



2015

RESEARCH ROUNDUP

Corporate groups continue to be major players in the meetings and exhibition markets, offering lucrative opportunities to cities, venues and organizers who want to reach this influential audience with their products.



SPONSORED BY



Orlando's

Orange County
Convention Center



PLANNING TODAY FOR THE CENTER'S TOMORROW

The Orange County Convention Center in Orlando has embarked on the largest renovation project in its history.



INNOVATIVE MEETING SPACE

The West Concourse's Hall F will transform into the 50,000-square-foot multipurpose Tangerine Ballroom while board rooms and the Sunburst Room and Terrace will be added to inventory.



DIGITAL SIGNAGE

A new sponsorship opportunity awaits show management with the roll out of dozens of digital advertising screens.



DESTINATION LOUNGES

Cutting edge destination lounges will provide technology-focused and sophisticated networking, sponsorship, exhibit overflow and rejuvenation environments.

FOLLOW OUR PROGRESS

Get a first look at
www.occc.net/cip



OrangeCounty
ConventionCenter



@OCCC



Call the Sales
Department at
1-800-345-9845



Corporate Meetings Generate Significant Spending

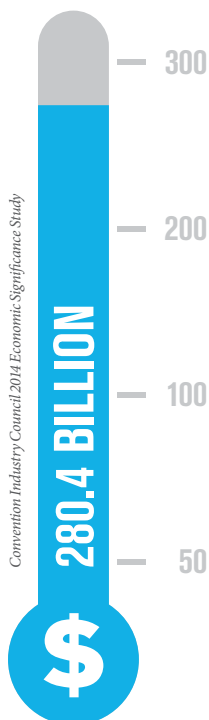
BY SANDI CAIN, news editor

SUPPLIERS



2012

Economic spending by suppliers to the overall meetings industry reached



EMPLOYEES



2012

Economic spending by employees of the meetings industry and their suppliers reached



BUDGETS



2014

Convention and meetings budgets were up

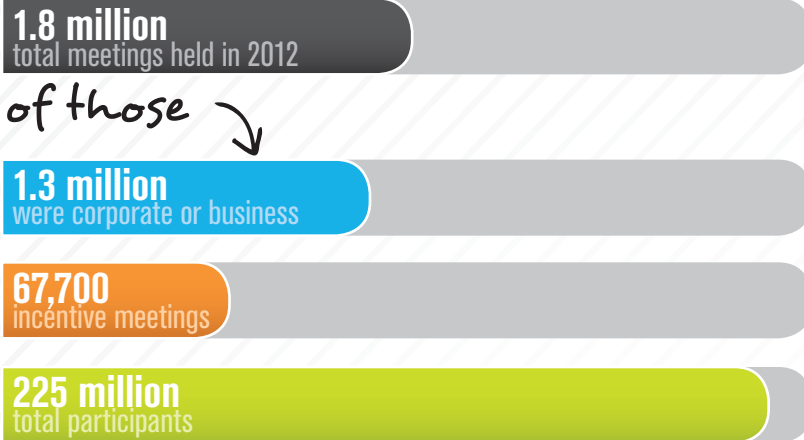
3.1
— % —

Professional Convention Management Association Meetings
Market Survey by Convene Magazine, March 2015



The Potential of the Corporate Market

MEETINGS HELD IN THE U.S.



Convention Industry Council 2014 Economic Significance Study

Number of people that participated in corporate and business meetings



Price Waterhouse for Coopers for Convention Industry Council's 2014 Economic Significance Study

AMERICAN EXPRESS MEETINGS & EVENTS IN 2014



26.8 MILLION

Total participation in trade shows in 2012.

Price Waterhouse for Coopers for Convention Industry Council's 2014 Economic Significance Study



42,502 ➔

corporate meetings.

Meetings Net 2014 CM125



12,641

of them were in North America, primarily in the pharmaceutical, electronics and computer sectors.



Those meetings included

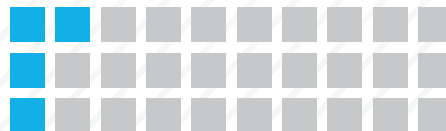
booking a total of **3.78 million**

room nights.

FINANCIAL AND INSURANCE SECTORS

23

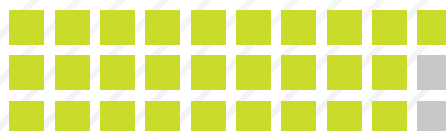
sales, training and product launch events.



Financial & Insurance Conference Planners Economic Impact Study 2012

95

events per year on average are planned by companies in this sector.



Financial & Insurance Conference Planners Economic Impact Study 2012



CORPORATE-HOSTED MEETINGS



Price Waterhouse for Coopers for Convention Industry Council's 2014 Economic Significance Study and

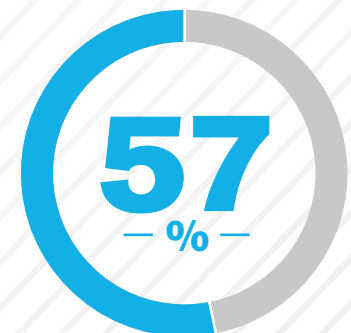
In 2012, more than
67,000
 motivational events
 and incentive travel
 programs were held
 with more than
nine million
 delegates.

*Society for Incentive Travel Excellence,
 SITE Foundation & Sales & Marketing
 Magazine White Paper, 2014*



Training, education and sales
 meetings were expected to
 be the most common types
 of corporate meetings in 2015
 with 57% of respondents citing
VIP client meetings
as the most common
 type of meeting expected to be held.

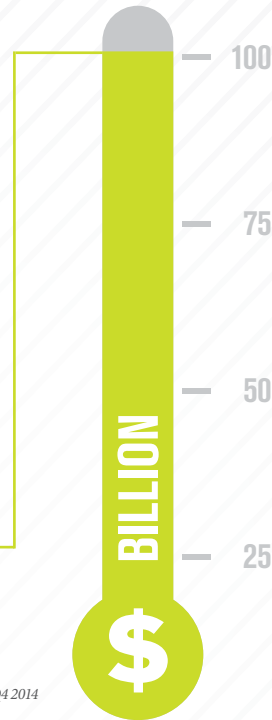
Meeting Professionals International Fall 2014 Forecast Survey



Corporate Meetings Pack a Big Punch in Overall Economic Impact



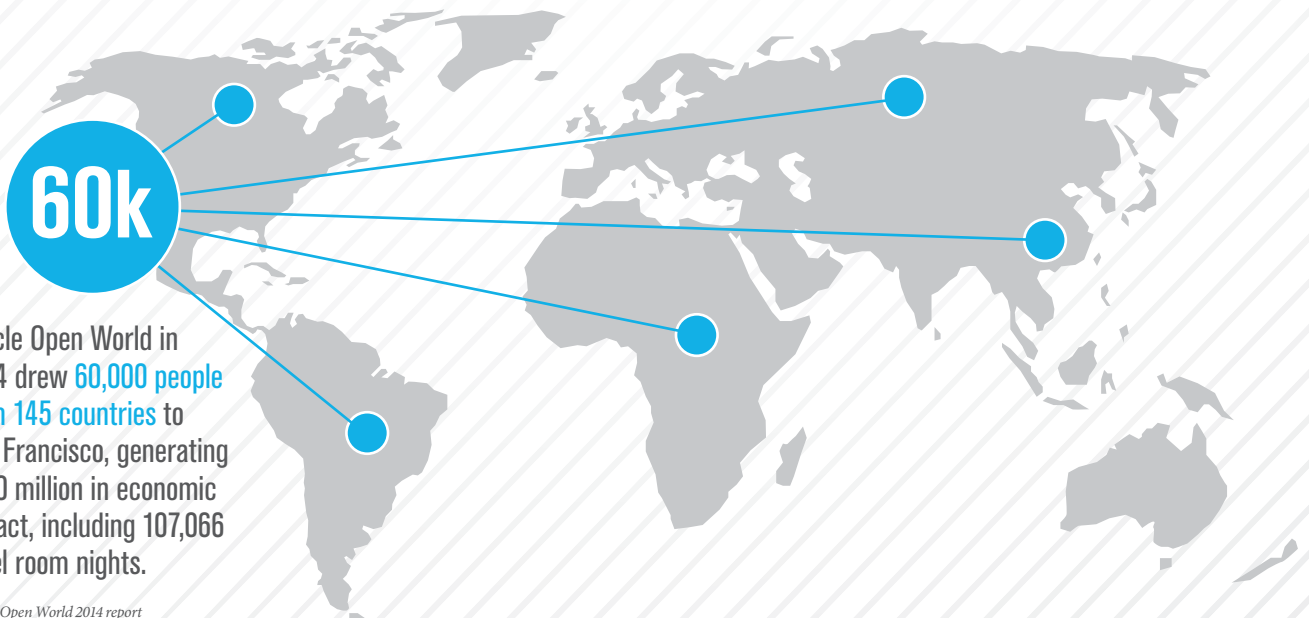
Meetings, events and incentive programs contribute **\$101 BILLION** to the U.S. economy each year.



The total direct tax contributions to state and local entities from all meetings activity in 2012 was more than **\$280 BILLION**

Price Waterhouse for Coopers for Convention Industry Council's 2014 Economic Significance Study

Global Business Travel Association's Global Business Travel Quarterly Outlook Q4 2014



Oracle Open World in 2014 drew **60,000 people** from **145 countries** to San Francisco, generating \$120 million in economic impact, including 107,066 hotel room nights.

Oracle Open World 2014 report

2014

Mary Kay Cosmetics drew
10,000 PEOPLE
 to its annual convention in
 New Orleans in 2014, generating
\$12.2 MILLION
 in economic impact.



Mary Kay Cosmetics Annual Convention report



of direct spending was
 attributed to meeting
 planning, production, venue
 rental and other meetings-
 related commodities.

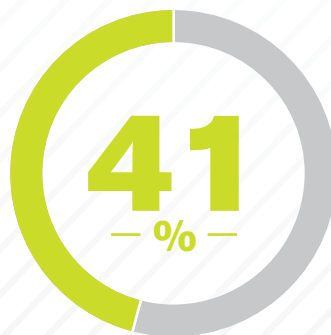
Price Waterhouse for Coopers for
 Convention Industry Council's 2014
 Economic Significance Study

Corporate Planning Trends for Conventions and Trade Shows



of corporate planners
 said they expected to
 plan more meetings
 this year.

Professional Convention Management
 Association Meetings Market Survey by
 Convene Magazine, March 2015



of respondents in the
 MPI 2014 Fall survey
 said they expected more
 participation in trade
 shows in 2015.

Meeting Professionals International
 Fall 2014 Forecast Survey



Corporate Travel Trends

Meetings, events and incentive programs generate nearly 15% of all travel in the U.S.

Global Business Travel Association's GBTA BTI-United States Quarterly Outlook Q4 2014



Overall U.S. business travel spending is expected to grow 6.2% to \$310.2 billion this year.

Global Business Travel Association's GBTA BTI-United States Quarterly Outlook 2014

The volume of U.S. business travel is expected to increase 1.7% to 490.4 million trips this year.

Global Business Travel Association's GBTA BTI-United States Quarterly Outlook 2014



Corporate travel executives are allowing more flexibility in travel policies with 20% now allowing traveling employees to use mobile taxi apps and another 20% considering approval for use of services like Uber.

Association of Corporate Travel Executives survey by travel and expense management firm Certify, 2015



Trade Show Executive

1945 Avenida del Oro, Suite 122
Oceanside, CA 92056-5828
Phone: (760) 630-9105
www.tradeshowexecutive.com

July 2015 Issue Annual Research Roundup Report is published by Trade Show Executive Inc., 1945 Avenida del Oro, Suite 122, Oceanside, CA 92056-5828. ©Trade Show Executive is a registered trademark of Trade Show Executive Inc. – All rights reserved. Contents may not be reproduced, stored in a retrieval system or transmitted in any form or by any means without the written permission of the publisher. Copying done for other than personal or internal reference without the express permission of Trade Show Executive is prohibited. Printed in the United States.