

Patrick D'Angelo, Vice-President Sales, Du-Co Ceramics Company, shared his thoughts on AACCM's participation at the Ceramitec 2012 trade show:

The quality of the booth was first class. The presentation was very impressive and provided a professional appearance for AACCM and for the individual participants. We would not have been able to justify a booth of this caliber had we participated at the show alone. The large booth with common meeting area provided an excellent forum for meeting with our existing European customers and prospective customers, which we definitely took advantage of.

Having participants from the member companies working together provided advantages as well. The very impressive display of member products at the front of the booth created high interest and pulled in a lot of traffic. We were all able to cover for each other as prospective customers came into the booth and many prospects were able to collect information on more than one of the member companies, as well as information on AACCM.

We felt that the quality of attendee traffic was high and the potential of the leads we received was very good. We have attended shows where the foot traffic was higher, but lead quality was poor. At Ceramitec, a high percentage of the attendees came to do business. As a result, we returned with several quality potentials and after our return we were contacted by a number of other companies that told us they saw us at the show. We are very pleased with the response.

In summary, I feel that participating with AACCM at Ceramitec 2012 provided an excellent value for the money. I have found that in Europe prospective customers are impressed and appreciative when a company makes the effort to visit personally with them. Participating in a trade show on their turf in such an impressive manner lends much credibility to the organization and provides maximum opportunity for business growth.