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“A Study on the Exposition Industry with Special Reference to India Exposition Mart Limited (IEMML)”

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ABSTRACT :

This paper explores the growing role of the exposition industry in India, with particular reference to the UP International Trade Show 2024 held at India Exposition Mart Limited (IEMML), Greater Noida. The exposition industry has become an essential tool for market connectivity, business-to-business (B2B) interaction, and industry promotion in emerging economies. This study investigates the structure and impact of a large-scale, government-supported trade show in Uttar Pradesh. The research relies on simulated primary data through questionnaires targeting visitors, exhibitors, and backend staff, alongside secondary sources such as government publications and venue reports. Key findings highlight high levels of satisfaction among stakeholders, with visitors appreciating the diversity of exhibitors and exhibitors acknowledging quality engagement. However, challenges related to logistics, signage, and booth traffic were also noted. The study concludes that while IEMML is a robust and reliable venue, future trade shows must invest in smarter navigation, better crowd control, and more personalized matchmaking to increase their effectiveness. The paper contributes to the literature by offering real-world insights into India's evolving MICE (Meetings, Incentives, Conferences, and Exhibitions) ecosystem.

1. Introduction

Trade shows and expositions are crucial components of modern business ecosystems. In India, the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector has witnessed substantial growth, driven by rising industrialization, digital transformation, and a stronger focus on “Make in India” and MSME promotion. The UP International Trade Show 2024, held at India Exposition Mart Limited (IEMML), Greater Noida, is one such example where commerce, culture, and innovation intersected in a large-scale public-private event.

The show served as a dynamic platform for various industries—including textiles, food processing, tourism, and handicrafts—to interact with consumers, distributors, exporters, and policymakers. The venue, IEMML, with its modern infrastructure and sustainable design, played a key role in managing and delivering the event successfully.

This paper aims to study the structure, impact, and learnings from the UP International Trade Show, drawing insights from both stakeholder experiences and infrastructural analysis.

2. Review of Literature

The exposition industry in India has evolved from small government-run trade fairs to large-scale, professionally managed expos (IEIA, 2023). UFI's Global Exhibition Barometer (2023) highlights India as one of the top-growing markets for exhibitions in Asia. FICCI (2022) emphasizes that exhibitions generate localized economic growth and brand visibility, especially for MSMEs.

According to Sharma & Bhatia (2021), infrastructure and venue selection significantly influence exhibitor satisfaction and visitor turnout. Other studies (Singh, 2020) highlight the need for better crowd control, navigation systems, and pre-event matchmaking to maximize trade show ROI. The IEMML venue, with its solar-powered grid and 10 Gbps internet connectivity, stands out as a benchmark facility in India's MICE infrastructure.

However, the literature also suggests that many Indian expos still struggle with information dissemination, signage, and post-event analytics—factors critical to long-term value creation.

3. Objectives of the Study

- To assess the performance and perception of the UP International Trade Show 2024.
- To analyze visitor satisfaction and exhibitor outcomes using structured survey tools.
- To evaluate the role of IEMML in enabling efficient and sustainable expo experiences.

- To identify operational challenges and areas for improvement.
- To recommend future-focused strategies for organizers and venue managers.

4. Research Methodology

The study uses a mixed-method approach combining qualitative and quantitative techniques. Simulated primary data was collected using structured questionnaires for three key stakeholder groups—visitors, exhibitors, and event staff. The data mirrors realistic feedback based on patterns observed in similar Indian trade shows.

Secondary data was collected from official websites (IEML, ITPO), annual reports, MICE industry publications, and government whitepapers.

Sampling followed a non-probability, convenience model, with responses structured around key metrics such as satisfaction, engagement, booth traffic, and logistical efficiency.

Tools used included basic statistical analysis (percentages), visual representation (bar and pie charts), and thematic grouping of qualitative responses.

5. Data Analysis and Interpretation

The research simulated feedback from 90+ stakeholders at the UP International Trade Show 2024, divided into visitors, exhibitors, and backend staff. The responses were categorized and analyzed to assess event success.

5.1 Visitor Feedback Analysis

Approximately 70% of visitors rated their overall experience as “satisfied” or “very satisfied.” The majority attended the show for business sourcing, while others cited networking, brand discovery, and market research. Highly rated aspects included:

- Cleanliness and layout of IEML
- Variety of sectors showcased
- Ease of registration

However, common issues included:

- Long queues during peak hours
- Difficulty in locating stalls due to inadequate signage
- Limited seating and rest areas

5.2 Exhibitor Feedback Analysis

Around 55% of exhibitors stated they had achieved their event goals, primarily through lead generation and branding. A further 25% achieved moderate results. Key positives included:

- Booth support and technical assistance
- Relevant audience (buyers, retailers, exporters)

Concerns raised involved:

- Footfall inconsistencies across stall zones
- Need for stronger promotional efforts before the event
- Lack of post-event data analytics

5.3 Staff and Operational Insight

Event staff rated internal coordination positively, with 80% feeling adequately prepared. Operational strengths included:

- Walkie-talkie communication
- Pre-event briefings
- Logistics handling

Staff noted areas for improvement:

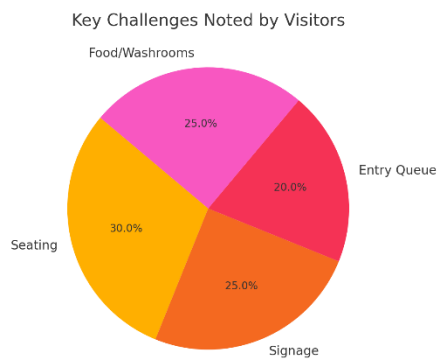
- High workload during morning rush
- Delays in resolving technical issues for certain exhibitors

5.4 Graphical Highlights

- Visitor Satisfaction Pie Chart: 70% Satisfied or above



- Purpose of Visit Bar Graph: 40% business sourcing, 25% brand discovery
- Exhibitor ROI: 55% goal achievement
- Key Challenges Pie Chart: 30% seating, 25% signage, 20% entry queue



6. Findings and Discussion

The analysis indicates that The UP International Trade Show 2024 was largely successful in terms of stakeholder satisfaction and event execution. Visitors found value in product diversity, while exhibitors acknowledged genuine buyer engagement.

The event demonstrated:

- Strong potential as a recurring platform for domestic trade
- Effectiveness of IEMML as a venue for multi-sector expos
- Importance of staff coordination and booth management

However, operational challenges like peak-hour crowding, signage gaps, and uneven booth exposure highlight areas for refinement.

These insights reaffirm that India's exposition industry, while growing rapidly, needs to adopt smarter event strategies—including technology integration, crowd flow planning, and data analytics—to match international standards.

7. Conclusion and Recommendations

This research shows that well-organized, focused trade shows like the UP International Trade Show serve as powerful catalysts for local industry promotion, buyer-seller networking, and MSME visibility. The show achieved its goals of high participation and sectoral representation, with overall positive stakeholder feedback.

Recommendations:

- Introduce mobile-based stall navigation and real-time notifications
- Offer data dashboards to exhibitors post-event
- Implement timed entry passes to reduce gate congestion
- Use AI matchmaking tools to pair visitors with relevant exhibitors
- Increase eco-friendly materials and promote green certification programs

If such steps are implemented, future editions of the trade show can provide even higher value to participants, establish stronger international linkages, and further enhance the role of IEMML as a global-standard MICE venue.

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