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DISTREE EMEA drives new distribution deals between exhibitors and channel partners

Increase in average number of signed channel agreements per exhibitor

LONDON, PARIS – DISTREE Events has revealed the findings of its post-event distributor research* for [DISTREE Europe, Middle East & Africa](#) (EMEA) 2018, which took place in Monaco in February. DISTREE EMEA is a premium hosted buyer event that allows technology and consumer electronics (CE) brands to hold pre-scheduled one-on-one meetings with senior executives from channel partners from 50-plus countries in one place at one time.

The research determines how many distribution deals are signed, or under negotiation, six months after the event. Based on this year's findings, there was an average of 4.02 signed distribution agreements per exhibitor at DISTREE EMEA 2018, with a further 4.27 currently under negotiation for each participating brand. In total, the number of potential new distribution deals per exhibitor rose to 8.29 this year, up from 7.95 last year.

Stuart Wilson, Event Director at DISTREE Events, said: "This is the second year we have conducted this survey. The number of new distribution deals signed or under negotiation is a key metric to determine the success of DISTREE EMEA. We are delighted that the average number of potential deals per exhibitor climbed above 8."

All of the one-on-one meetings that take place at DISTREE EMEA are pre-scheduled in advance, using DISTREE Events' powerful web platform. Exhibitors and channel partners access the system to research participating companies and create a personalised agenda tailored to their precise business needs, maximising the business benefits of participation.

Aurore Verla-Friess, Operations & Audience Director at DISTREE Events, said: "We remain fully-focused on the quality of one-on-one meetings that take place at DISTREE EMEA. Each channel buyer that receives a hosted buyer invite is carefully evaluated by our audience team to ensure they are genuine decision makers with the authority to add new brands to their product portfolio."

DISTREE EMEA is specifically designed to allow exhibitors to manage, build or launch routes-to-market across EMEA and beyond in the most efficient way possible. In addition to signing new distribution agreements, exhibitors also use the event as an opportunity to review business activities with existing channel partners.

Liam McSherry, Sales & Marketing Director at DISTREE Events, added: "This research highlights the value of participation at DISTREE EMEA. With hundreds of pre-qualified senior channel executives attending, all participating brands – from start-ups to A-brands – can derive real value through high-quality meetings that create tangible and lasting channel business opportunities."

DISTREE EMEA is focusing on a number of new initiatives and benefits for exhibitors attending its 2019 event, which takes place from February 19-22nd in Monaco. These include:

- New Structured Wishlist (giving exhibitors more influence on audience composition)

- New Global Buyer Programme (with partners from APAC and Americas invited for the first time)
- Greater focus on marketplaces, retailer and e-tailers in addition to core distributor audience
- Premium event experience and structured one-on-one meetings
- Comprehensive marketing and PR support before, during and after the event

Wilson concluded: “DISTREE EMEA acts as a channel accelerator and is a completely different experience to a traditional trade show. Participating brands can organise back-to-back meetings with senior executives from high-potential channel partners. Taking place for the 17th successive year in 2019, DISTREE EMEA remains the smartest and most efficient regional channel development platform for tech and CE brands.”

Brands interested in learning more about DISTREE EMEA packages can contact their account manager or visit www.distree-emea.com for more details.

**The distributor survey was conducted from 31/7/18 to 11/9/18. The sample size was 13.4% of all distributors that attended DISTREE EMEA 2018. Distributor responses were collected and analysed from a total of 18 separate countries.*

About DISTREE Events

DISTREE Events specialises in the planning, organisation, staging and management of ICT & CE channel events. DISTREE Events is owned by Infopro Digital. The team at DISTREE Events has successfully organised such events for more than 15 years, gathering more than 10,000 senior executives from 160 countries during that time. For more information, visit www.distree.com or follow us on Twitter @DISTREE_Events

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