Looking for industry research to prove the value of your show to new exhibitors? Need information on how your show compares to others? Want insight on the latest trends in attendance and exhibiting? Find all the key industry data you need in one place in *Trade Show Executive’s Research Roundup*.

Here, *TSE* provides valuable data from prominent industry associations and organizations that you can use in presentations, strategic planning, reports to management and sales efforts to exhibitors. Get the most accurate, up-to-date statistics you need to make business decisions and develop strategies in today’s rapidly changing business environment.

**BUDGETS & REVENUE**

66% of organizers saw increased profitability for their largest event during the current year.

68% of organizers project an increase in profitability next year.

39% of a company’s marketing budget was allocated to exhibitions in 2011.

Source: *Exhibition & Convention Executives Forum (ECEF) Pulse*, May 2012

Source: *The Spend Decision: Analyzing How Exhibits Fit into the Overall Marketing Budget*, Center for Exhibition Industry Research (CEIR), 2012

**WHAT PERCENTAGE OF YOUR OVERALL EVENT BUDGET DO YOU COMMIT TO ATTENDEE MARKETING & PROMOTION?**

- 29% (+20%)
- 28% (10-19%)
- 43% (1-9%)

Trade show revenue increased 2.2% from $10.29 billion in 2010 to $10.50 billion in 2011.
Source: ABM Business Information Network (BIN) Report, March 2012

The median spending per exhibition was $17,708 in 2011. Companies participated in a median of 9 events annually, with a median booth size of 200 net square feet.
Source: The Spend Decision: Analyzing How Exhibits Fit into the Overall Marketing Budget, Center for Exhibition Industry Research (CEIR), 2012

Event profits rise when events are your primary business. Digital and print brands that run events — just not as their primary source of revenue — report profitability is a low as 9% for events. But for event brands (those that derive 50% or more of their revenue from events), overall event operating margin jumps to 49%.
Source: ABM’s Managing Profits Report, May 2012

35.6 million group room nights occurred in 2011 as a result of sales and marketing efforts by destination marketing organizations (DMOs).

Attendees report that exhibitions offer the highest value of all face-to-face interactions (which included exhibitions, educational conferences, hosted-buyer events, in-person sales calls and private events). Nearly half of attendees (48%) said that exhibitions are the most important.
Source: The Use and Value of Face-to-Face report, Center for Exhibition Industry Research (CEIR), 2012
**CONVENTION CENTERS**

There are **120 mid-sized convention centers** (ranging from 100,000 to 349,999 sf) that make 40% of the available prime exhibit space. The **124 small convention centers** (less than 100,000 sf) make up the highest percentage, 42%, and **12** or 4% are in the Millionaires Club of facilities (1,000,000 sf+)

*Source: Mid-Sized Convention Centers, Trade Show Executive, February 2012*

There are **39 mega facilities** (venues with more than 350,000 square feet or more of prime exhibit space) in the U.S. Combined, these mega facilities offer more than 31 million total square feet of prime exhibit space (14%).

*Source: Mega Convention Centers, Trade Show Executive, August 2012*

Convention centers in the U.S., Canada and Mexico feature **69.0 million sf** of prime exhibit space and **18.5 million sf** of meeting space.

*Source: Trade Show Executive World's Top Convention Centers directory, 2012*

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**TSE Snapshot: 2012 Convention Center Metrics**

<table>
<thead>
<tr>
<th>Metric</th>
<th>U.S./Canada/ Mexico</th>
<th>U.S.</th>
<th>Canada</th>
<th>Mexico</th>
<th>Asia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Number of Convention Centers</td>
<td>305</td>
<td>248</td>
<td>24</td>
<td>33</td>
<td>81</td>
</tr>
<tr>
<td>Total Square Feet of Prime Exhibit Space</td>
<td>69,024,135 sf</td>
<td>56,294,777 sf</td>
<td>6,919,115 sf</td>
<td>5,810,243 sf</td>
<td>34,058,390 sf (3,164,128 sqm)</td>
</tr>
<tr>
<td>Total Square Feet of Meeting Space</td>
<td>18,511,920 sf</td>
<td>14,665,201 sf</td>
<td>1,299,016 sf</td>
<td>2,547,703 sf</td>
<td>5,145,806 sf (478,061 sqm)</td>
</tr>
<tr>
<td>Average Square Feet of Prime Exhibit Space</td>
<td>226,309 sf</td>
<td>226,995 sf</td>
<td>288,296 sf</td>
<td>176,068 sf</td>
<td>420,474 sf (39,063 sqm)</td>
</tr>
<tr>
<td>Median (midpoint) of Prime Exhibit Space</td>
<td>108,131 sf</td>
<td>108,000 sf</td>
<td>204,000 sf</td>
<td>96,014 sf</td>
<td>266,407 sf (24,750 sqm)</td>
</tr>
<tr>
<td>Mode (most frequent) of Prime Exhibit Space</td>
<td>50,000 sf (18)</td>
<td>50,000 sf (13)</td>
<td>1,000,000 sf (2)</td>
<td>50,000 sf (4)</td>
<td>322,917 sf (30,000 sqm)</td>
</tr>
</tbody>
</table>

**Top U.S. States by Number of Facilities**
- California: 21 facilities
- Florida: 20 facilities
- Texas: 20 facilities
- Nevada: 19 facilities
- Georgia: 10 facilities

**Top Asian Countries by Number of Facilities**
- China: 28 facilities
- Australia: 12 facilities
- Japan: 8 facilities
- India: 6 facilities
- South Korea: 6 facilities

**Top U.S. States by Amount of Prime Exhibit Space**
- Nevada: 6,135,711 sf
- Texas: 5,349,163 sf
- California: 5,272,877 sf
- Florida: 4,629,624 sf
- Illinois: 4,067,100 sf

**Top Asian Countries by Amount of Prime Exhibit Space**
- China: 1,728,473 sqm (18,605,129 sf)
- Japan: 308,984 sqm (3,325,876 sf)
- South Korea: 232,218 sqm (2,499,574 sf)
- Australia: 217,889 sqm (2,345,338 sf)
- Thailand: 197,000 sqm (2,120,490 sf)

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**Source:** Trade Show Executive’s World’s Top Convention Centers directory, 2012
SMG represents 9* of the top 35 centers and 39%** of all prime convention center space according to Trade Show Executive.

*C. The World’s Top Convention Centers Directory 2012  **Trade Show Executive, August 2011
Five New SMG Network Venues

Municipalities have made it clear. They believe SMG is best suited to manage their most important assets.

Facility owners and users have trusted the SMG name for 35 years. We look forward to working with you on your next new trade show, convention, consumer show or special event! Let us help simplify the site selection process.

To inquire about SMG-managed facilities call 1.866.BOOK.SMG or visit www.smgworld.com
EXHIBITING

82% of executives rated exhibitions highly valuable in building or expanding brand awareness.

Source: The Changing Environment of Exhibitions, CEIR, December 2011

63% of sales and marketing managers agree or strongly agree that exhibitions assist in gaining/retaining market share.

Source: The Cost-Effectiveness of Exhibition Participation: Part I; Center for Exhibition Industry Research (CEIR), 2009

45% of attendees develop an emotional connection with a brand after interacting with it at a trade show.

Source: Exhibit Surveys, Inc., 2007

Executives rated exhibitions highly valuable in helping to achieve priority marketing objectives such as:

- Launching new products (80%)
- Targeting promotions to specific business sectors (73%)
- Promoting existing products and services (72%)

Source: The Changing Environment of Exhibitions, CEIR, December 2011

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; Center for Exhibition Industry Research (CEIR), 2009
increase in trade show executive compensation is expected from 2011 to 2012.


51% of for-profits offer a 401(k) company match and 75% offer bonuses as part of a compensation package.


The average cost to close a sale with an exhibition lead is $2,188 (including costs to identify a potential customer and 3.5 sales calls to the prospect). To close a sale without an exhibition lead costs $3,102.

It takes an average of 3.5 sales calls to close a sale with a lead from an exhibition, compared to 4.5 sales calls without a lead from an exhibition.

35% of trade show executives expect to increase staffing levels in 2012. The average increase is expected to be 7%.

Source: The Cost-Effectiveness of Exhibition Participation: Part II; Center for Exhibition Industry Research (CEIR), 2009

75% of associations offer a 401(k) company match and 61% offer bonuses as part of a compensation package.