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USING OF EXHIBITIONS IN FUSING PROMOTION ON THE GLASSWARE MARKET

Exhibition – is a unique marketing mechanism that brings together a set of tools of promotion and marketing. Enterprise-sellers use the exhibition to establish distribution system, expansion of dealer networks and the formation of new contacts, and consumers have a unique opportunity to get acquainted with new technology and new products.

In our country, especially widely developed industrial exhibition themes. For example, an exhibition of products of glass production to illuminate the achievements of science and technology in the field of fusing. Fusing - is a technology of high-temperature sintering of glass in the furnace; that creates art glass with unique texture and colors. Fusing technology is used for manufacturing a wide range of products - hours, vases, lamps, stained glass, paintings and decorative elements - inserts in the doors, kitchen fronts, mirrors, etc.

However, research has shown that the use of exhibitions to promote fusing technologies is not yet sufficiently developed. In organizing such exhibitions there are many problems - high cost of exhibition space, a small exhibition area, a weak advertising and informational support, lack of business and presentation events. In addition, the effect of participation in exhibitions is obtained immediately, and should take some time to understand the impact of the event.

Conventionally, the procedure exhibition can be divided into three interrelated stages: preparatory process, the work at the booth, the work after the exhibition. Each of these stages has its purpose, objectives and procedures.

First of all, you must correctly identify the purpose of participating in the exhibition. Fusing - is a young branch of glass manufacture. To advance this technology exhibition is primarily a tool to determine its position in the market and feedback from potential customers. The exhibition provides an opportunity to examine the target audience and proposals of competitors in the industry, to analyze the demand for the product. In addition, the exhibition is a form of direct sales.

An important recommendation for the enterprises in the industry - it is a

choice exhibition format B2C (Business to citizens). It is important to remember that the result affects the ratio of the exhibition the exhibitor and the degree of its readiness to participate. First you need to effectively design its stand, and by carefully advise and prepare the stand staff. The plan of exhibition events should include a press conference to discuss the fusing of technology and holding presentation events.