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 2013.
Show Profits & Costs

Event profits rise when events are your primary business. Event brands (those 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

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

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

42% of organizers increased their spending for exhibit space and sponsorship sales in the past year.

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

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; CEIR, 2012

The cost of making the 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
LADIES AND GENTLEMEN, INTRODUCING…

YOUR AUDIENCE

Getting to know your audience is one of the most intelligent things you can do to make your convention or tradeshow more relevant. And relevance is key to a successful event. That’s why event executives are investing in analytics more than any other functional area. They want to use data to individually connect with their guests, attendees, exhibitors and sponsors.

Experient will show you how to access and analyze data collected from multiple touchpoints—registration, housing, mobile platforms, and exhibitor services—for a complete 360° view of your audience on and off the show floor. Get to know their preferences, make your event more relevant, and watch your bottom line take center stage.

WITH EXPERIENT BEHIND THE SCENES YOU’LL SHINE LIKE A ROCKSTAR

For the best in event intelligence, attendance building, technological innovation, experiential enhancement, risk mitigation/security, and revenue generation/cost savings, visit experient-inc.com/rockstar
Or email Jeff Fugate at jeff.fugate@experient-inc.com and tell him you want to be a ROCKSTAR.
Show Justification

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).

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
80% of marketers believe trade shows and other face-to-face marketing deliver a higher ROI than other media.

Source: Face-to-Face: The Business Generator, compiled by Cog Research for FaceTime, 2012

93% of marketers and directors believe face-to-face marketing is the most effective media channel to convert prospects.

Source: Face-to-Face: The Business Generator, compiled by Cog Research for FaceTime, 2012

Attendees spend an average of 8.3 hours viewing exhibits.

Source: Research Report ACR 1154.12, How Much Time Attendees Spend at Exhibitions; Center for Exhibition Industry Research (CEIR), 2012

99% of exhibitors find unique value delivered by business-to-business exhibitions which is not provided by other marketing channels.

Source: How the Exhibit Dollar is Spent; Center for Exhibition Industry Research (CEIR), 2012

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

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 & services (72%)

Source: The Changing Environment of Exhibitions; Center for Exhibition Industry Research (CEIR), December 2011
Show Performance

In terms of growth, Fastest 50 shows outperformed Gold 100 shows and the Trade Show Executive Composite Index of Trade Shows in the Dashboard in 2012, posting double-digit growth in all three metrics measured. The TSE Composite Index, which tracks the performance of shows of all sizes, surprisingly kept pace with the Gold 100 shows.

TSE Composite Index of Shows
ANNUAL OVERVIEW

- 2.4% NET SQ. FT.
- 1.5% EXHIBITORS
- 2.9% ATTENDEES

TSE Gold 100 Shows
ANNUAL OVERVIEW

- 2.5% NET SQ. FT.
- 1.2% EXHIBITORS
- 3.2% ATTENDEES

TSE Fastest 50 Shows
ANNUAL OVERVIEW

- 14.3% NET SQ. FT.
- 14.3% EXHIBITORS
- 19.1% ATTENDEES

Source: Trade Show Executive magazine

The average convention center in the U.S. offers 227,324 sf of prime exhibit space. In Canada, the average facility features 291,505 sf.

Source: Trade Show Executive’s World’s Top Convention Centers directory 2013

From 2004 to 2013, the number of exhibition centers in the United States has increased 34%.

Source: Trade Show Executive’s Gold 100 directory & CEIR Analysis

There are 9,000 B-to-B trade shows in the United States. 67% are owned by associations.

Source: Center for Exhibition Industry Research (CEIR) Census, 2010

There has been a precipitous drop in mega shows and a trend towards smaller “cozier” events.
The average Gold 100 show in 2012 covered 436,062 NSF, hosted 1,196 exhibitors and drew 37,248 attendees.

Source: Trade Show Executive’s Gold 100 directory, 2013

Number of Events by Size

<table>
<thead>
<tr>
<th>YEAR</th>
<th>1,000,000+ SF</th>
<th>500,000 - 999,999 SF</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>8</td>
<td>30</td>
</tr>
<tr>
<td>2010</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>2012</td>
<td>5</td>
<td>24</td>
</tr>
</tbody>
</table>

Source: Trade Show Executive’s Gold 100 directory & CEIR Analysis

Percentage of U.S. Convention Centers by Size Classification

- 4% Millionaire’s Club (1,000,000+ sf)
- 12% Mega Centers (350,000 - 999,999 sf)
- 56% Smaller Facilities (50,000 - 124,999 sf)
- 28% Mid-Sized Centers (125,000 - 349,999 sf)

Top Show Organizer in No. of Gold 100 Shows:
Reed Exhibitions and Emerald Expositions
TIE WITH 7 SHOWS EACH

Largest Trade Show:
International CES
1,862,097 NSF

Largest Non-Annual Trade Show:
Intl. Manufacturing Technology Show
1,240,863 NSF

Largest Semi-Annual Trade Show:
MAGIC MARKET WEEK – August
952,741 NSF

Top Show Brand in No. of Shows Worldwide:
UBM Canon
WITH 25 EVENTS

Fastest-Growing Gold 100 Show:
MINEExpo INTERNATIONAL
43.2% BLENDED GROWTH RATE

Show Which Generated the Highest Economic Impact:
International CES
ATTENDEES GENERATED $199 MILLION IN NON-GAMING REVENUE

Leading Newcomer to the Gold 100 List:
E3 (Electronic Entertainment Expo)
401,241 NSF

Best Hosted Buyer Program:
AIBTM and M6 Mobility xChange

Most Commendable Green Initiatives:
Summer Fancy Food Show
307,000 NSF

Best Use of Social Media:
Interop, by UBM Tech

The Greatest Show on Earth:
Offshore Technology Conference (OTC)
642,625 NSF

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Source: Trade Show Executive’s Gold 100 directory, 2013

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