

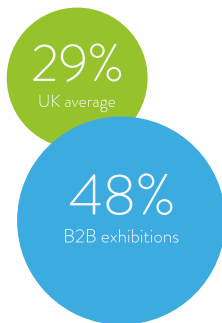
THE PROFILE OF THE B2B EXHIBITION VISITOR 2014

We hired the number crunchers at N200 to cast their eyes over vast spreadsheets of data sets and they analysed the profiles of more than 250,000 attendees of B2B exhibitions in the UK across thirty shows during 2012 and 2013. Want to know what we found? We've proved that B2B exhibitions are the place for businesses to do business. They're stacked with high worth professionals with deep pockets.

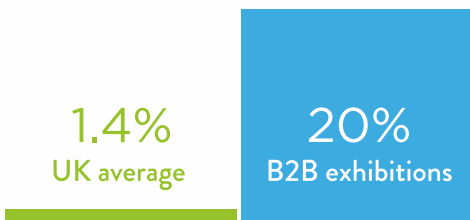
HIGH TURNOVER CLIENTS

On average 29% of UK businesses* achieve a turnover of **£250k+**. A massive 48% visitors to B2B exhibitions represent these big hitters.

* ONS "UK Business: Activity, Size and Location 2012"



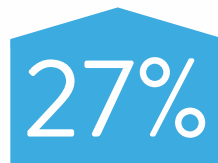
WIN BIG BUSINESS



* ONS "UK Business: Activity, Size and Location 2012"

More than 20% of B2B visitors are from the UK's big businesses* *Only 1.4% of UK business have more than 100 employees

THE PLACE FOR SUCCESSFUL WOMEN

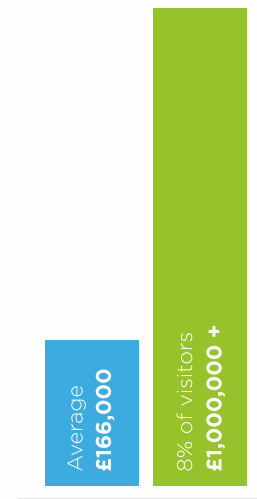


*Professional Boards Forum, 2013

19% of **FTSE100** board positions are occupied by women. At B2B exhibitions 27% of board level visitors are women.

SELL, SELL, SELL

71.6% of visitors said they had purchasing responsibility. Over 8% of visitors have a budget of over £1m and the average is £166,000.



£ VISITORS PURCHASING BUDGET

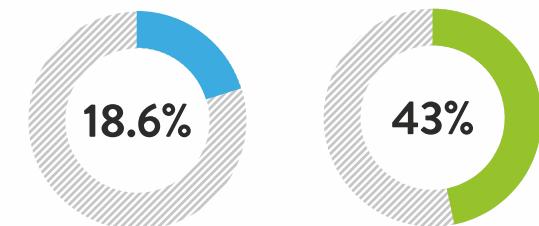
MOVERS AND SHAKERS

In the UK 10.1% of professionals are in board level positions*. At B2B exhibitions 23% of visitors hold this position.

* ONS annual population survey Apr'12 to Mar'13



GO INTERNATIONAL



Foreign visitors account for **18.6%** of all visitors and **43%** of foreign visitors have attended the same event before.

For indepth analysis and presentation of this report please visit www.facetime.org.uk/profiler For more information on exhibitions and face-to-face marketing Visit: www.facetime.org.uk Don't forget to tweet us: [@facetimeuk](https://twitter.com/facetimeuk) Or drop us an email: hello@facetime.org.uk