

- A SPECIAL REPORT BY -
Trade Show Executive



RESEARCH ROUNDUP

Exhibitors continue to see face-to-face events as a great value and unique platform for reaching their customers. Get the details in this collection of studies and reports on the trade show industry issued during 2014.

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The Power of Trade Shows

Direct spending on shows totaled **\$69.3 billion** in 2012. Attendees spend an estimated **\$44.8 billion** and exhibitors an estimated **\$24.5 billion** at events.

Source: Center for Exhibition Industry Research (CEIR), 2014 (using data which was first compiled for The Economic Significance of Meetings to the U.S. Economy, 2009 by PricewaterhouseCoopers LLP for the Convention Industry Council)

In 2013, gross exhibition revenues from business-to-business exhibitions exceeded

11 billion

Source: CEIR Index, Center for Exhibition Industry Research (CEIR), 2014

The **cost of making first face-to-face contact** with a potential customer through an exhibition lead is **\$96**, compared to **\$1,039** without.

Source: The Cost-Effectiveness of Exhibition Participation: Part I, CEIR, 2009

Profits rise when events are your primary business. Brands that derive 50% or more of their revenue from events, report overall event operating margin at

49%

Source: ABM's Managing Profits Report, May 2012

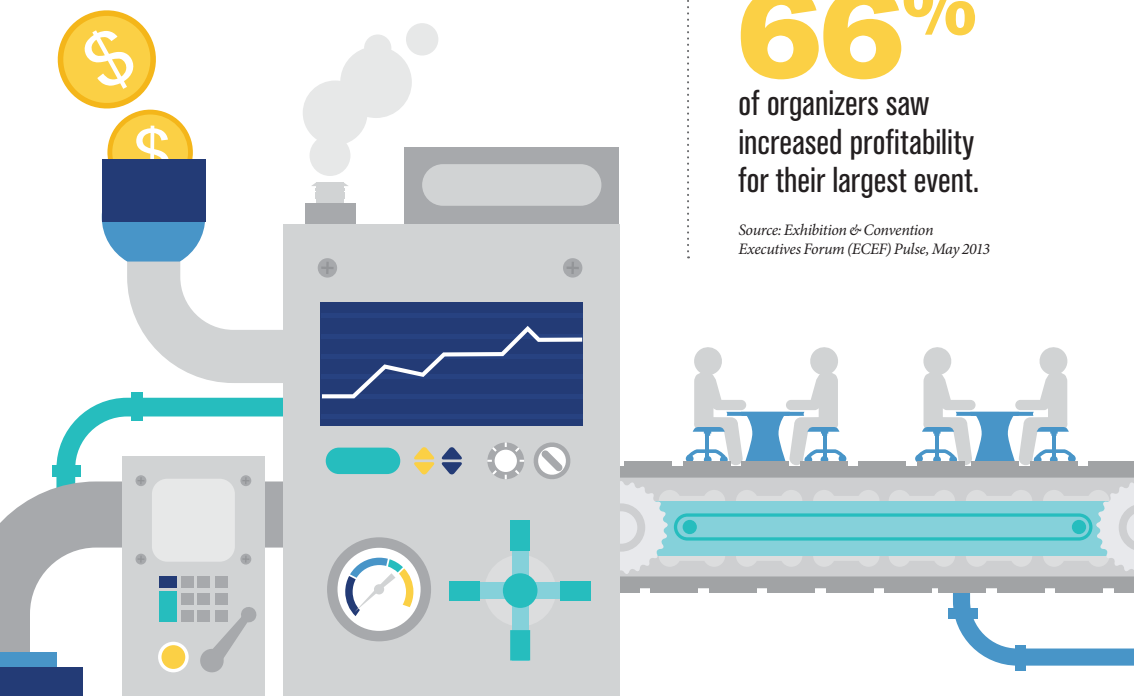
The conventions and meetings industry generates approximately **\$1 trillion in economic impact** in North America.

Source: 2013 Convention Sales & Marketing Activities Study, Destination & Travel Foundation

66%

of organizers saw increased profitability for their largest event.

Source: Exhibition & Convention Executives Forum (ECEF) Pulse, May 2013



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Our team wanted an app that would be better than we had last year...more flexible, intuitive and user friendly. And we were looking for something that would integrate seamlessly with our registration system. That's when we found Experient's Engage Mobile Event Platform.

Engage delivered everything we were looking for and more. Over 60% of our guests downloaded it, making the resulting behavioral data incredibly valuable.

In one word...*absolutely* amazing!



V. Scott Kerr, Director
Meetings Management
& Event Strategy, CMSA

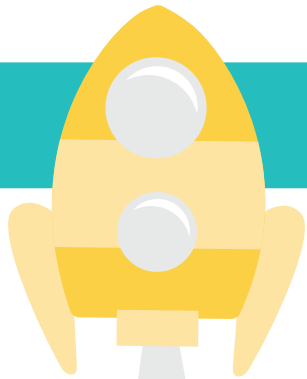
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PERFECTING THE EVENT EXPERIENCE



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Show Justification

New trade show attendees are twice as likely to be final decision makers in the buying process when compared to those who are not adding new exhibitions to their schedule.

Source: Attracting New Attendees, Center for Exhibition Industry Research (CEIR), 2014

82%

of “small” companies included interacting with new products among the top reasons for attending shows.

Source: Organization Size: What Really Matters, Center for Exhibition Industry Research (CEIR), 2014

98%

of younger attendees said they found valuable “takeaways” at shows, and 93% said they would likely attend another show in the future.

Source: 2014 Young Professional Attendee Needs and Preferences Study, CEIR, 2014

The exhibition industry overall is **forecasted to grow 2.9%** in 2015.

Source: CEIR Index Report, Center for Exhibition Industry Research (CEIR), 2014

FULL YEAR FORECAST = **2015**

2.8
-%-

Number of Exhibiting Companies

2.7
-%-

Net Square Feet of Paid Exhibit Space

2.2
-%-

Total Attendance

Source: TSE's Exposition Forecasting Board, December 2014

70%

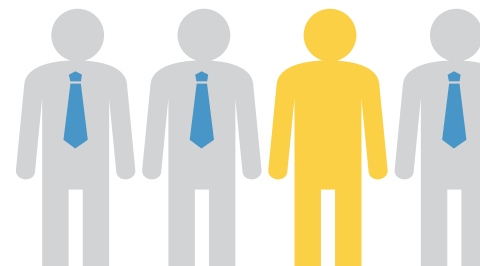
of professionals in all age groups say face-to-face interactions with different business contacts are highly important to their job performance.

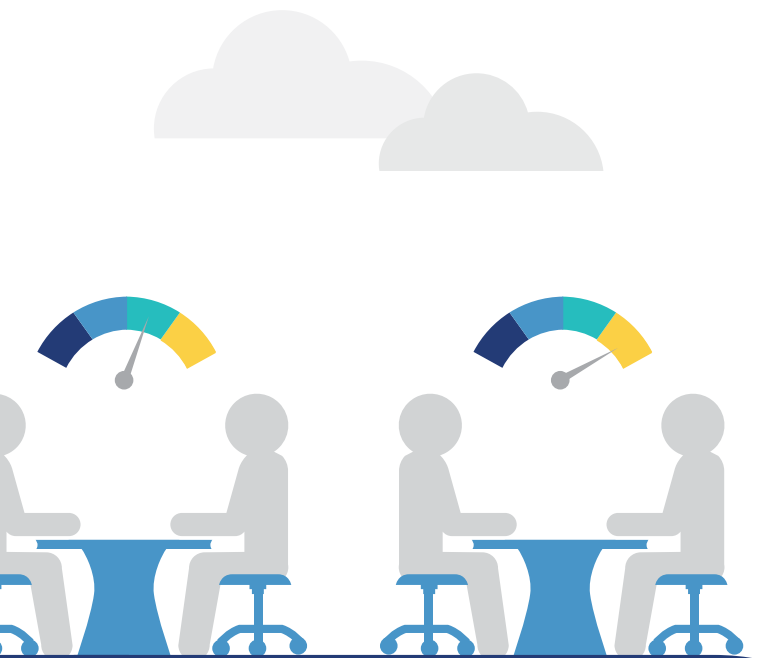
Source: The Role and Value of Face-to-Face Interaction - Generational Differences in Face-to-Face Interaction Preferences and Activities; Center for Exhibition Industry Research (CEIR), 2013

Show organizers in 2013 reported an average exhibitor retention rate of

80%

Source: Exhibit & Sponsorship Sales Metrics & Practices Study, Exhibit Surveys, Inc. and Lippman Connects, 2013



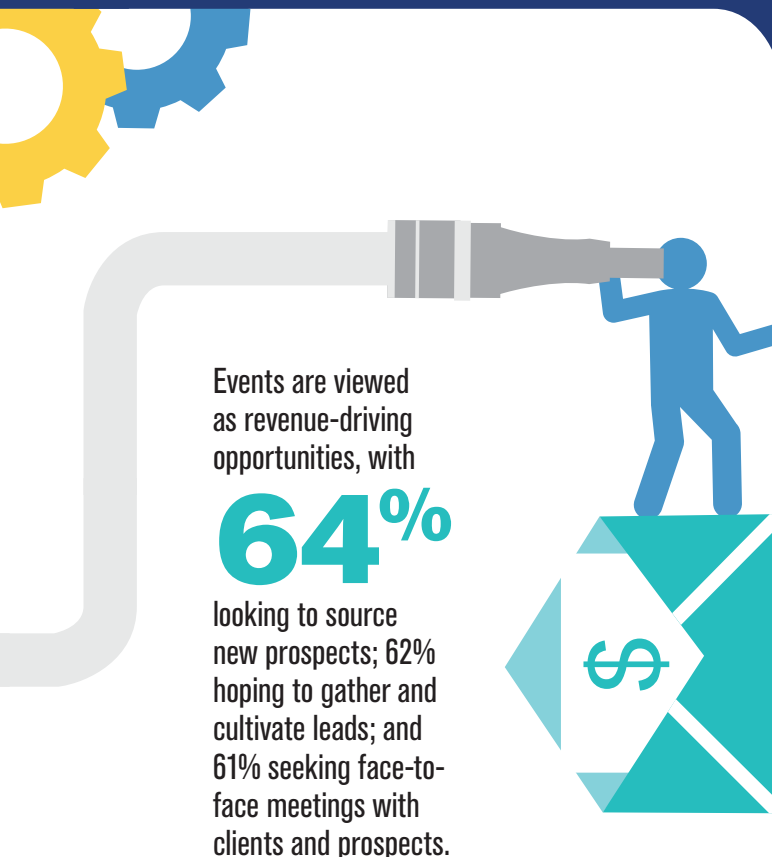


When asked to rank 22 possible reasons to attend trade shows, attendees across all management levels expressed the same top three reasons: to **shop, buy and learn.**

Source: Attendee Preferences by Job Title, Center for Exhibition Industry Research (CEIR), 2014

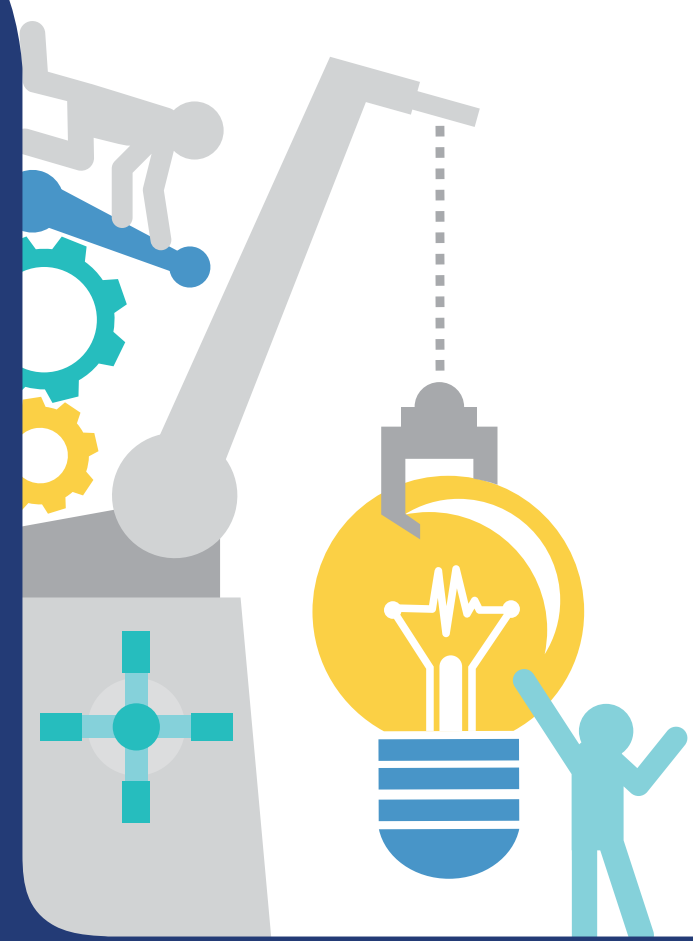
69% of attendees attend trade shows to shop for new products while 66% also attend to increase their professional knowledge.

Source: Research Report AC32.13, What Attendees Want From Exhibitions; Center for Exhibition Industry Research (CEIR), 2013



Events are viewed as revenue-driving opportunities, with **64%** looking to source new prospects; 62% hoping to gather and cultivate leads; and 61% seeking face-to-face meetings with clients and prospects.

Source: Customer Attainment From Event Engagement, Chief Marketing Officer (CMO) Council, conducted in partnership with the Exhibit & Event Marketers Association (E2MA), April 2013



Show Performance

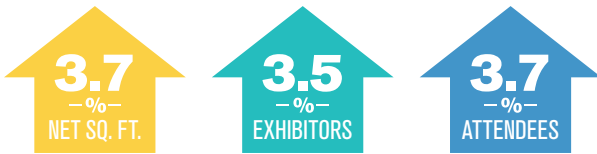
Since the recession, growth in exhibitor spending is returning to nearly every geographic market, driving acquisition activity in 2014.

Source: Globex Market Report, AMR International, 2014

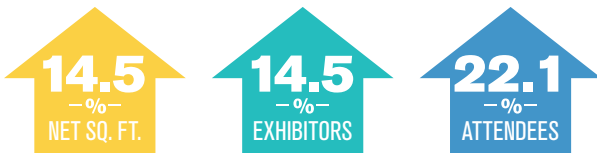
Shows Overall TRADE SHOW GROWTH IN 2013



TSE Gold 100 Shows TRADE SHOW GROWTH IN 2013



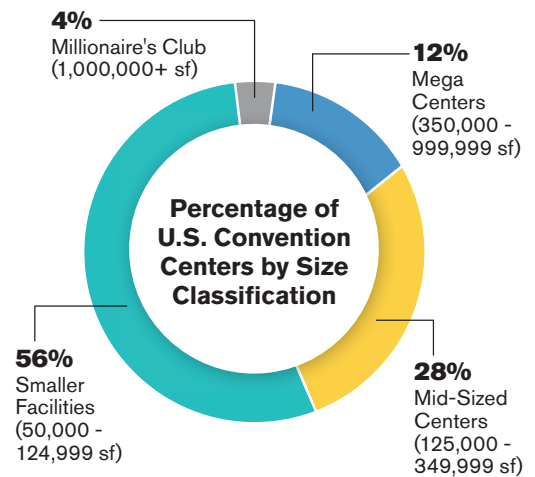
TSE Fastest 50 Shows TRADE SHOW GROWTH IN 2013



Source: Trade Show Executive magazine, 2014

Convention centers in the U.S. and Canada provide **64.8 million sf** of prime exhibit space and 18.6 million sf of meeting space.

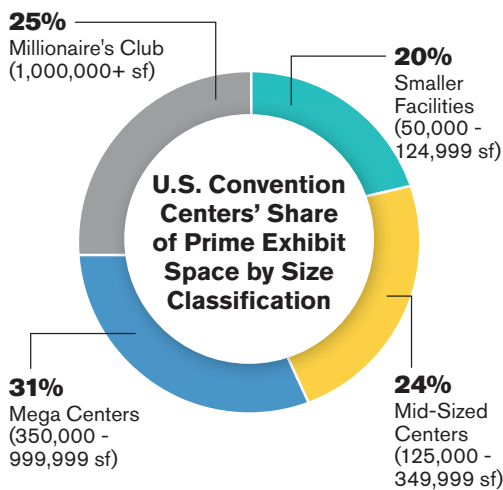
Source: Trade Show Executive's World's Top Convention Centers directory 2014





The **average convention center** in the U.S. offers **225,390 sf** of prime exhibit space. In Canada, the average facility features 283,644 sf.

Source: Trade Show Executive's World's Top Convention Centers directory 2014



The average Gold 100 show in 2013 covered 432,167 nsf, hosted 1,190 exhibitors and drew 36,437 attendees.

Source: Trade Show Executive's Gold 100 directory, 2014



Top Show Organizer in No. of Gold 100 Shows:
Tie: Reed Exhibitions & Emerald Expositions

7 SHOWS EACH

Largest Trade Show:
International CES

1,924,650 NSF

Largest Biennial Show:
The International Construction & Utility Equipment Exposition

1,173,957 NSF

Largest Semi-Annual Show:
MAGIC - August

1,062,151 NSF

Fastest-Growing Gold 100 Show:
ABC Kids Expo

31.8% BLENDED GROWTH RATE

Best Program to Improve Exhibitor ROI:
The Remodeling Show | DeckExpo

Master of Co-Location:
PRINT 13 & CPP EXPO

301,246 NSF

Highest Global Participation:
Seafood Expo North America

Stickiest Show Floor:
The Remodeling Show | DeckExpo

Leader in Green Initiatives:
American Chemical Society Meeting & Expo

Most Innovative Show:
SEMA Show
1,060,000 NSF

Best 24/7/365 Show:
E3 (Electronic Entertainment Expo)
382,780 NSF

Social Media Superstars:
Tie: SEMA Show and Global Pet Expo

Marketing Genius Award:
Chris Price, VP, Graphic Arts Show Company, Inc.

Greatest Show on Earth:
E3 (Electronic Entertainment Expo)
382,780 NSF