



Conference & Trade Show Intelligence Services

Trade shows and conferences present unique opportunities to collect relevant, actionable, and cost-effective intelligence. Data collected at trade shows has a high degree of timeliness and quality of sources, producing results and analysis that can directly translate to greater competitive advantage.

Trade show collection and analysis by Fletcher/CSI brings you:

Actionable Results — Trade shows are an ideal venue for the collection of immediately actionable tactical data, obtained directly by our analysts in face-to-face exchanges. The personal connections made at the trade show create the basis for ongoing access and follow-on questioning.

Reduced Risk and Uncertainty — Competitors frequently use trade shows to drop hints that are early warnings and indications of their moves and intentions, such as partnerships, product developments/ milestones, new technologies, procedures, and marketing strategies.

Strategic Insights — Information gathered at trade shows and analyzed with Fletcher/CSI's toolset, can feed directly into the high-level strategic decision making and resource allocation process, providing valuable insights.

Trade Shows are among the best places to find out what your competitors are doing, including:

- New product features and launch timelines
- Marketing plans
- Pricing strategies
- Sales force size and structure
- Supply chain and distribution network details
- Competitor messaging and claims

Our best-in-class primary research capabilities, ethical approach, attention to detail, and commitment to shared success helps our clients win. Fletcher/CSI brings over 20 years of trade show CI collection to every event. Whether it's working at the conference site to collect intelligence or training your team on how to identify trade show CI, Fletcher/CSI has the experience base to craft a custom program for your event, giving you a positive return on your investment and new insights on competitors. In addition, Fletcher/CSI can train your staff in trade show intelligence collection.

Using a trusted partner to support trade show intelligence efforts can increase the volume and quality of intelligence collected at trade shows. Fletcher/CSI has a proven methodology that can be applied for any effort ranging from complete organizing and quarterbacking to coverage for a single day. Our primary research expertise and ability to quickly finalize reports enables our clients to maximize the return on trade show CI.

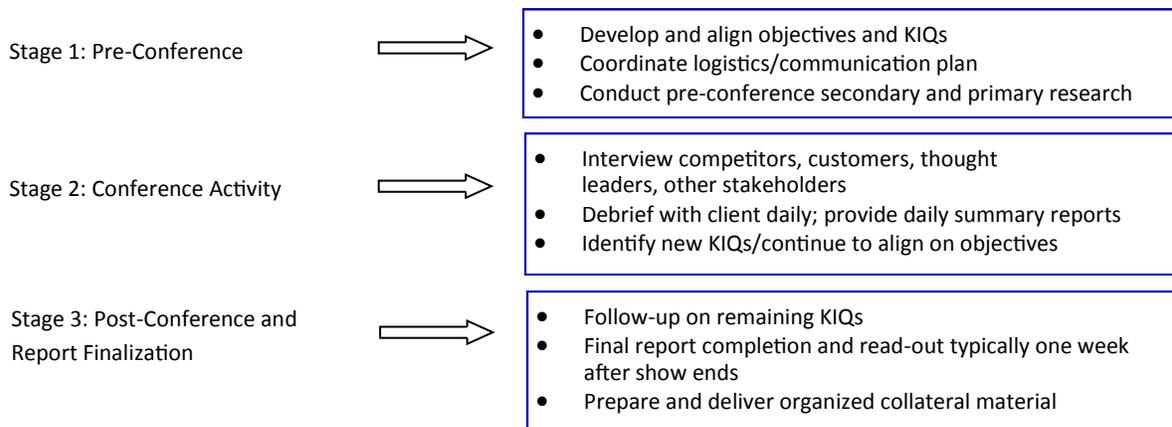
[A Proven Process Increases the Success and Value of Trade Show Collection](#)

As one of the most experienced trade show CI providers, Fletcher/CSI has developed a proven process to maximize the value of a trade show. This three-stage process creates and manages a collection plan that targets information with immediate value to your operation, generating the “quick successes” needed in today’s CI world. Our trade show collection process involves the following stages:

Pre-Conference Research (Stage I) — The process of intelligence collection begins with an early view of what may be presented at the conference. Based on the conference sessions and presenters, Fletcher/CSI works closely with you to define the overall objectives and specific Key Intelligence Questions (KIQs).

Conference Intelligence Collection (Stage II) — Through a combination of pre-conference research and primary collection on-site, Fletcher/CSI rapidly obtains answers for your key information points. Our collection team conducts operations at the show site and integrates with your on-site team to maximize the effectiveness of collection efforts. With multiple daily debriefs, we make sure that the right questions are asked and that competitors are not overwhelmed in the process.

Post-Conference Research (Stage III) — Your dedicated Fletcher/CSI team performs verification research and analysis of all data collected. A key component includes post-conference interviews with conference presenters and opinion leaders. Through this process, more detail is gathered on the information presented while probing deeper into your main issues.



For over 20 years Fletcher/CSI has specialized in the collection and analysis of market data from trade shows and conferences in the life sciences, telecommunications, information technology, defense, CPG, and service industries. Utilizing a proprietary research methodology and a highly collaborative approach, Fletcher/CSI analysts are experienced in the collection and analysis of information from industry events.

Contact Fletcher/CSI to support your upcoming Trade Show CI efforts:

Fletcher/CSI
(802) 660-9636

www.fletchercsi.com

info@fletchercsi.com

©Fletcher/CSI, Inc. All rights reserved