

EXHIBITION-FAIR ACTIVITY IN THE SYSTEM OF MARKETING COMMUNICATIONS

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The aim of this work is to study exhibition-fair activity in the system of marketing communications.

The article provides with directions of improvement modern exhibition-fairs in the system of marketing communications and represents a general analysis of the exhibition-fair activity condition in Ukraine.

There are lots of things which are characterized in the article: subjects of exhibition-fair activity in the modern market of Ukraine, normative base which regulates the exhibition business, things, which increase investment attractiveness of the exhibition market, an incensement of investors flow in this sphere.

The article indicates the directions of stimulating the participation of native enterprises in international exhibition events, taking into account the importance of the exhibition development of the native economy, creation of perspectives for the promotion of Ukrainian goods to foreign markets, raising of Ukraine international image, taking into account the political and economic value of the country where exhibition is held, for the interests of Ukraine, increasing the competitiveness of native

products, the optimal ratio of costs for such proposition and economic effect of Ukraine's participation.

The article contains the main criteria for evaluation informational and communication technologies of the exhibition business, main advantages of information which is presented in the Internet.

Also, it is mentioned about features of virtual exhibitions, which are realized at the expense of Internet resources, in which exhibition event organizer provides participants with an opportunity to pay online or free of charge and place online information, graphic, audio or video images of exhibits which tell about the participant of the virtual exhibition, his activities, goods, services and technologies, and the visitor of exhibition has a chance to get acquainted with information and exhibits presented by exhibitors in the form of a virtual stand.

Today exhibitions are regarded as the most effective marketing and sales tool, establishing contacts with new customers and maintaining already existing ones, bringing new products and services to the market, creating a positive image of the company and its trademarks.