and is not sending any messages towards the visitors. The SR is working intensely by the computer and do not notice the persons who are passing by. However, there are not any large quantities of visitors who are interested in the booth.

A prospect is entering the booth and one SR walks towards the customer. The SR sets a smile on the face and tries to encourage the person that this product is ideal to the company they represent. The BL is not changing when he is talking to the visitor, the behavior is still not enthusiastic and selling towards the visitor. The visitor is sending signals that he did not enjoy the presentation. He is checking his watch, leaning on the leg that is towards the exit and it seems that the visitor is trying to exit the booth. Later the visitor left the booth and the SR continued to work by the counter.

4.1.8 Observation Green Connect D37

Wednesday 16:37

Initially the SR is sitting at the counter in the booth. The SR has the main focus to the booth and the work he is doing within the booth therefore did he not notice a person who was looking at the products.

At this point the booth only had one SR and that is of course limiting the results, due to the fact that the booth can only manage to handle one visitor and possible client at a time.

The SR is standing in the booth with the arms crossed and appears to be closed towards the visitors. After some minutes the SR is calling a person, meanwhile possible customers are passing by. At one point a visitor entered the booth and looked at the products and tried to get contact however when he did not get any contact with the SR the visitor left the booth.

When the observation was carried out the SR seemed to be tired and actually inactive in the booth. However the observation was carried out at the end of that day, but for the visitors that were interested in the product the BL and the atmosphere in the booth at this point was negative due to the inactivity from the SR.

The risk for biased result is larger than for the others observations due to the fact that the SR observed the observer, after this the activity within the booth changed. The SR started to clean up and the initial thought was that the activity changed due to the fact that he realized the he was observed.

However the overall impression is that the SR is tired and did not send out a message of enthusiasm, however this observation was late on the day and there were not many customers who seemed interested in their products.

4.1.9 Observation ABC D28

Thursday 11:06

One person is in the booth, another representative is slowly walking into the booth, and hands are together in front of the body. The person who entered the booth has a BL which can only be
explained by the word gracefulness. The persons seem relaxed, down to earth and seem to enjoy the work at the booth. A visitor enters the booth and almost instantly the visitor starts talking to the relaxed representative, he calmly listens nodding and having eye contacts. No apparent facial expressions could be noted in the SR's face. However it is interesting to note that the visitor directly went in contact with the person who seemed to enjoy being at the TS. The other SR seems to dislike the TS and looks tired of being at the TS. That person was later sitting in the booth and not working out towards the visitors.

However, the “relaxed” SR is in the end of the observation sitting by the other SR and discussing. The focus that before was targeted towards the visitors are now targeted to the other SR. The outcome from these actions is that the number of interested visitors seems to decline.

4.1.10 Observation ABC D28
Friday 12:30

One person stands and checks a poster on the wall. Two more stops to look at the same poster and takes some brochures. The first of the visitors' moves about and later on slowly walks away. The other two also leaves after a while. There is sitting 3-4 representatives at the tables behind the outer counters they are all working and flipping papers. Some just stares and it is obvious that there is not much “spark” right now (could be because of dinner time is approaching 12:32). Those who walk past just give the booth a quick look and then moves on.

A group of three young stops and looks, one representative stands up to put something in the garbage. The group gather some more friends to show them what they have found, after that they all move along. Another visitor moves into the booth and without words is requesting for assistance.

Some people stops and having a longer look at the booth now, some just gives them a quick “eye” before moving on.

The observer believes that the SRs are quality focused and more keen of quickly helping those in suit and tie and letting the younger people in jeans and sneakers wait or call for help.

4.1.11 Observation ABC D28
Wednesday 16:00

All the SRs are initially working at a computer and are sending an inactive BL. At this point the SR did not take any notice of the visitors that was passing by the booth and active committed BL was not presented towards the visitors. Four persons was at this in the booth and three of them were working and not sending out any positive nor any selling BL towards the visitors. However the last SR was standing in the booth but also here the BL was not active.

Nevertheless, two individuals walked in to the booth and looked at the products. The first of these two was looking for eye contact but did not succeed to get contact and therefore continued to pass by. However the last person did succeeded in getting contact and then entered a conversation. The dialog was opened and the SR managed to turn the inactive BL to active, and the conversation was held with eye-contact, open gestures and an answer to the visitors BL.
The conversation between the SR and the visitor was initiated by the visitor, however even if the conversation was initiated from the visitor, the SR changed the negativism in the BL towards a trustworthy BL. Nevertheless the change did not seem to influence the reliability of the representative.

Some minutes in to the conversation the SRs needed assistance from a colleague and a third person entered the conversation. An interesting observation was that the BL of the first SR actually changed and was influenced by the person that entered the conversation and gestures were used more and the person moved around more when he presented the product.

During the conversation the rest of the SR continue to work at the computers. There was SR who attended the visitors however the overall view of the booth was negative due to that others sat in the booth by the computer with crossed arms.

From the observation it can also be concluded that when all the SR was working actively with visitors the number of interested people who passed by increased, the more visitors there where in the booth the more people walked in and were interested.

The overall impression of this booth is an organized chaos. The order in the booth seems to be unorganized nevertheless when a visitors entered the SR seems to adapt to the situation and adapt to the person they are talking to. But due to the fact that the work is a bit passive many costumers walk by and do not start a conversation with the SR.

4.1.12 Observation ABC D28
Thursday 14:32

The SRs is working at a table in the booth. There are quite a large quantity of visitors in the aisle however at this point no one is talking to the company or even looking at the booth. The SRs is sitting and not trying to attract the visitors. They are not working pro-actively and trying to get the visitors interested in their products instead are they only working actively with presentations when a visitor is entering the booth and looking at the display.

The behavior of the SRs is inactive and targeted internally. However, at this point is one visitor entering the display of products and one SR is leaving the computer to talk with the visitor. The SR is trying to present the product with an opened BL and it seems as the BL is perceived as a positive. The SR manages to turn the negative behavior at the computer to a positive behavior when he is standing. This is attracting more visitors and now is four different persons standing and looking at the products and the presentation. However, when the presentations is over and the visitor entered the booth the SR is heading back to the computer and continuing to work and not sending any signals towards the visitors at the TS.

4.1.13 Observation Field remote A38
Wednesday 16:40

Two persons sitting with their backs towards the aisle and working with computers. There are few or no visitors passing by. However one visitors stops, points and is very excited towards the products tries to explain this to his all of his six friends that doesn’t take notice of him. The group walks on further.
The two representatives walk into the kitchen area and soon come back out, now facing the pathway and awaiting new customers. There occurs some eye contact with a visitor and conversation begins upon mutual understanding without any words spoken. The conversations involve four people, the two representatives and the two visitors of whom one was the more prominent in contact seeking. They are all relaxing and standing casual leaning on the high table in the booth. In the meantime visitors stops and checks the products at the shelves. Another visitor stops by and one leaves. However one of the representatives avoids the conversation and seeks the visitor that had stopped by.

Both representatives are now busy with visitors and one of them is currently involved in an explanation involving wide gestures with forearms and hands. After the newly arrived visitor leaves the representative yet again joins the two visitors at the booth as nothing has happened he quickly joins in the dialog. There are laughter and smiles. One representative suddenly runs of to fix some products or get something in a base cabinet and the other representative seamlessly takes over. The observer notice a rise in the amount of lookers compared to just earlier.

Good team play between the representatives they seem to complement each other with things and gestures. They wingman each other towards the visitors. And the activities in the booth certainly created more attention.

4.1.14 Observation Field remote A38

Thursday 13:36

Two representatives and two visitors are in the booth when observer arrives, low traffic currently. The mood is high and mischievous. The observer assumes that all four know each other from before since they seem to be really familiar with each other. Photos are taken and the representative engage visitors in the photographing and later also in their pictures. Great mood and it is affected by passersby, no one really comes into the booth but everyone is watching and gives attention to them.

Same visitors still left when observation is continued but they leave further on. Some visitors go into the booth and checks on the merchandise but nothing else happens. Either the SRs did not see them or chose to wait. The visitors left pretty soon. There are not much people around these hours and the SR makes some corrections in the booth or works with their computers.

One visitor slowly enters the booth from the pathway and seeks the SR eyes, he quickly walks away from the computer and starts the conversation. The visitor explains things or questions something, business card is exchanged and the visitor also gets some data sheets on his way. Two other visitors slow down takes a leaflet when the SR approaches them.

4.1.15 Observation Field remote A38

Friday 12:57

The SRs were active during this observation and both of persons who worked had an enthusiastic BL. When the observation had just started a visitor entered the booth and an engaged a conversation with one SR. After some minutes the other person working there asked if they were interested in coffee and served the visitor and the SR some coffee. During this conversation the SR
that did not have a customer is standing in the edge of the booth and looking towards the visitors.

It looks like he is trying to “pull” the visitors into the booth, but from the visitors perspective and the perspective from the observer was that instead of pulling in people he was actually putting people away due to the fact that it looked like the SR guarded the booth and the positive attribute turned into a negative one and the visitors was instead scared away.

Although a position as stated above is supportive in literature as a “right position” to lure new visitors into the booth, although not succeeding might depend on the BL.

At one point during the observation the booth was empty of SR. The SR was not present and one visitor walked by and looked interested, walked into the booth and looked at some products, turned the head around and looked for SR. When he realized that there was none to find then he left the booth. Shortly after the SR got back.

### 4.1.16 Observation Field remote A38

Thursday 09:18

Early on the day and the SRs looks relaxed and is talking to each other in the booth, even if the SRs is not sending actively signals towards the visitors the BL they use is positive and relaxed. They are standing with one hand in a pocket and the other hand is gesturing while talking. The behavior that they use is friendly and it seems at it is attracting to the visitors even if they are not engaging actively to the visitors. However at this point there are no new visitors entering the booth.

During the observation is there not a single visitor who started a dialogue with the SRs. However, there were some who looked at the products and took some reading material and then left the booth. Although the BL of the SRs was not offending and they stood in the booth and waited for visitors none would come to them.

### 4.1.17 Observation Adhesive Tape E25

Friday 10:24

All of the SRs are busy in conversations with each other, there are visitors in the booth but the SRs are not noticing them. One of the SR is standing in a strong position having the arms crossed and standing firmly with both legs straight. The SR has eye contact with the visitors but the SR is not engaging further in the contact with the visitors.

Visitors outside the booth stayed a while and checked the products but then moved on, there is not much traffic and the most visitors is passing the booth without noticing the booth.

A prospect enters the booth and starts to discuss with a SR. The representative is showing the products and instructing the different variations of the products. But the representative is still sending quite strong BL. The BL can be investigated as hostile and the person seems to guard the booth instead of inviting visitors to the booth.
4.1.18  Observation Adhesive Tape E25

Thursday 11:15

Both of the SR was involved with customers at the time when the observation started. They had a closed BL, standing still and not and guiding the visitor around the booth to show the products. The SR had a BL as if they are talking to a higher superior meaning that they are using a restricted BL and it seems as they are not engaged in the conversation or enthusiastic.

The emphasis is on being formal and strict. The gestures they use are smaller and straight forward. However, for the two customers in the booth is looks like it could be a positive results due to the fact that they send out signals of being formal themselves. It seems as the BL is adapted to the visitor, however this type of BL been encountered before in this booth so therefore it can just be a coincidence that the BL of the SRs and the visitors match.

When the visitor has left the booth the SR goes back to being inactive while working at the computer. It seems to be the case that the SR is not sending out enthusiastic signals when they are talking to a visitor nor when visitors are passing by the booth. The SR in this observation is not actively trying to get visitors into the booth, but they are trying to keep the visitors even if the result is not always a complete success. The work at hand is of more essence, or perhaps high set goals or frustration over the lack of visitors could have been a troubling factor.

4.1.19  Observation Adhesive Tape E25

Thursday 16:11

One person is in the booth, one representative arrives at him in a slow mode, and hands are together in front of the body. Almost instantly the visitor starts talking a lot and the representative calmly listens nodding and having eye contacts. No apparent facial expressions could be noted in the SRs face.

There are now arriving quite a few other people and keeps touching the products nearest them, walking around and feels on other things. The representative is alone with several interested stoppers-by but the representative takes no notion of them as of now. A second representative appears and instantly almost all visitors that previously stood there hurry on down the pathway.

After a small chat with the observer the second representative takes a clear position in the middle of the pathway, with arms crossed walking back and forth waiting for visitors. This behavior or observation might be biased since there was an obvious notion of being observed. The first representative and the visitor are now done with their interaction and they split, and the first representative slowly makes the way to a computer located in the inner corner of the booth and starts working with it. It seems like most of the visitors passing by checks the products at hand as well as the staffing when passing by. They are at least shifting the viewpoint from low were the tables with samples are towards an almost horizontal view. Although not sure, most seems to check out the staffing but could also be the background of the booth.

The second representative leaves the booth after chatting with the first representative which routinely looks up and checks the booth. After a while the representative walks towards the pathway and stands relaxed but proper and after a minute or two a visitors approaches the representative with the intention of a conversation. The representative has yet again both hands in front of the body and listens carefully with eye contact. At the same time as the representative and the visitor
exchanges cards there are some stoppers by in the booth, again touching the samples. After this the representative goes back to the computer, some visitors check out booth the products and the representative at hand.

It seems like people are a bit scared when there are a lot of representative ready to go into a conversation with them, it is in some sort a supply and demand factor, as when the representative is occupied then more interest appears from others. It could also be the phenomenon informal social influence. The interpretations of this could be further reviewed in the analysis.

**4.1.20 Observation Adhesive Tape E25**

**Wednesday 16:37**

Two men in suits stopped on one spot but moves around the table to feel some of the different products, then moving on. One representative sits at the computer while the other is walking around in the booth. There are very few visitors now and most of them are just looking fast. Some grabs the samples to feel the products.

One visitor enters the booth carefully and moves towards the opposite end, one of the representatives sees this and follows, then starting a conversation that last only for some seconds. The visitor then leaves.

**4.2 Interviews**

**4.2.1 A&B Interview Compressed Electric E06**

The interviewed visitor did not take any notice of the booth when he passed the booth and he did not have any interest in the booth when looking at it after the interview starts. This was due to the fact that the area was not to relevant for him or the company he represented at Hannover Messe. However power generation, renewal energy and electricity distribution is of greater interest and the products could be linked but as mentioned earlier, he did not get interested any way.

The subject struggles with explaining what really sticks out but thinks that they could improve in more “individualization” meaning that having products that relate to everyone and particular his own interest. The interviewed person could not give any feedback on the BL or the behavior of the SR. He stated that there was nothing to comment.

**4.2.2 A&B Interview Compressed Electric E06**

This visitor briefly looked at the booth but nothing more, but then he continued passing the company. The contradicting information was the he stated that the booth had one of the better or best booth in this hall but this was of no interest for him either way. He had some interest in the area but the booth and the SR was not encouraging to conversation.

The representatives looked friendly and had an open BL but there was no reason to talk with them. He stated that the SRs were doing a good work with promoting the products. He stated
that the reason which could have contributed in that he did not talk to any representatives was that he was on a break from negotiations with a company and he just wanted to get some air and therefore went to look at the show. However he concluded the interview with stating that all is good so no need to change, “I’m not their target”.

4.2.3 A&B Interview Compressed Electric E06

One visitor took brief notice of this firm, mostly some things sticks out such as the model of a transformer in particular. This was of great personal interest but lesser interest for his firm. The representatives all looks ok he says, nothing out of the ordinary, but the booth sticks out he don’t know how but it does. This product area is just a little bit interesting but not worth staying for.

4.2.4 A&B Interview Compressed Electric E06

This visitor took notice of the booth and thinks it’s good especially the big sign/background/poster in the back makes it eye catching. But the products are of no concern for this visitor. Did not even know of the firm before however the representatives were welcoming and obtainable.

ABB however is the best booth this visitor has seen so far, partly because of the soft floor. “This is something that is underestimated” he thinks “after a few days your feet’s are going to kill you” he adds. The visitor then compares the Compressed Electrics booth that has an elevated floor with a big of “swing” in the plates which makes it softer to walk upon. Comparing this to the neighbor that has a simple carpet right on the concrete slab and their representatives are already more tired than Compressed Electrics, the neighboring firm is without doubt more inexperienced. A lot of these small things makes a lot of difference.

“Compressed Electrics could have made some more interesting stuff to caught my interest, but the booth is really good” He continues to add that the appearance and atmosphere is so much more important than the BL, sure it also plays a part but if you get interested, really interested then you will connect to the representatives anyway. As long as the representatives are a little bit alert then there are no worries. The difference between good and bad is so thin.

4.2.5 A&B Interview Compressed Electric E06

This visitor looked at the booth but nothing more. The interviewee12 did not enter the booth due to the fact that he was not interested in the area of which the company is working within. However, he says that the booth had a good layout. He continues to argue that the representatives looked friendly but there was no reason to talk with them. That is also the reason why he did not notice any details of the BL. However during the interview he looked at the booth and stated that the BL was nothing special or usual. But the interviewee could not say what good BL is, he only argue that the representative have to be nice and to show commitment.

12 Interviewee is defined as a visitor to the TS that has been interviewed for this thesis.
Everything in the booth is good so therefore there is no need for change, however, he stated that he was not their target group and therefore might his impression of the booth and the way the company worked not be the most favorable.

4.2.6  **C&D Interview Compressed Electric E06**

This visitor thinks he will get all his questions answered with the leaflets he took, his main interest is within metal works and then it seems like this firm has interesting products. Didn’t plan this visit by intended to go around to different metal working firms such as this. Apart from that this visitor did not see the representatives he reckons that they would have been obtainable and nice to talk to.

Some booth he says has real poor BL, they are sitting behind a table and perhaps working on a computer, this kind of behavior lowers the respect for the visitor and decreases the impression of the firm. But he would still go and disturb the representatives if he had an interest in the products.

4.2.7  **C&D Interview Compressed Electric E06**

One of the visitors that we interviewed is an old college, business partner and hotel neighbor that also have a booth at the show. He made a quick visit to Compressed Electrics when he got a spare moment from his own. Of course BL is important but since he know them all then it’s not that of a big thing in his case. And it’s not a big thing in other cases as well, you will always get the information you want and you will probably get the SR attention if you want to.

There might be that many of the important contacts you have on a TS is old friends that you visit, that will lead to no big need for fancy stuff or perfect BL, although its good. It would be nice to see some of the stats about aims and benefits at a TS, how much is just connecting with existing partners. For this business area you don’t really need more BL then common sense.

4.2.8  **C&D Interview Compressed Electric E06**

This electrician got a free ticket from his employer and the day off, he usually do installations so he now wants to check up on news and more effective things. Nothing was really planned and he reckons that this it was decided to go to the fair two days ago. He got the answers to questions he didn’t have and he took little notice of the representatives and their BL but he still claims that this is a real important thing, even if he is not a purchaser, decision maker or a customer of any sort he wants to be respected. He thinks that Fraunhofer ICP has a real good BL.

The observers later checked on Fraunhofer and were disappointed. The feeling was unwelcoming and it was hard to get in contact with the representatives at place.
4.2.9  C&D Interview Compressed Electric E06

This visitor had nothing planned and just wanted to peek at the booths in this area. And she got all the help needed, found the BL very good however did not think about it. She took the first step to conversation since she was curious about their products. The firm she works for are looking for partners and that is her mission on this TS. There exists some bad examples but it doesn’t really matter that much.

Observer notes that she just quickly checked the booth and then went and interrupted the representatives, even when they were in conversations with each other. Giving us a clue that this girl was target focused and demanded the right attention from start.

4.2.10  C&D Interview Compressed Electric E06

This visitor had planned the visit Hannover Messe since long time and the visit to this booth had long been a fact. The interviewee stated that there is a web service from the Hannover Messe were one could save the interesting companies and get them on a list. At this point he showed the list of companies to the interviewer, and the list was an intense with over 20 different companies that was meant to be visited during the time he was at the Hannover Messe.

On the question if he got all the information needed, he argued that the SRs was highly enthusiastic and committed to the work and he got all of the information he needed and more aspects then he thought was interesting with the products. He argues also that successful behavior in a booth is when the SR is respectful and trustworthy. He also argued that SR shall not try to jump visitors, he argued that it is better if the visitor can show interested in a product and then after that can the SR start talking to the visitor.

This person was an engineer and he enjoyed speaking to persons who had knowledge about the technical details which he was interested in. He argued that the more marketing perspective and the pure financial aspects where note as vital for him.

4.2.11  A&B Interview Green Connect D37

The person walked by the booth and did not notice the booth and the company. The person did not notice the booth due to the fact that she was not interested in the area where the company was active. However she claims the booth was good and the BL from the SR was appropriate and gave an appropriate picture. Therefore she states that there is no need for any larger change in the BL or in the booth. However she continues to state that an improvement might be that the company use technology tools in order to market their products. For instance use a monitor to attract more technological visitors.

She states that the company that got her attention was the larger companies such as Siemens and Volkswagen but this was not due to the BL but more due to the fact that they have large areas and many activities that attract visitors.
4.2.12 A&B Interview Green Connect D37

A man is passing by the booth and in the interview he claims that he noticed the booth but the booth did not “stick out to him”. Even though that the company was relevant to him and the company represented was looking towards the kind of products that was presented in the booth. Nevertheless, he states that due to the fact that there are many companies presented on the fair, the booths have to stick out and communicate a message towards the visitor in order to get its customers. He claims that this booth was “ok” but not anything extra ordinary, neither in product nor booth display. He would like to see an improvement in the both the BL and the physical display.

4.2.13 A&B Interview Green Connect D37

This person passes the booth and did notice it however it was not relevant to the area he was interested in. He did not exactly understand why BL should be of interest for a company due to the fact that he stated that a visitor always plan his or hers visit before and goes to the companies who is of interest and goes to that booth even if the BL will be negative. However, he claimed that companies can improve the way how they handle a customer when he has entered the booth instead of getting the visitor into the booth.

“... Put more focus on remaining the customers than establishing new, if the companies would do that than they would have a completely different financial result.”

4.2.14 A&B Interview Green Connect D37

A person passed the booth but looked towards the products nonetheless he did not enter a conversation with the SR. In the interview he stated the products did not catch his eyes but the design of the booth and the presentation did. The products were not relevant to him or the company that he represented. He could not give any specific comments on how the BL was of the booth but he claimed that the BL that gave a good impression for him was when the SR worked professional and therefore also had a professional BL and did not have personal attributes, due to the fact that he was there to make business and not be social.

4.2.15 A&B Interview Green Connect D37

The person did state that the company was not relevant when he passed the booth and that was due to the fact that he did not realize exactly what the company was doing. Therefore did he suggest the company to improve the presentation skills due to the fact that he believed that the message was not correctly perceived by the visitors. He also stated that he often plan his visits to fairs as Hannover Messe due to the fact that it is impossible to get some valuable information if you do not know where to look for it due to the large quantity of companies who are active on the TS.

4.2.16 C&D Interview Green Connect D37

The visitor planned to go through all exhibitors within this area since he has great interest and has a business dealing with these types of products. The visit has been planned from before, and
this booth was one of those planned to be visited. Conveniently there was a block of exhibitors here all within the same area leading to much less walking. The visitor got all the information needed and thought that the representatives were really good in their BL although the visitor had not thought about it before. He took the initiative to talk in all the visited booths.

4.2.17 C&D Interview Green Connect D37

The visitor interviewed here was previously observed in an observation for the same firm.

This visitor has a real “loud” BL, and he tells the observer that he previously had an enterprise in the area related to the visited booth. He sort of works for his old company to see what’s new and how to develop their business. And there were some real interesting details as well as novelty products in this particular booth. The visitor thinks that the BL in the booth was rather Swedish, he knows this as a German because he has a small cottage in Sweden. “The Swedish BL is really good, but a bit shy”. Some real good BL is when the representative lets the visitors check out the booth by them self and then when the visitor wants to talk s/he will address the representative somehow. The representative should of course be polite and respectful, also to dress well is important. But the primary thing is not to attack the visitors; this is something that the visitor claims to try to teach to the Asians that exhibit here. They have a more polite but an “attacking” BL the visitor explains. This will frighten the visitors.

The visitor got all questions answered and was really satisfied with pretty much everything in the booth, he now got a positive attitude against this booth, before he didn’t even know about them.

4.2.18 C&D Interview Green Connect D37

Since there was great an area related to this particular visitor he entered the booth even though his firm currently hasn’t got any connection to this area. The visitor did not plan this interaction it just happened. He got one leaflet that will give him all the answers he need about this firm, at least he reckons but at least there is a website and contact details. The visitor and his friends that also stopped did not think anything much about the BL and they didn’t even think about the representatives at hand.

4.2.19 C&D Interview Green Connect D37

A group of three males that are university students are around and checks the different datasheets that are there, their interest are more general and what made them stop by was that the booth looked inviting and fun. They had no questions so there was no answers therefore they said they didn’t pay any attention to the representatives and the BL. When asking about what they think of good BL they say that they want to be approached straight away by a SR so that they get notion and are respected as worthy and important visitors. They had one very good experience on this TS with a company but this lead was not followed by the observers.
4.2.20  C&D Interview Green Connect D37

This visitor had planned the visit here since long ago, there is a web service from the Hannover Messe were one could save the interesting companies and get them on a list. He got all the information needed and found the representatives and booth to be really good but this is not the important part according to him. It is essential that people show respect for one another and trustworthiness of the person you meet.

This person is an engineer and he likes to speak to someone who knows about the technical details, this is important for him. Maybe a marketer wants to speak with a marketer as well but this he doesn’t know. At TSs people are getting tired easily and just want to get going so the representatives should not try to block or intrude on people the first thing they do, a more careful process is needed.

The observer notes that prior to this interview he talked to the SR, the SR interrupted the chat with a comment that this was an important persons as he is a developer. Giving the notion of that this person is a high quality visitor, although this man was not dressed in suit and tie. At the interview the observer asked about his occupation and he was indeed a developer with high buying power. The prediction from the SR was completely right.

4.2.21  A&B Interview ABC D28

A visitor did grab a folder since he was interested in heat reduction and a background poster made him understand that this enterprise dealt with heat reduction. That was what struck him the most in the booth. This is not currently in the business profile however the visitors think that his products could be better in both quality and performance with a heat reducing function. They have not heard of this company before and they are unsure about the technique they use. The visitors’ opinion is that the booth could improve a lot in fact upon the question what to improve in the booth the visitor simply replied “everything”. They were not encouraged into conversation and not very willing to talk to the SR either.

4.2.22  A&B Interview ABC D28

This visitor had an interest in steel parts and there was lying some parts on the table that got his attention. But after realizing that it was not relevant since this dealt with the surfacing only, he rushed away, since he didn’t want to approach or be approached by a representative. It’s understood that the visitor thinks the representatives were obtainable for conversation. The visitor had no previous notion of this kind of things or the company itself.

4.2.23  A&B Interview ABC D28

A man passed the booth looked at the products but continued and did not get any further information. The reason why he did not get any information and talked to the SR was he thought the information was searchable through internet and he limited himself to only the most relevant products on Hannover Messe. He emphasize on the fact that internet has changed the actions on a TS as Hannover Messe. Companies today do not have to visit every relevant company to investigate what they are doing, that information can be established from internet. Instead a visitor to-
day only visit the companies who are candidates to make business with and due to it is to time demanding to visit all relevant companies.

The person continued to state that Hannover Messe has during the last 10 years changed character, before every company tried to have the most interesting booth with a lot of music, lights and expensive give-a-ways. Today the companies only want to attract the relevant persons and companies to the booth and therefore are they more discrete. And therefore did he state that the BL is more relevant now than before due to the fact that the SR is more visible in the booth and have a larger focus.

4.2.24  A&B Interview ABC D28

Two visitors passed by, looked at the display and continued without talking to the SRs. In the interview they later stated that the product was relevant to them, but they did not talk to any representative due to the fact that they all were talking to possible costumers and the rest of the persons in the booth did not look like they were presenting products due to the fact that they were working at a computer. They stated therefore that it would be better if more of the SR was active on the floor and talking to customers instead of working with the computer.

However, the positive attitudes they had towards the company was still positive even if they could not get in contact with the SR. And that the positive values within the company were presented in the booth and in how the SR was presenting the products.

Later in the interview the discussion about if they could improve the work in the booth or improve the behavior. The two persons stated that the large companies gain a lot of exposure, but if it not is relevant to the company you represent then the BL maybe is of less importance. They state companies who only want exposure at a TS do not have a focus on BL due to the fact that a visitor remembers flashing light and sounds more than BL.

4.2.25  A&B Interview ABC D28

A person passed the booth, looked towards the products but nonetheless he did not enter a conversation with the SR. In the interview he stated the products were not interesting to him but the booth looked nice and that was the reason for him to notice the booth. The products were not relevant to him or the company that he represented and therefore no need to notice the BL of the SRs or the booth.

He could not give any specific comments on how the BL could have been improved due to the fact that he did not believe that the SRs used a specific BL. He argued that the BL was normal. However, he stated that the SR looked professional and that they probably did a good job. But he did not have time to get information about the product or the SR due to the fact that he had several companies to visit, and with that he made a gesture that he had to go and the interview was ended.
4.2.26  C&D Interview ABC D28

This couple did not plan to visit this particular booth but they visited a lot of companies within this area and presented their own equipment in hope they could sell their products to the companies presenting at the TS. They got to present their equipment so they were satisfied. They also point out that the SR were attentive and had a good BL leading to a good conversation. The argued that the many SRs do not enjoy when another company enters the booth and try to sell at their “home field” but in this company the SR was friendly and seemed to enjoy the presentation. Due to the fact that the visit was not an ordinary visit, the visitors took the first initiative to the dialog and led the dialogue throughout the entire visit.

4.2.27  C&D Interview ABC D28

The subject saw a Kevlar west in the background and that got this guy’s interest, he decided to talk to the representative to figure out more about this technique. The technology behind was the interesting part although he was in a totally different area of interest. He liked the BL of the SR it was the notion of respecting you as yet another unique individual here. A perfect BL would be when the SR awaits the visitors BL and approaches only after they have been summoned by the visitor by voice, eye contact or some kind of BL.

In this particular both the visitor got the impression that the SR was there and wanted to talk with him but also waited for the perfect moment that is when the visitor is requesting assistance.

4.2.28  C&D Interview ABC D28

This particular visitor was dragged into this booth by his colleague who stumble upon this booth. One of the two are more excited about this then the other. Although this was of no interest at all after a fast consideration. The interviewed visitor doesn’t know what caught his friend’s attention but he was just following his friend. He found the representatives to be a little bit unaccommodating but found this good in his case since he didn’t want to talk to them anyway. They could improve their ways and for instance have better models to show what they do. It is still unclear for the visitor what the company of this booth does. The BL is of no importance in most cases since it’s the products that are most interesting.

4.2.29  C&D Interview ABC D28

Two persons walked in to the booth with clear distinct look, talked to the SR for a good 10 minutes.

In the interview they stated that they planned to visit the company due to the fact that they have relations with the firm as it is now. Their goal with the visit was to get information on how the products have developed and what the company is currently developing. They did not want to comment the visit further but they did get the information they were looking for. Regarding BL they could not say so much due to the fact that they have had relations with the person before and meant that they did not put emphasis on the BL instead they had more like a personal rela-
tion. However they stated that according to them is BL most important when you establish the first contact and not when you already have that contact.

In the end they stated that they visit was good, because they got the information they wanted and also they had a nice time and a good cup of coffee.

4.2.30  C&D Interview ABC D28

This visitor had no plans to talk but recognized some products that the company had produced and wanted to check how the products and techniques work now. He took some paper that he thinks is going to tell him about this. But when he was standing and looking at the material a SR asked him if there was something that the representative could do for him. Therefore he did not take the first contact with the company. However, he stated that he representative did not force himself on the visitor instead he was polite and asked if he could explain any information.

The visitor got the information that he needed and he got the feeling that the SR was open and could answer every question. However, he emphasize also that he is not a target group due to the fact that he has no intentions of buying or using the product. But he was interested in them due to the fact that he heard some basic information about the products.

The visitor stated that the BL was good but nothing he noticed. It was not anything special with the behavior of the SR, the person was acting as a SR often does.

4.2.31  A&B Interview Field remote A38

The lady who passed the company looked at the products but did not enter the booth and talked to any SRs. She claimed in the interview that the products was not directly relevant to her expertise however was the products interesting and therefore did she notice them. She believed that the BL was appropriate, but she also stated that it was nothing special and did not get any deeper notice from her. She could not see any improvement to be done either due to the fact that she did not talk to the SR and could therefore not comment of how or what they could improve with the booth atmosphere or BL.

4.2.32  A&B Interview Field remote A38

The person passed the booth and did not notice the company due to the fact he was a student and where only on the TS in order to get in contact with some possible future employer. Due to that reason the large companies such as Siemens was more relevant to him because they have larger possibilities to employ someone.

This visitor looked for bigger companies that were situated in the Hannover area, regardless of the actual business conducted within the firm.

The visitor did not understand what BL is and since the risk of getting bias when explaining the concept of BL further discussion about this was not asked.
4.2.33  A&B Interview Field remote A38

Two persons passed by, looked at the products continued without talking to the SRs. They stated that the product was relevant to them and they were currently using the one of the products who was on display. However they did not talk to any representative due to the fact that they all were talking to possible costumers. The controversial part in this interview was that even if the visitors were not able to talk to the SR they thought that the SR was obtainable. The positive attitudes they had to the company was still continues even if they could not get in contact with the persons, they continue to argue that they beliefs that the positive values within the company was presented in the booth and in how the SR was “acting”.

The two persons stated that the large companies gain a lot of exposure but if it not is relevant to the company you represent then the BL is not relevant. They state that a large difference between companies who only want exposure and companies who actually want to increase sales at a TS is the focus on BL. They continue to claim that if BL is largely used as a tool from the company then they probably have intentions to increase sales instead of just establishing exposure.

4.2.34  A&B Interview Field remote A38

This person passed the booth but did not notice it, thought it was a bit subtle. According to him the booth could work more with effects and lights. He stated that back in USA did companies use a lot more visual effects to gain visitors. He also stated that his company back in USA used a similar product from a competitor in Canada so that was also one reason why he did not notice the products due to the fact that it is not relevant to change supplier. That is also the reason why he could not comment on the BL, due to the fact that he did not notice the SR or the booth in that aspect.

4.2.35  A&B Interview Field remote A38

A male sales director walked by the booth and did not notice the booth. The person did not know of the products before but thought that the booth looked interesting when he looked at it during the interview. He said that the products was not directly related to his business but in some areas they could be implemented, so the booth was of some interested but not to the company in this phase.

4.2.36  C&D Interview Field remote A38

Two younger guys are interviewed, they say that they think the booth was of average interest but since one of the guys father has a firm in need of this type of equipment they were asked to gather information. So the visit was somewhat planned but only consisted of getting some datasheets or papers and did not deal with conversations with the representatives. The planning was not that exact to involve the exhibitor in question but at least the few companies in that range of products. They did not understand the expression BL even though trying the word on both German, English and with gestures. At least they were satisfied with their visit.

Observer notes that they were nervous an uncomfortable on English, however they were too fast at German for the interviewer comprehension so there is a language barriers in this particular in-
terview. Nervous looks over their back gave the interviewer notion of the fear of exhibitor participations in the interview findings.

4.2.37  **C&D Interview Field remote A38**

One person interviewed near the booth had just recently been in a conversation with the exhibitors, this was a planned visit since he himself was an exhibitor and wanted to sell parts to this firm. Since he was on site and familiar with this particular firm he made a quick visit as soon as opportunity came.

The discussion was great and he liked the staffs way to work and their BL, he had some insight himself with 20 years of exhibiting as experience and he had some good help of a video with John Cleese from the 80’s (“How not to exhibit yourself”) that helped him with TS appearance. This visitor says that the representative should approach imminent when interest is shown by any visitor, and that the BL is important but not crucial.

When talking beyond BL the most important thing is to avoid the question –“Can I help you?” since this is a bad entry, you got 50 % chance of getting a no and then it’s ruined. Better to start with an open question like –“What in our products are you interested in?” -“What kind of products do you use?” -“Have you heard about the new XYZ model?” etc.

4.2.38  **C&D Interview Field remote A38**

This person liked the color of the products and the representatives BL, that made this visitor want to interact with the booth. After having spent some time in booth he claimed that he got all the help he needed and the SR was very encouraging in the way the products was presented and also how the BL was used. He did not know about the company from before so nothing much changed in his associations. But he claimed that the visit made him interested in the company and that it was a rewarding meeting.

4.2.39  **C&D Interview Field remote A38**

This visitor had no plans to talk but was familiar with some of the product that Field Remote had produced before and wanted to check on that now. He took a paper that he thinks is going to tell him about this. He didn’t even take notice of the representatives or their BL. Real good BL would be that the representatives are straight on to anyone that are there. It was the trade mark that made him stop by the booth and his associations with Field Remote have not been changed.

4.2.40  **C&D Interview Field remote A38**

He walked into all the booths in this area and this was a planned move from this visitor. He initiated all the contacts and found that the BL was really good within the firm giving him a good impression. For sure the BL plays an important role but only when you are not respected, otherwise it doesn’t matter. And there are huge cultural differences but they seem to level out a bit more on TSs as these.
The visitor explains that he is multicultural and have meet and visit people from all over the world, but no matter how to great each other everyone great each other. Meaning that Indians have one way, westerners have one such as Scandinavians differ somewhat from French, but they all great each other differently.

When accepting that there are different signs for the same thing then there is no problem since the visitor feels comfortable with getting a greeting in any BL there should not be any difference. Apart from greeting process the body language is truly international and something that could be understood without words.

Like TV remote control, we demand a certain level of service when we got it then its ok, when we don’t then it’s a catastrophe. Leaving BL to be a qualifier but not an order winner.

4.2.41 A&B Interview Adhesive Tape E25

One visitor said that he don’t remember why he took notice of the booth, however he joked that it might be the girl (a SR) that caught his eye. However the area is of no interest to him at all, this was very clear. This visitor claims to not have seen the representatives at all in the booth and could therefore not judge their behavior but recons that it would be easy for him to talk to them if there just was some more time.

4.2.42 A&B Interview Adhesive Tape E25

One visitor found all the tape samples to be the most attractive and eye catching in the booth. Didn’t know about this company and has forgotten its name since visit (less than one minute ago). This is really not the area for this visitor since she is looking for lubricant solutions for the textile industry. Nothing really encouraged to conversation and nothing discouraged either, the visitors also thinks that attendance is less important its more about how the products are presented and what products one have.

4.2.43 A&B Interview Adhesive Tape E25

A person passed by the booth and looked towards the booth, looked at the product and then continued down the aisle. In the interview the women stated that the display was not interesting and there was not a reason for her to look at the products she just passed by the booth. She did not talk to the SR due to the fact that she did not have any questions of the products “… the products are not precisely rocket science…”.

She argued that the BL and the behavior of the SR was not specific, it was not standing out in any way. She would like the SR to be more selling do to the fact that the company had a relative simple product which can attract most every company represented at the TS. However, she also argued that she could not state too much about the BL due to the fact that she had not talked to the representatives and therefore did not considered how they behaved in the booth.
4.2.44 A&B Interview Adhesive Tape E25

This visitor passed by the booth and stopped in the aisle and looked towards the exhibit, however she was standing there for some minutes just to later continue without talking to any SRs. In the interview the lady she claimed that she did not enter the booth due to the fact that the SR did not seem interested in what she could contribute. She claimed that after trying to get eye contact she found it not interesting enough to enter the booth, even if the products could have been interesting. She emphasized that when she is looking for partners in business she is looking for commitment. Commitment to the business and commitment to the partners and this company did not seem to have commitment to its potential partners.

The lady argued that a good sales technique is when a SR is looking for the persons who is interested in their products and contacts them. She believed it to be rude if the visitor had to enter the booth and asked for contact, “…they have to want to make business with me and I do not have to beg them to consider me as a partner.”

However, she stated that a successful SR manages to read the visitors and see which ones how are interested in contact and which ones how are potential prospects, but she continued to argue that this company did not manage to do that completely.

4.2.45 A&B Interview Adhesive Tape E25

The visitor passed the booth without noticing the exhibit. The interviewed person stated later that he did not notice the booth partly due to the fact that it was not relevant for the company he represented at the TS and partly due to the fact that he was going to have a business meeting in half an hour for which he was mentally preparing.

Besides that fact that he was not part of their target market, he thought that the exhibit was sufficient for their needs. The behavior of the SRs was also sufficient, the persons stood in the booth and waited for prospects and according to him was that the best behavior a SR can have.

Nevertheless, he stated that companies have different BL and behavior in their boothss and he stated that there is probably not any good or bad BL as long as you’re not offending any visitors. This is due to the fact that every visitor is individual and have different preferences of which type of approach they enjoy, “…some like the approach and some don’t.” But when he was representing his company he tried to be “himself” in order to feel relaxed in the role as a SR.

4.2.46 C&D Interview Adhesive Tape E25

The subject was seeking for a special kind of plastic film but thought that there was not anything proper in the product displays. This was not planned but since she saw all the products she thought she would find something there. The staff didn’t help her since the representative(s) at place were occupied with other visitors so she had the booth for herself. And she was fast away from the place as she decided that they didn’t have any products, at the same time one representative became free and rushed to her assistance. The representatives at the booth looked nice but she never had a thought about their BL.
Observer notes; did she take a fast decision that they did not have the item she was looking for in order to avoid talking to representative? It could be that the firm has more products that are not on display at the TS. So did she take this decision before or after the SR became available? Meaning did she just want to peak alone and that’s the reason she left so fast. The visual impression was comic since it appeared to be much like a predator and prey, the woman really ran out of the booth when the SR approached.

4.2.47 C&D Interview Adhesive Tape E25

Nothing much stood out in the booth but he was curious to test the adhesiveness of the tape quoting “get the taste of the tape” and showing on his hand how it sticks, trying to figure out if this subject is joking and would jeopardize the study the observer asks “meaning the feeling and adhesiveness?”, the visitor again showing how the tape stick to his arm and says “no the taste”. This is showing on the language barriers this particular interview had, but recons it did not have any big effect on the answers. The subject clarified that his interest was into bricks as in building bricks since he is a masonry/building student living in Hannover. He did not plan to visit Adhesive tape but he liked the staff and their BL.

4.2.48 C&D Interview Adhesive Tape E25

The person was interested by the product that was presented in the booth. He investigated the products and took some material, in addition to this he was in contact with the sale representatives and had a longer discussion. In the interview the person stated that he did not plan to go to the company, however it was relevant for him and the products gained his interest.

He states that the SR was easy going and was easy to establish contact with. He did not think of the BL during the discussion however afterwards he claimed that the BL was professional and he did not get the impression that they tried to “sell” too much, instead they had a personal relation and through that tried to gain a deeper contact than just to sell their products.

He also claimed that the BL was good and that the SR were obtainable for him as a visitor and that they had large expertise and could answer his questions.

4.2.49 C&D Interview Adhesive Tape E25

The visitor was interested in the booth due to the fact that he represented a company that was interested in buying some related merchandises. He works for a company to see what is new on the market and how to the company could get hands-on information in order to later buy some of the products. The interviewee stated that there were some interesting details and products in this particular booth.

The visitor thinks that the BL in the booth was quite Swedish, he remember the type of behavior since he did business with a couple of Swedish enterprises. He stated that the Swedish behavior is good, but restricted with feelings. However he argued that good BL is when the representative lets the visitors check out the booth by them self and then when the visitor wants to talk he/she will address the representative in an appropriate way, (which according to this person is different
for every situation). The representative should be respectful and polite, also look trustworthy. However, the primary aspect would be to attract the visitors.

The visitor got all questions answered and was really satisfied with pretty much everything in the booth, he now got a positive attitude towards this company.

4.2.50 C&D Interview Adhesive Tape E25

The visitor entered the booth and looked at the products, took some samples and investigated the product but did not engage in a conversation with the SR. The interviewed person claimed that it was because he firstly saw the products and got intrigued. But after examining them realized that it was not exactly what he was looking for. He was more interested in another type of plastic material which the company did not provide. When the products were not what he was looking for, he was satisfied with the service the booth and the SR provided.

He claimed that the behavior of the SRs was successful and he liked the way they worked within the booth. However, the two SRs that currently was working when he entered the booth was tied up with other customers and he did not want to disturb the discussions that was going on due to the fact that he managed to get the knowledge and information he was looking for any way.

The visitor stated though that the company could improve by not having as many products in the display as they had. There were so many products that he was confused, but he continued to state that this research was maybe not interested in that information due to the fact that this was studying the BL and the behavior of the SRs.

4.3 General observations

There is a vast difference between the different halls of exhibitors, some halls seems to have a higher booths that easily would attract the eye if not everyone had similar height in that particular hall. Also one visitor said that it used to be more sound light and show in the Hannover Messe earlier years, this person however was glad it now is more calm, however another visitor said it was too doll without the showing off and wanted even more and louder music, spotlights and exclusivity as he was used to in the shows back in the US. The observers found one corner with more lights sounds and show. At least light since four booths that was in the same area had different lamps such as warning lights on display. The findings imply that the area of business and hall differs in the amount of impressions.

Some different types of booths can be segmented. There are booths that serve towards a dialog which are often more open, sparse with posters and a few tables, chairs or sofas suitable for discussions. Other booths are designed as a small store or reception,were the booth is packed with displays and a front end counter was the discussion takes place. This is utilizing the aisle area efficiently. Booths in this type would be the ABC and Green Connection. There are more visual and sensory booths these could include experiences such as one booth with a full scale driving simulator. The sensory impressions are more of a concern within these kind of booths. Although the simulator booth is towards a wow experience the Adhesive Tape booth and Compressed Electrics could be included into this category.
There are ways in the visitors that either wait for being approached or approach straight away. Many visitors who do not take the first step will look at the booth and SR for a while before continuing on their way. The time visitors stop in front of a booth could be more examined, since it could be related to the degree of motivation in the visitor.

### 4.4 Frequency study

The empirical finding from the frequency study is summarized in Figure 3 Empirical Findings of the Frequency study. The manner differs slightly from previous researches since the measurement used in this study refers to the visitors at the booth at the present time and not during the whole TS as used in Williams, Gopalakrishna & Cox (1993). The categories are related to the degree of contact with the booth, category A seemingly not noticing the booth at all, B people has an observable look at the booth while C people in some way interacts with the booth such as walking into it, taking leaflets or touching the samples while D category of visitors will have an interaction with one of the SRs.

This type of frequencies could evaluate the performance of the booth itself and would be the clue about which booth succeeds with conversion to higher categories (Williams, Gopalakrishna, & Cox, 1993).

<table>
<thead>
<tr>
<th>Category of visitor / Booth</th>
<th>E25</th>
<th>D28</th>
<th>A38</th>
<th>D37</th>
<th>E06</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>61,6%</td>
<td>73,7%</td>
<td>65,4%</td>
<td>49,0%</td>
<td>47,6%</td>
<td>59,5%</td>
</tr>
<tr>
<td>B</td>
<td>29,6%</td>
<td>20,3%</td>
<td>26,0%</td>
<td>46,2%</td>
<td>39,5%</td>
<td>32,3%</td>
</tr>
<tr>
<td>C</td>
<td>6,4%</td>
<td>2,5%</td>
<td>4,8%</td>
<td>3,8%</td>
<td>12,1%</td>
<td>5,9%</td>
</tr>
<tr>
<td>D</td>
<td>2,4%</td>
<td>3,4%</td>
<td>3,8%</td>
<td>1,0%</td>
<td>0,8%</td>
<td>2,3%</td>
</tr>
</tbody>
</table>

*Figure 3 Empirical Findings of the Frequency study*
5 Analysis

In this chapter will the collected data, presented in the previous chapter, be analyzed with the foundations from the theoretical framework. The analyze is divided into sections which is based on how the data was collected, from observations, interviews, frequency studies and general observations.

5.1 Observations

In this research five different companies was observed and they are all in different areas and have different approaches on the TS. The fact that the companies have different pre-faces and different strategies of presenting the products on the TS makes the observations interesting. One company had an approach where they used a large booth with a large quantity of SRs and another company had a small booth where only a limited presentation was made.

The difference is not just restricted to the physical design and the outline of the booth. The companies have also completely different approaches to BL and non-verbal communications. During the observations it was clear that the personalities of the SRs shined through the BL and the way the persons presented the company. The observations made it clear that every person is not successful in a TS situation. In the book Exhibition Guru (Jansson, 2006), the author states that the most successful ‘traditional’ SR is not automatically the most successful representative on a TS.

The observations concluded that even prominent representatives can have a negative impact on the marketing of a company on a TS. In one booth there was a manager who had an aggressive approach towards the visitors, even though this person had a prominent position within the company it could have been more successful if that negative BL and approach would be changed to a more positive strategy. Nevertheless, the observations conveyed a picture that the BL will influence if visitors will enter the booth or not. However the observations by its own cannot state if that will influence the result of the TS, or if the visitors who will enters a booth with attractive BL are more relevant to the business. But it is clear that the behavioral rules for BL and non-verbal communication are essential for conducting a positive and striving BL.

5.1.1 Behavioral rules

Weintraub (1991) state that there are behavioral rules that a SR has to follow in order to have a successful and flourishing TS. The observations showed that the different rules are important but every factor was not as vital as Weintraub (1991) states.

5.1.1.1 Availability

As mentioned, Hannover Messe is a large trade show with a vast number of visitors (Hannover Messe, 2011). Therefore can companies be available to a wide spectrum of visitors and stakeholders. Weintraub (1991) argues that being available to the customers is vital at any TS due to the fact that without the visitors the TS is only a large expenditure without
any return. We assume that most companies work to being available to the visitors to a certain level, but far from all companies take in consideration all aspects of being available for the visitors.

Weintraub (1991) argues that an often forgotten aspect of being available is to not make the SRs have an intensive discussion with each other in the booth. There are several negative aspects with having two SRs talking to each other; firstly both of the SRs are focusing internally instead of focusing on the visitors, secondly it is unlikely for a visitor to interrupt a conversation and therefore might positive prospects get lost.

There were discussions between internal SRs in every observation that was conducted. However the discussion was to different extent in some booths the conversation between SRs was so tense that the work seemed to be forgotten. In line with Weintraub’s (1991) assumptions just one of those conversations was interrupted, and the visitors continued therefore to pass the booth and left the discussion continue. But from the observations it can also be concluded that the internal dialogue was not as devastating as Weintraub (1991) argues.

The observations can also state that visitors do not notice if the SRs engage themselves in a conversation. The observations showed that the internal conversations is not a negative aspect as long as the SRs notice if a visitor is waiting to get in contact of the representatives. At one observation a visitor waited for two SRs to finish their discussion in order to get information of the products. That supports the fact that internal conversations is not too damaging for the marketing at TSs.

The researchers of this study believe that conversations between the different SRs are important to maintain a certain standard of presenting at the TS. Due to the fact that adaptation is an important aspect when presenting, then it seem natural to also share the information of the how the different customers act and how the sales are customized towards that particular visitor. We also believe that sharing information and having dialogue internally is a way of keeping the representatives ‘up-to-date’ and also to motivate them to work more intense.

5.1.1.2 Warmth

One company that was observed had an employee that did not have a ‘warm’ BL. It occurred regularly that the SR stood in the middle of the booth with arms crossed and a quite strong posture and BL. The SR was perceived as guarding the booth and analyzing if the visitors were ‘worthy’ to enter the booth. As presented in the previous chapters, Weintraub (1991) argues that this is wrong approach for a company on a TS due to the fact that the visitors directly and indirectly avoids booth with such BL. This is also supported by Jansson (2006) who stated that a negative posture can have an impact on how a visitor perceived the company.

The observations actually showed that the number of visitors were higher when that particular SR was not in the booth. However, this research cannot conclude which character the visitors who declined a visit had, nor if the visitors was relevant for the business or not. It is possible that the visitors who did not enter the booth were visitors without any prospects. If so was the case, then would this approach be highly affective due to the fact that it limits the irrelevant visitors.
However, the probability of that being the case is limited due to the fact that the observations showed that the majority of the visitors who entered the booth did not seem to be prospects due to the fact that contact information was never distributed and the presentations of the products rarely had an intensive culture.

The fact that warmth is important was not only supported by the lack of warmth from SRs, there were several observations that supported the assumption that warmth is important and needed for success at TSs. Two of the companies that were observed at Hannover Messe distributed coffee and beverages to visitors when they felt that it were an important prospect that entered the booth. Coffee was then used as a tool in order to get a more friendly and laid back discussion and to make the dialogue more informal. The observations could then actually support that the visitor got more relaxed and the discussion seemed to get another dimension due to the relaxed feeling.

The BL of both the SR and the prospect was after this simple gesture calm and less stressed then before the beverage was served. It seemed to take away a piece of the tension that otherwise was a part of all the discussions, dialogues and negotiations. This is also supported in interviews conducted in connection to this phenomenon.

However, in order to not disturb the negotiations the observer had a remote position and could therefore not hear if the actual dialogue changed character after the entrance of the beverage but the BL of the both parties changed and therefore is the assumption made that the dialogue changed character as well.

5.1.1.3 Actions which offend

The theoretical framework state that BL on TSs should have an opened approach and shall not offend any visitor, prospect or stakeholder who might be in contact of the TS. However, the empirical findings that we found state that so is not always the case.

Sitting in a booth is disrespectful and is not an appropriate BL on a TS is stated by several authors (Weisgal, 1997) (Alles, 1989) (Weintraub, 1991). It sends signals that the visitors are not relevant for the company. In the observations the SRs sat in the booth on a regular basis and at some companies the SRs were so disengaged from the work while sitting that some visitors who actively searched for contact was not able to get this contact and therefore left the booth to continue to, what we assume, as competitors. However, there was also observations that contributed the view that work do not have to be affected by the fact that the SR is sitting in the booth or not.

A company that was observed for this study had several SRs working in the booth and majority of the work force was constantly sitting when there were not any visitors in the booth but they were instead passing in the aisle. Weintraub (1991) mean that conducting business in this manner will strongly affect how the visitors perceive the company and the marketing processes they have on the TS. Weintraub (1991) continues to state that there is a potential lose of visitors due to inactivity. However, Jurisevic (2002) states that several company-representatives have planned their visits in advance before going to a TS and therefore are the actions on the TS of less importance.

The controversy in the literature is actually supported in the observations for this research. The observations show that in some cases did the fact that the SRs sat down in the booth
affect the number of entries by visitors to the booth, nevertheless was also shown that the observations supported the fact that if a person sat or not did not affect if a specific visitor entered the booth. In more than one occasion visitors entered the booth even though the SRs sat down and was engaged in a conversation between the different SRs in the booth.

The researchers of this thesis therefore assume that there is a connection between how the behavior of the SRs affect if a visitor enters the booth or not enters the booth. However, we can also assume that if the visit is highly relevant to the visitor then the behavior of the SR will have a limited affect if they enter the booth or not due to the fact that the grounds of entering the booth is deeper than purely visible impacts from the SR. We believe that the reasoning which Weisgal (1997) and Weintraub (1991) stand for might not be accurate for Hannover Messe and the TS which is foundation for this research due to the fact that visitors plan which companies who are relevant and visit them even if the SR, at the first glance, might not be 100% active in the marketing and sales processes.

5.1.1.4 Impression

The main approach on a TS is marketing; an exhibit can be investigated as a marketing tool and should not just be seen as a sales tool (Williams, Gopalakrishna, & Cox, 1993). Weisgal (1997) argues that in order to stand out among your competitors it is important to make a positive impression. Weintraub (1991) argues that a company can make a positive impression just from the fact that they use a united front to present themselves. However, Weisgal (1997) argues that making an impression is a great deal more than just a dress code. Weisgal (1997) continues to emphasize that a company have to consider all visible aspects in the booth. When a visitor is passing the booth in the aisle you should use every tool at your disposal to make an impression.

The impression from a company at a TS is strongly connected to how the atmosphere is perceived and presented (Kotler, 1973). Kotler (1973) argues that atmosphere is a silent language that can be used, in line with BL, to ensure that a complete message is conveyed towards the visitors.

The observations communicated a message that the atmosphere is of great importance. If we only investigate the numbers of visitors regardless of the position at the fair and regardless of the different areas where the companies work within, then the observations can conclude that there is a higher number of visitors in the booth which have had an larger emphasize on the atmosphere. Among the companies that are observed for this study, there is one who worked actively with the atmosphere and trying to connect every aspect of the display, the B.L of the SRs and every visible feature. There was also one company that did not use atmosphere as a tool. If we compare the two companies the pure number of visitors in the particular booths was higher when atmosphere is considered.

However, it is also clear that the SRs use B.L to the same extent in either case. Therefore when the visitor had entered the booth the SR approached the prospect in similar ways and used BL and non-verbal communication to sell and market the different products.

How important is it in reality? The observations convey the message that making an impression can be of importance if your mission is to market the company on the TS and therefore want to address every visitors and not only possible prospects that have inten-
sions to buy products. However, if the mission only to attract relevant visitors who have intentions to buy products, then impression is of less importance due to the fact that the relevant visitors are likely to enter the booth any way and will then encounter the same approach.

5.1.1.5 Pro-activity

Weintraub (1991) state that pro-activity is important in order to convey a message to the visitors that the company is willing to “go the extra mile” for the customers. Weintraub (1991) state that in order to attract most every visitor the representative have to be pro-active and work towards solving every problem before it becomes a problem. Weintraub (1991) state that the key to being pro-active is to be able to be adaptable when communicating with prospects. The ability to adapt a presentation to a customer’s need and target every product presentation towards the need of the visitor is a major key factor to success at any TS (Jurisevic, 2002).

A particular company where highly motivated to use adaptation as a presentation skill. The observation showed that depending on which category of visitors that entered the booth the SR changed their BL, their approach and their whole visible presentation skills towards the visitors. It seems as all of the observed companies have those ambitions nevertheless was it only visible and perceivable from one company.

The observations concluded that the ability to adapt a product display and presentation every time you present the product is an ability and talent that most SRs struggled with. However, those who manage to adapt the marketing, the presentation and the dialogues have a major advantage towards the competitors. Adaptation of discussion is successful due to the fact that people like to discuss with persons with similar manners, appearances and beliefs (Woodside & Davenport, 1974).

Note that, customizing the marketing and product displays does not mean that the product itself have to be customizable. It is only the presentation skills who have to be customized in order to address those details that are vital for that particular customer. If the customization is possible then it is more likely that the visitor will have your product in mind, due to the fact that the discussion about the product was highlighted with the needs of the visitor.

During the observation it was clear how the work force adapted the approach, if the person was a manager then there was a more formal approach and the B.L had a more formal outline then if the person was an engineer who were more interested in the physical details and where more likely to be hands on with the product. Then the display had a more physical approach and the SRs used the tactile approach and made the visitor to touch and feel the product and investigate the details in a more ‘hands on manner’.

5.1.2 Comprehension of the booths in observations

5.1.2.1 Booth Compressed Electrics E06

The SR of this booth was professional and it was clear that they had experience of trade shows. The availability of a back office was helpful and it did not seem like the SR was stressed or disengaged at any point. It was clear that the SR applied the method of being
eye contacted before conversation and that many of the visitors had previous history together with the SR. The presence of Compressed Electrics would then be more towards the purposes of keeping in contacts with existing customers other than getting new leads. At least the function of the booth seems to work that way compared to the other exhibitors in this research.

Criticism would be that the SRs easily group with each other when a lead customer enters. Although there is a marketing point into having some SR gather with the existing clients in order to create the feeling of that the client is part of the group. This addresses the stranger theory and the need for confirmation as a motivator. Another critic would be that it might be hard to spot the SR from visitors, actions that directs this would be appropriate.

Worthwhile to focus upon is the event when two SR engage into using the equipment. This usage became as a demonstration and it was clear that it attracted visitors. This exemplifies how to stick out, when everything else is posters, commercials and selling. Then this was different, here something happened and it motivated people to stop and look. Although this might have been unintentional it was a success. We encourage all the booths in the study to have more activities in the booth. There is not the need for anything major to happen, but at least routinized demonstrations or happenings.

5.1.2.2 Booth Adhesive Tape E25

The both SRs in Adhesive tape appear to have a high motivation towards selling, and one of them combined this motivation with a strict, formal and non-expressive BL. This is a combination that scares visitors, combined with this is also the previously mentioned psychological barriers (Weisgal, 1997) were a gap between intention and result occurs. The barrier and stiff non-expressive BL lead to startled visitors. The difference between valet service and guard-dog is a factor of BL and could be observed in the booth.

One of the taboos mentioned in Weintraub (1991) is that it should be prohibited to work in the booth, although there was a work station located in the back end of the booth, which was diligently used.

5.1.2.3 Booth Field Remote A38

The Field Remote booth had a good teamwork and the SRs complemented each other. What this firm could improve more is their BL in between visitor conversations when the SR generally was occupied with working with a laptop. Although yet again should the purpose with the visit be clear, it might be that emphasis was on other targets then selling, such as information gathering. This might also explain why it was rare that both SRs were present at the booth. Perhaps they took turns in doing information searching or visiting presumptive consumers that has a booth on the TS, or information seeking as checking competitors.
5.1.2.4 Booth Green Connection D37

The exhibiting in the green connection remarked itself in two ways, the booth made best usage of the aisle since the design was like a closed front with a reception desk. Although this design is space efficient there is no opinion or research about its efficiency. Secondly during observations no visitors ever entered the booth. All conversations took place either over the counter or in the aisle. The authors believe this lead to shorter conversations with the visitors.

The counter is central in the booth and at all point staffed. This led visitors to either gain contact over the counter or that the SR left the counter to approach visitors interested in the products.

There are some contradictions with the observations in this booth, the SR is sometimes working in the booth but still they are working in a way that are not always visible since the counter blocks that insight. This provide us with the notion of it is the attention that is the limiting factor when working in the booth. Another contradiction is that the observation shows that there are cases of mirroring the visitor but also cases when mirroring does not occur.

Noteworthy is the occasion were a visitor was not attended promptly and this has been seen in other booths as well. The first impression affect visitors as in one interview with another booth where the visitor was left waiting and therefore the visitor thought that that firm did not deserve to be her suppliers. This might be the case of one of the visitors in this booth as well. The outcomes of bringing work to a TS is that it interferes with the work on the TS. To exhibit must be considered as a full time working and should not be combined with any other tasks.

5.1.2.5 Booth ABC D28

Compared to other booths that brought work to the TS, the ABC brought the office. As expressed by one of the SR, they just couldn’t leave their ordinary tasks lying for a week. Even though this was the smallest booth it was the most staffed in the study. This led to several interesting facts, such as that most interested visitors was quickly helped. There was always someone who rushed to the visitor assistance. In the observation there were no longer conversations with visitors that were known from before such as existing consumers. Meaning that mostly new connections were made in the conversations.

The BL was at observed occasions inactive, passive or engaged in other activities. And in this case the booth was blocked with counters blocking the entrance to the booths, using the aisles as a meeting place. This might create a sense of time limited meeting as referred to by Fexcus (2010) meaning that the visitor could be more motivated to conversation but it does not offer a good meeting place for longer meetings.

5.2 Interviews

For the research there have been conducted interviews with different categories of visitors. The visitors are in this research categorized into four different categories consisting with an A, B, C, and D visitors. A-visitors where visitors who passed the booth without noticing
the company, B-visitors where visitors who noticed the booth, looked at it but did not get any information. C-visitors where visitors who entered the booth, collected information but did not talk enter a dialogue with the SR. D visitors where visitors who entered the booth and also entered a discussion with the SRs.

The categorization of the visitors made it possible to see tendencies within the different visitor groups and made it also possible to analyze the visitor’s similarities within the group. The interviews are equally distributed among the categories.

During the interviews with the visitors it was made clear that they did not actively think and noticed the BL of the SRs. The D visitors who were interviewed rarely said that they could remember any aspect of the BL from the SR. However, it is likely that the visitor noticed the BL as a subliminal message. They probably noticed the BL and evaluated the procedures in the subconscious processes.

5.2.1 Pre-planned visits
Jurisevic (2002) state that several visitors plan their visits to a TS prior to the entering the show. The majority of all the interviews state that the most visitors plan their visit before traveling to Hannover Messe. An A-visitor stated that it is necessary to plan the visits at Hannover Messe due to the large quantity of companies presenting at Hannover Messe. According to that particular visitor every participant on the TS plan which companies that should be visited, otherwise all of the visits would be impossible to conduct due to the fact that they are placed over a vast area and due to the fact that there are too many companies to investigate them all.

A visitor argued that he did not notice the BL due to the fact that he would visit the company anyway if it was on the list. Even if the SRs had less favorable BL and non-verbal communications. However, the visitor stated that if the BL did not represent the company values then the image might have a negative impact.

The majority of all A-visitors answered that they did not notice the booth they passed due to the fact that it was not relevant to their business and because they had not planned to visit that company or companies within that segment. And when the question was asked if the BL of a company was considered before entering a booth then the most frequently reply was that it can have a positive impact ones they are in a dialogue but it do not have an impact if they entered the booth or not.

Due to the fact that the majority of the visits are pre-planned, BL is not used as Weintraub (1991) argues. Weintraub (1991) states that BL is necessary in order to attract visitors from the aisle into the booth and then further present the products and work the visitor towards a sale. The majority of the observed companies at Hannover Messe have complex products which demands large amount of negotiations and therefore is the BL important in order to be able to present the products further.

5.2.2 Interactive dialogue
In several interviews from one company the D-visitors stated that the SR was able to address the vital aspect for that particular company. That indicates that the SRs were able to
gather information from the recipient of the conversation and from that use information in order to address the vital features. Interactive dialogue is a tool to be used in order to have a more proactive approach and to get information from the recipient instead of just giving interview to the visitor (Weisgal, 1997).

During the interviews it was clear that an interactive dialogue is not as widely used as expected. The authors had prior to the visit to Hannover Messe expected to find a large usage of interactive dialogue due to the clear positive aspects associated with this strategy. However, several interviews stated that the SRs failed to address the areas which were of importance for that particular visitor. That can be investigated as an indication that the SR could not gather counter information from the visitor and therefore was not able to address the areas requested. This indicates that interactive dialogue does not have an active part in the marketing at TSs.

5.2.3 Language barriers
Due to the fact that Hannover Messe has many cultural influences then language barriers is a common problem. Even if the TS is in Germany and that the majority of the companies and visitors are German, the language dissonance can create large problems. Some of the observed companies had German speaking SR on the TS in order to reduce the language barrier. However, three out of five companies did not have any German speaking SR.

Cultural influence can create difficulties with both the verbal and the non-verbal communication (Samovar, Porter, & McDaniel, 2010). According to a B-interview the cultural dissimilarities and the language barriers can confuse the message. The B-visitor stated that she could get confused if the BL of the SR was not on the same level as her own. She could in those cases not communicate freely. She continued to state that the barriers that then could arise would damage the connections between the companies.

As Samovar, Porter and McDaniel (2010) stated, language barriers do not always have to refer to the verbal and spoken language. They claim that the problems of using different tools in the non-verbal communications and in BL can create problems. It can for instance confuse the recipient if the sender of the BL use incoherent BL compared to the message (Samovar, Porter, & McDaniel, 2010). Even if the BL might differ in some aspects, it is important to include BL when presenting at a TS due to the fact that it is a visible marketing tool where the SRs have a major role (Jansson, 2006).

One D-interview stated that the BL at Hannover Messe is similar in every booth, those small differences are due to cultural aspects but are overlooked and a certain business perspective is used, due to the fact that almost every company presenting on the show is using an international business BL, and therefore are there not any larger differences.

However, as the observation stated we can conclude that there are differences in BL but a successful SR will adapt his/hers BL to the person he/she is marketing the products towards and therefore will not the non-verbal language barrier occur.
5.2.4 The impact of body language

In international meetings the NV communications have strong relations to the success factor (Weintraub, 1991) but also for aid in verbal communication as to confirm the dialog (Rogers & Steinfatt, 1999).

Different cultures have their own applications or peculiarities in the BL (Jandt, 2004) but the context of the BL is also of importance for the interpretation of the same (Samovar, Porter, & McDaniel, 2010).

In the interviews many have suggested that BL is not of a big issue, although differing from cultures, there is a context of TS, which create an understanding of each other’s differences. This would mean that when in the setting of a TS, there are more acceptance for cultural differences, but at the same time a certain TS culture or context makes this workable, and this context cannot be adopted in other contexts, such as follow up meeting.

The overall analysis is that BL has unconscious impacts, which are not suitable to extract from interviews. Although several interviewed visitors claim that lack of proper BL will lead to distrust, meaning that BL would be related to an order qualifier that must be fulfilled, rather than the extra that closes the deal.

5.2.5 The approach towards visitors

The approaching of one individual to another is important for the impression of the conversation to be. There are some examples of how not to approach such as one individual should not approach another from the back and there shall not be any sudden movements towards the other individual since this could frighten (Fexeus, 2010). And eye contact that shows the intention of each individual is encouraging a conversation (Baber & Waymon, 2007).

In interviews there are some different suggestions

- The SR should await to be contacted with the visitor, so the visitor can check the booth without being bothered
- The SR should immediately approach any visitors that show the slightest of interest
- There should be a mutual connection\(^{13}\) when starting a conversation

The problem would be to tell who wants what. Although in persons with a planned agenda have shown determination in establishing conversation prior to interviews, this is showing that people who really wants to talk with others will do so. There is also examples of people that have interest and would need to establish contacts decided not to approach the SRs.

\(^{13}\) Connection such as eye contact
5.2.6 Visitor quality in the interviews

Experience from the interviews is that early in the interview phase the visitors’ own judgment of their buying quality is stated. Although not questioned about it, the visitors seem to think this is important to clarify.

A presumption about the high quality visitors are older male with suit and tie is not always the case. One interview with two young boys seemingly without any buying qualities showed otherwise. The father to one of the boys was unable to attend to the show and sent them to find appropriate suppliers, as he intended to buy these products. The referent power of his own son may well be a strong influencer in a buying behavior. Although the size of order or real visitor quality are not possible to retain, the notion of that matters as clothes, age and other NV signals not always indicate visitor quality.

The opposite is also observed as a SR interrupts a conversation with the observer to address a believed developer, e.g. an end-user with genuine buying power. The visitor exudes low quality with his personal atmosphere. Although later interviewed this man was indeed a developer with high buying power. Conclusion is that buying power is not associated with age, appearance, gender rather it should be regarded towards the actual exhibitor. What kind of products they sell and their target groups.

5.2.7 Psychological barriers

Several interviewed visitors say that they are merely a humble visitor and not the person that are going to buy, rather they are the users. Some cases has been observed where visitors actively avoid human contact, perhaps because the psychological barrier of rejection. The visitor could unconsciously believe that since they are just an end-user they could be rejected by the SRs.

In one observation a women was investigating the products when both SRs were busy with other things. At the same moment as the SR became available he rushed towards the women who reacted by fleeing from the booth. At the following interview she claimed that she realized that they did not have that specific product she needed, she just happened to decide that in the same moment that she was offered assistance.

This exemplifies several psychological barriers, the woman did not want to talk with the SR, even though she needed a product that might be available in stock but not at display. Fear of rejection could make people depart a beginning conversation (Weisgal, 1997). Possibly a fast approach from another individual could activate basic instincts such as prey and predator senses (Smythe, 1970), which in this case caused the women to flee from the SR. The motivational force of need for consistency (Hawkins & Motherbaugh, 2010) would need a motive of the hasty departure and a reason such as “no suitable products available”.

5.2.8 Change of trade shows over time

TSs have had a major transformation over time, and during the last decades there has been an evolution regarding how companies market themselves on TSs (Anderson & Latham, 1986).
Internet is a factor that has been mentioned in more than one interview as a factor of changes. Implications are that information now can be sought and found, contact with oversea company can be established and the process of going through all the exhibitors can be enhanced since exhibitors could be placed in an equilibrant to shopping basket previous to the show, and a list with map can be printed for the visitor.

The possibility of being contacted during a TS is also up to the pre-show activities and promotion on the TS homepage, as well as it is on the actual TS.

5.2.9 All the senses

A stimuli rich environment will affect the people nearby and could increase the attention and dialogs from visitors (Gopalakrishna, Roster, & Sridhar, 2010). A suitable atmosphere includes all sensory impressions and can influence the stimuli consumers in ways such as buying behavior and attention. Although silent and abstract settings like atmosphere are difficult to measure and therefore not easy manipulate (Kotler, 1973).

At an interview a man ensured that he was lured into the booth in order to taste the sticky industrial plastic. The interviewer asked if he really meant tasting it, with the illustrative gesture of sticking out his own tongue and pointing at it. The visitor described while pointing at his arm his “taste” sensation as the adhesive plastic was applied to his arm. Ensuring it was taste but not using the tongue.

This not only exemplifies the language barriers but also the importance of sensations in the booths. One pair of interview persons claimed that the bright orange color of the product made them check it out since it was rare to have such colors. Other would say that the lack of sensory impressions made them miss out on some booths.

Interviews and observations make two booths remarkable; the visual impact of the Compressed Electrics (E06) booth was considered as the best in that specific hall, and Adhesive Tape (E25) had visual attractive products displayed in a way that made people encouraged into touching them.

5.3 Frequency Study

5.3.1 Compressed Electrics Booth E06

Booth E06 was situated near an entrance/exit and in a corner of the pathway, which would increase the visitor-traffic but in return it lead to a rather low rate of category A persons. Although a higher rate of people notice the booth compared to an average, and a remarkable high degree of nonverbal interactions were noted (C category) near twice as much as the other booths in the study. Although despite high level of C this booth had the lowest D conversions.

There is a slightly higher percentage of B, which would mean that people reacted on the booth, it was visible and stood out in the crowd. Which also is supported by the interviews of people passing by claiming that the booth was very good? The most peculiar with this
booth is the C category. Two factors could play an important role in this, firstly there is a secluded wall right by the pathway was leaflets and boards show the products, it seems like people made big use of this and picked rather many leaflets. This was nearby one of the locations were the observers was situated. But there was no possible insight from the SRs, leaving interested visitors without any communication. This might be one of the success factors for this type of leaflet board, the chance of investigating into products without the bothering SRs. The other factors that presumably lead to this high level of C visitors could be the openly designed booth, access was through two sides and the booth was open which would increase the flow of visitors.

Reasons why so few of the visitors actually did not speak to the SRs are mostly speculations although the secluded leaflet board would play an important role. This is possibly also a sign of un-inviting BL from the SRs; this could be through the BL itself or through difficulties to separate another visitor from a SR. Although the category D is low, there were longer conversations with those that actually visited the booth. This raises the question about the actual purpose with the booth; it might not be for the casual visitor but more to keep connection with the long term customers, to show presence and other purposes of participating in a TS other than to actual selling. Another possible reason could be quality seeking representatives that select visitors with high quality over the higher quantity of visitors.

5.3.2 Green Connection Booth D37

Most visitors passing by the booth D37 did take notice of the booth, although most people pass it after looking at it. The booth performances were below average in both C and D percentage.

The location of the booth was similar to booth E06, in a corner of two pathways opposite of an exit/entrance, although this particular doorway is wide as the hall which is not the case in the compressed electrics booth (E06).

Booth D37 had placed shelves with leaflets and a counter in the outer end of their booth, also glass cabinets displaying their products, this was hindering people from entering the booth unless entering between the shelves and then end up behind the counter. This will most certainly stop people from entering the booth, but still people would stop and look at the displays in the pathway. This would end up in an economical use of the space, and leaving this research method misleading. Since other booths such as A38, E25 and E06 all makes the visitor enter the booth in order to have full view over the displays. Since the frequency study clearly makes difference of people entering the booth or not, the same action from a visitor will result in different remarks in the B versus the C percentage of the frequency study. This would partly explain the high B and lower C levels for this booth, but it would not explain the low D percentage.

Most interactions were conducted over the counter, which would hinder BL and therefore limiting much of the interactions since the BL is a larger part of the conversation (Rogers & Steinfatt, 1999).
5.3.3 ABC Booth D28

Remarkable in the D28 booth is that 73.7% did walk right past the booth without looking at it and the booth’s share of the category B that observed the booth was the smallest among the studied booths. The location was in a corner between a wider center pathway and a smaller pathway.

The statistics could be interpreted as if the booth doesn’t stick out or are seen enough, it could be a difficult position but since a main aisle goes next to the booth, and it is a corner booth just as the other studied objects, it should be a good location. Leaving the fact that the booth did not manage to convey a message or have an appealing design, which is supported in some of the interviews with visitors.

The booth has a low B and C percentage in contrast to the average high D level. It is the only of the booths that has a higher D level then C level, meaning that more persons have actually talked with the SR then interacted with the booth in an non verbally way. This is explained through the smallness of the booth in contrast to the vast amount of SRs. The design of the booth is two foldable tables with leaflets and prototypes that partially blocks the way for visitors to enter. In the observations of this booth there has not been once that visitors has entered the small booth, all contact is over the two low tables. Inside the booth there was a table were the SRs are working and they have fully insight over the complete booth, and the overstaffing lead to that there is someone to talk to every visitor that stops.

So those visitors who is spotting the booth carries on and are unlikely to have an non-verbal interaction without getting the attention of a SR. The service level would be regarded as high, but question is if the high service level and the substandard booth atmosphere is the cause of that nearly 3 out of 4 visitors subconsciously avoid perceiving visual impressions from the booth.

5.3.4 Field Remote Booth A38

This booth had the highest rating of D category people and the second highest rating of people not taking notice of the booth. The location of this booth was in an inner corner of a turn in the pathway, and the whole scene was in a corner of the hall.

The design of the booth made it possible to enter from several directions and it was designed with high tables and chairs. Shelves on the two walls displayed the products and several visitors walked right into the booth and lifted the products.

The traffic was noted by the observers as less dense at this booth, perhaps because the location in the hall. But the statistics might imply that the booth was easy to miss but the SRs were easy to talk with. The simple standard design of the booth might have made it blend into the crowd of exhibitors. It could be that the location in the hall and situational influence such as a nearby toilet and a quiet calm emergency exit that served as a cell phone area, made people walk past quickly.

The high D percentage could imply that the BL of the SRs in this particular booth is on a high level compared to the others in this study.
5.3.5 Adhesive Tape Booth E25

There is nothing that sticks out in the booth of E25, the numbers are all near to average. The corners in an intersection between two smaller aisles are the location for this booth.

Since the booth is open with two sides and a lot of product displays on low tables, there were suspicion about that this booth would perform really well in people coming into the booth and trying the products. Since it was a very visible product and an open booth design, however the statistics show that even though the C percentage was second highest, it was not remarkable number. A possible reason might be that even though the products were visually outstanding, it was adhesive products and to access them all a small detour in the booth was needed. Detours are something that is unappreciated after walking long distances on TSs.

The area was dedicated to this type of products so it could be that the visitor in the area was either highly interested of these products or already done with this type of product when arriving to this booth, in the outskirts of the area.

5.3.6 Overall for frequency study

As put by Kotler (1973) the atmospheric design makes an impact on the visitor. This is a first notice about what type of company the visitor will be dealing with. The frequency study would support that the booth design make an impact. The ABC booth with a more standardized look did not succeed with converting A persons to B. But since the same booth had a really dense staffing stunning results on D transformation were obtained. The results are supported also in the other end of the booth-spectrum where Compressed Electrics got many lookers as of B persons but perhaps not the rate of people to talk to.

Compressed Electrics and ABC are opposites were the first mentioned has a good design and atmosphere the other has a full focus on each visitor that stops even for a second. We as the authors do not put any emphasis into which solution is the better one. This is depending on budget, message and purpose. But the conditions are varying since ABC is exhibiting for their first time with a small budget and Compressed Electrics have a larger budget and more experience.

Adhesive Tape is a model for using more senses as tapes are displayed in a manner to be touchable, this speaks to the multisensory approach which is mentioned by several authors such as Solomon et al (2006) . The bright colors on some of the tapes in combination to a willingness to touch them created a lot of C persons in the statistics.

5.4 General observations

5.4.1 Areas within the trade show

Since the thesis focus on a specific case, the Hannover Messe, it must be noted that the Hannover Messe is divided into several different TSs and were situated in different halls (Hannover Messe, 2011), often there were local groupings of companies so competitors would be located next to each other.
Both observers noted that the expression of the booths in a hall or different TS at Hannover Messe would shift over different areas, were some booths are more for personal meetings, others go for simplicity and some are more into the visual impression. But the remarkable thing is that it differs somewhat among the branch of the firm. In one part of a hall the booths had high visual signs or flags that would have been seen from far away, if it was not for the reason that most other booths had the same kind of equipment. Meanwhile in the other end of the hall and therefore another area within the TS, the booths would be much lower. Other “regional” differences were noted such as the usage of lights, sounds and other sensory impressions.

5.4.2 Using the senses

A lead from one particular interview targeted the attention to the usage of different sensory impressions. The interviewee with origin from USA said that he was used to more show in TSs. His previous experiences from Hannover Messe were that this also was more of a fancy show with loud sounds, stages, lights and events. This visitor express a wish to have more of show in TS, although as mentioned, some areas tried to communicate with their senses more than others.

One matter to consider here is that Hannover Messe is a professional industry TS that aims towards business-to-business (B2B) marketing (Hannover Messe, 2011), and B2B differs from marketing to the public in its more professional approach with less show (Tanner & Dwyer, 2006).

5.4.3 Using the Atmosphere

Previously the usage of senses on the TS was explained, but also the usage of messages differed within the exhibitors. A few larger exhibitors did have booths that were considerably larger than normal and they conveyed messages that they were big. In general their messages were interpreted by the observers as more visionary and perhaps targeting the wider audience, not just the business buyer but also partners, students, the public, and so forth. The atmosphere was at least different from the smaller exhibitors but what and why the difference consisted of is not within the limits of this thesis. However what this might impact upon is the limited generalizability this thesis has;small, medium and relatively large business might have one maximum limit of using atmosphere but big multinational corporations are “playing in a different league” and the same rules might not apply to them. A larger booth or in these cases parts of a complete hall, or sometimes a complete hall, would have impacts on the ultimate BL that this thesis are unable to map.

5.4.4 Types of booths

The observers were struck with the similarity in some exhibitors, and questions about how to arrange exhibitor booths into categories came up. There were a few differences between booths, some were plain and standard like, the customization from what is rented and what is brought from the firm itself is thin. In this category most of the remote firms would exists. One interviewee described a foreign culture as having plain boring booths. It may be explained due to shipping costs, and logistical problems due to the distance, and the expen-
siveness of having presenting material shipped with flight along with the SRs. As well as a cultural difference where less show and more meeting is of essence.

Another category is the expressive ones, mentioned earlier as using more sensory impressions. Some lamp producers were skilled at using their products to be visual. However the examples of this were according to some interviewees thin.

A related category could be the experience creators, which offer a wow-factor. In this category one example of booth sticks out, a driving simulator that offers realistic sense of g-force, done by suspending a full driving cabinet into the air by hydraulic pistons that are controlled by the actions of the driver. This and other booths did successfully create crowds surrounding the booth with impressed faces.

Other booths tried to make an impact with more exclusive furniture and spacing, a well-designed and expensive looking booth. Those spotted afforded to spend a lot on a big booth space but with only a few products or a few sitting places within the booth. Impressions sent could be exclusive and privileged.

More dominate at least in the range, of the examined booths in this thesis is the product oriented display. These booths try to combine it all with product display, meeting area and some visual impression. Although the visual impression is not near earlier mentioned examples but effort has still been made to have a more attractive booth then the standardized components.

5.4.5 Intercultural meeting place

The specific TS at Hannover Messe were expressed by one SR as a trademark among TSs. This brings people from far away to attend to the show, with the result of a multicultural experience. Which intensifies the need for appropriate BL as a unifying factor that confirms the understandings of what is said (Jandt, 2004).

The intercultural aspects were seen on the TS as many international businesses but also there were a variety of clothes that could be associated with different cultures. When interviewing different nationalities also emerged, as well did some understanding of a non-regional culture, a business culture. One visitor claimed that experienced TS visitors are understanding the intercultural meeting place, perhaps referring to that people are no longer stranger to each other anymore in the system of TSs as described by Rogers & Steinfatt (1999) and increased homophility would evolve.

5.4.6 Visitor Quality

When interviewing visitors, and also when generally talking with them, people seems to rank themselves into categories. Statements such as “I don’t have the authority to make decisions about what my firm is going to buy” and “I’m just a student” although most visitors are unaware of the term visitor quality, visitors seems to think that they are not worthy of attention since they are not the big players.

As Hansen (1999) claims there are several reasons to exhibit, there is not just the selling proposition. The interaction with end users is also a large contributor.
Therefore it would be misleading to talk about visitor quality if the aim of exhibiting is multifaceted, such as showing new technology, getting the real end users to make their comments about the products. Visitor quality may then vary pending on the aim of exhibiting, quality could then be to influence the market and then quality is early technology adopters, quality could also mean that one wishes to influence students to apply for certain educations or apply for work, then buying power is of little use and the term visitor quality should be redefined.
6 Conclusions

This chapter will present the concluding aspects as well as further research. In addition to this is the research questions will finally be answered.

6.1 Conclusion

BL at TS shows a multicultural understanding and research about BL especially at TSs which is previously published. Although there is knowledge about the topic available, exhibitors seems unaware of those advices. Possibly because of the silent benefits but also perhaps because TSs rarely are evaluated. Generally there is not a lot of effort put into the exhibit compared to the expensive event that a TS is, but with some simple adjustment the exhibitors would get more out from the same booth, by boosting the performance at the TS. This is possible to achieve through a slightly more planned booth together with educated and focused sale representatives.

Differences in the booth performance of investigated exhibitors were noted and could often be explained by nonverbal communication. This leads to the conclusion that nonverbal messages are a key factor in TS exhibiting.

The first research question would be answered with multi-sensory impressions, difficult to avoid booth and engaged SRs that adapts to each visitor. When looking at the body language, the physical approaching of SR and visitor is of great essence. As said before it is the first messages sent by a body after the two individuals sees each other. The approach shall not be to direct, such as a predator to a prey will be. Visual observation on this has been observed when a focused SR was leaping, attack like, towards the curious visitor which ended in that the visitor fled. A polite, casual approach is of essence.

The physical design does impact on the visitor, cluttered booths seems to be disregarded as well as standard booths. This work has not been able to dismantle an ultimate booth design, it was not the purpose, although the ultimate design should be related to the purpose of the exhibition. If a dialog is of essence, then more room for conversation is needed. This is basics in the art of exhibitions but we do not see these thought in the exhibition. So why does the firms spend money and effort when not dealing with a fundamental planning?

The visitors subconsciously experience the BL of SRs, but what impacts it has on the visitors attitudes are yet unknown. Although individual judgments and customization of sensory inputs occur, what attracts some may repel others. As mentioned there are some general guidelines to consider, unfortunately it seem like these guidelines are well unknown.

In the personal meeting between SRs and visitors the key is adaption. Adaption to current situation as in TSs, adaption to visitors, as which HBDI category each person is. This is particularly important in order to create a sense of belongingness, and not answer technical when the question is soft. The adaption would transform a stranger into a groupmember and hence give an impression of homophility which eases the buying process.

The interviews in the thesis strongly suggested on two separate methods of approaches, either the SR should be summoned by the visitor or the visitor should always be approached by the SR when shown interest. The matter of deciding which approach to use is crucial,
however this research has not been able to find which approach is best. Although a suspicion about that high quality versus low quality has influence. And that the motivation of the visitor plays an important role. One observation illustrates this; a woman stopped by one of the observed booths and was looking for a product. She did not get any help and then moved on, saying in the interview that if the SR was not paying her attention then she doesn’t want to conduct business with them. A factor that needs to be developed more is the psychological factors involved in TS management, as certain types of behavior or booth layouts may cause different reactions. This is strongly connected to the sensory impressions but emphasis must be put on the cross discipline area regarding TS exhibitions. Apart from marketing factors, such as message creating, development of booth, it is also a human resource question so that educated SRs are represented at the TS without a large workload hanging.

There are several psychological factors that needs to be addressed in designing an ultimate booth. Staff free sections or automated service might be a good way to introduce the products without asking for the visitor quality. Such devices was spotted in one booth were a robot was walking around. To interact with a robot was an excellent way to showcase a product and not to judge the visitor quality.

All the booths were observed with potential visitors that were lost due to different circumstances. But an inactive BL is the one major unifying factor. Also since the notion of planned visits increases, pre show promotion perhaps on the trade shows own web page is if greater importance now, since the internet is blooming and lists of interesting booths makes visitor only go for the raisins in the cake.

That exhibitor that creates an atmosphere that disarms the psychological barriers from both the visitors and the SR will be very successful and pioneers within trade show. To be able create such an atmosphere the booth need be designed so that all visitors fell qualitative enough, and also that there always should be a SR available. The message sent and the SR is the primary tools to perform this.

### 6.2 Possible implications

Some concrete advices regarding the studied firms will be

- Have back offices were the staff can relax and eat so they will be more focused are energetic when in “action”.
- High expectations and misleading goals could have an opposite effect on SR.
- Use the back office as a team bench, were representatives could quickly be prompted into the booth when needed. A buffer system, always show one free SR.
- Have a section, in the booth, that is staff free. Those afraid to make contact or have complex of inferior buying power will check out a spot where they are more alone to check the firm
- Preferable is not to bring work to a TS, but if unavoidable only have it in the back office
- Attract attention and think of what message that needs to be sent
- Adapt to the visitor, both BL wise but also message wise.
• Find out if the SR is going to approach the visitor or if the SR is to be summoned by the visitor.
• To avoid seeking quality since quality is not always visual.

We believe that firms would generally need more information and knowledge before an exhibit. Their gains would increase that way and the knowledge they need are easily retrieved from the nearest library or through internet. Messages, goals and basic body language is the basics then dialog, multisensory approach, booth design and how to have a motivating booth would be the more advanced level in the art of exhibiting.

6.3 Further Research

During the work with this thesis some areas have been localized to be of interest for further studies. One possible point of research can be to examine what is good and poor BL in TS settings. Secondly to study the effects of good and poor BL in the setting, and try to measure these effects. Doing this, the value of BL at TS will be more transparent. For instance could two possible BL approaches be tested to state what works best, either to approach all nearing visitors or only approach when asked for as in an eye contact moment. Or if there is a combination of these both possibilities.

Deeper research into what the subconscious impacts of different BL at TS has on visitors. This would give a valuable insight into understanding BL and would work as a foundation for a TS dictionary of the BL. Research about the impact in the purchasing decision would be interesting to follow; such research question could be;

Is BL merely a qualifier for further contact? Does the visitor’s impression of BL mirror the consumer’s attitudes towards the exhibitor’s products and the company?

The chronemics of visitor at TS would also be a suitable research topic. Research question in such study could be how long a interested person would wait in order to get contact with a SR. Research has found that a visitor gives a booth a 3,5 second window of attention, how could this window be prolonged? Other BL and chronemics questions could be applied in further research.
7 List of references


List of references


List of references


Appendix

8 Appendix

Further information such as question guidance, layout of the booths at Hannover Messe and further information needed is presented in this chapter.

8.1 Question guide A&B

A&B

1. Did you take notice of the booth of *Company*?
   a. If YES, Did anything stick out in that booth, if so what?
   b. If YES, Have your attitude towards this company changed on this trade show, and how?
   c. If YES, Do you think the sales representatives were obtainable or not? And why?

2. What booth on this trade show did stick out and why?

3. Is the area of that company related to your firm?

4. What according to you encouraged to conversation in the booth?

5. According to you is there anything the company could have done differently?
8.2 Question guide C&D

1. What made you go into the booth?

2. Have you planned to visit this booth before the exhibition?

3. Did you get the help or answers you wanted?

4. What do you think about the body language of the booth staff?

5. Did the booth personal give you an encouraging impression?

6. Were the staff motivating to conversation and obtainable for you as a visitor?

7. Did the booth stand up to the values that you associate with the company and in what way?
### 8.3 Frequency study

#### Frequency study

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<th>Date:</th>
<th>Booth:</th>
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Appendix

8.4 Layout plan of booths
Red: Color of the booth in question
Blue: Other booths
Grey: Pathways or empty areas

8.4.1 Booth E25

Figure 4 The layout of booth Adhesive Tape E25 on the Hannover Messe conducted by the authors
Appendix

8.4.2 Booth D28

Figure 5 The layout of booth ABC D28 on the Hannover Messe conducted by the authors

8.4.3 Booth A38

Figure 6 The layout of booth Field Remote A38 on the Hannover Messe conducted by the authors
8.4.4 Booth D37

Figure 7 The layout of booth Green Connect D37 on the Hannover Messe, conducted by the authors

8.4.5 Booth E06

Figure 8 The layout of booth Compressed Electric E06 on the Hannover Messe, conducted by the authors