



# Sam Lippman

President

Lippman Connects



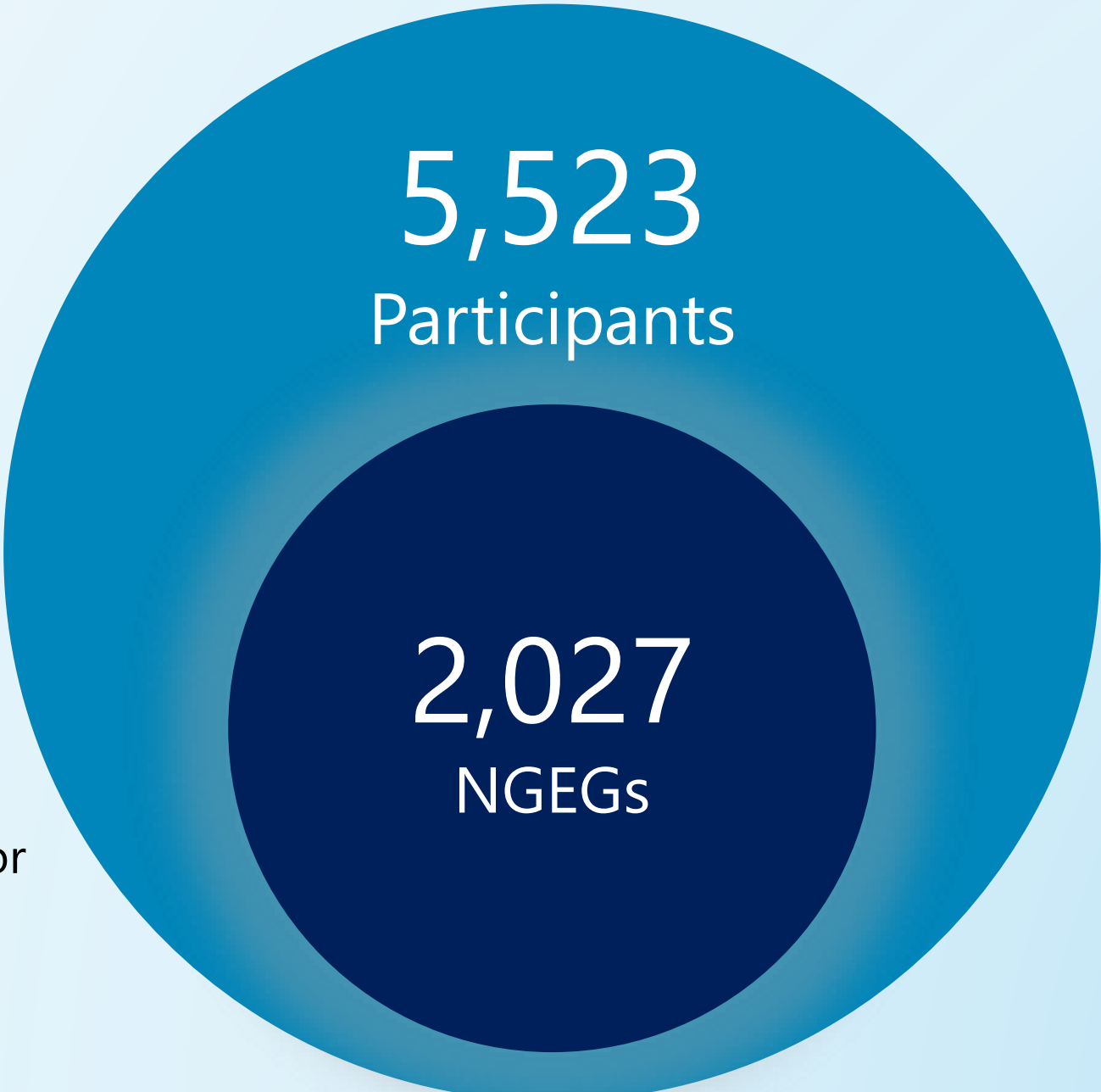
@samlippman





**5 Data Points  
in 5 Minutes:  
Mind the Gap**

# Point 1: Next Generation Event Goer (NGEG)



+/- 1.3% Margin of error

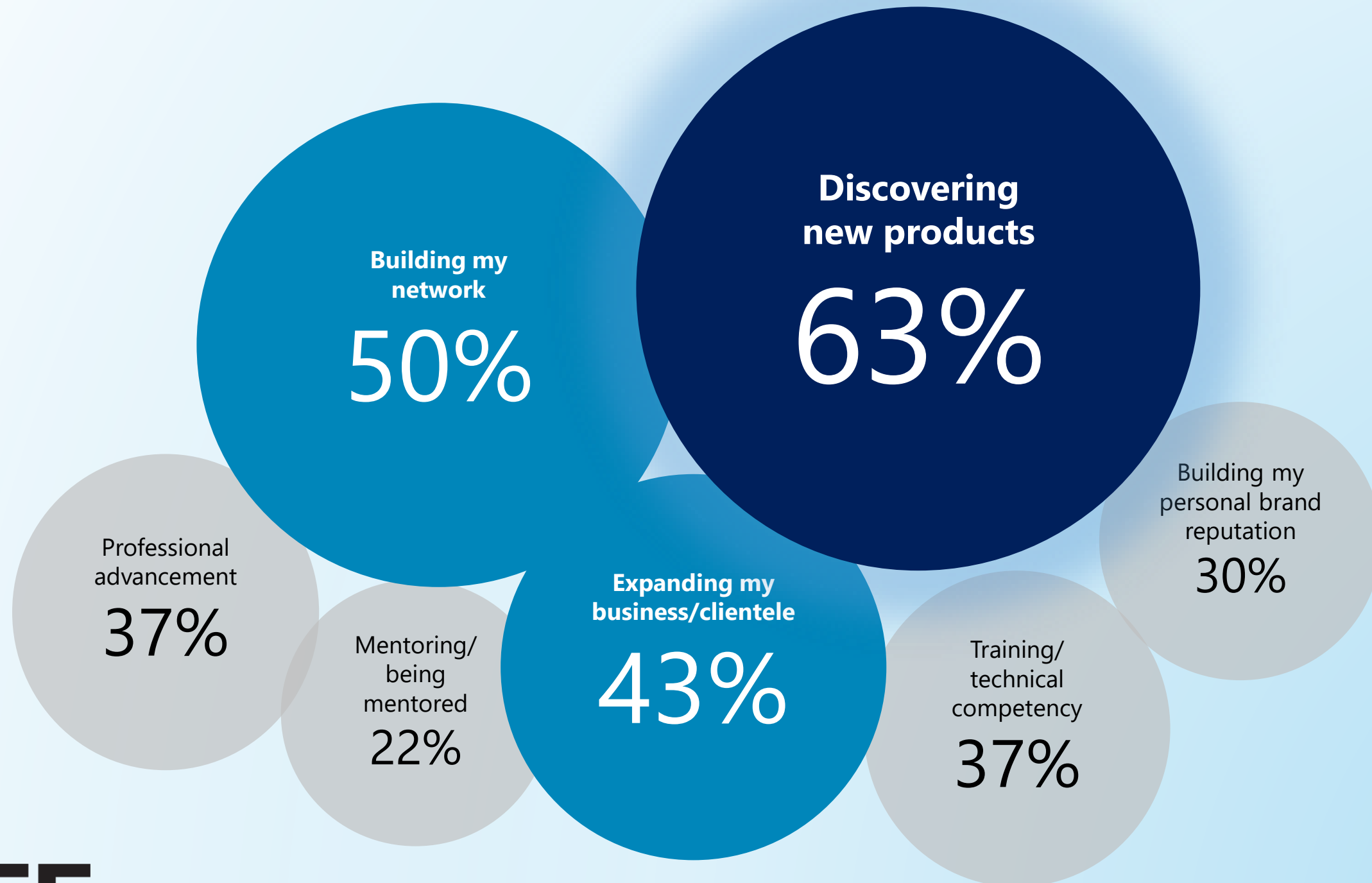
- Age dropped from 51 to 46
- Biggest challenge next 15 years will be attracting and retaining NGEG



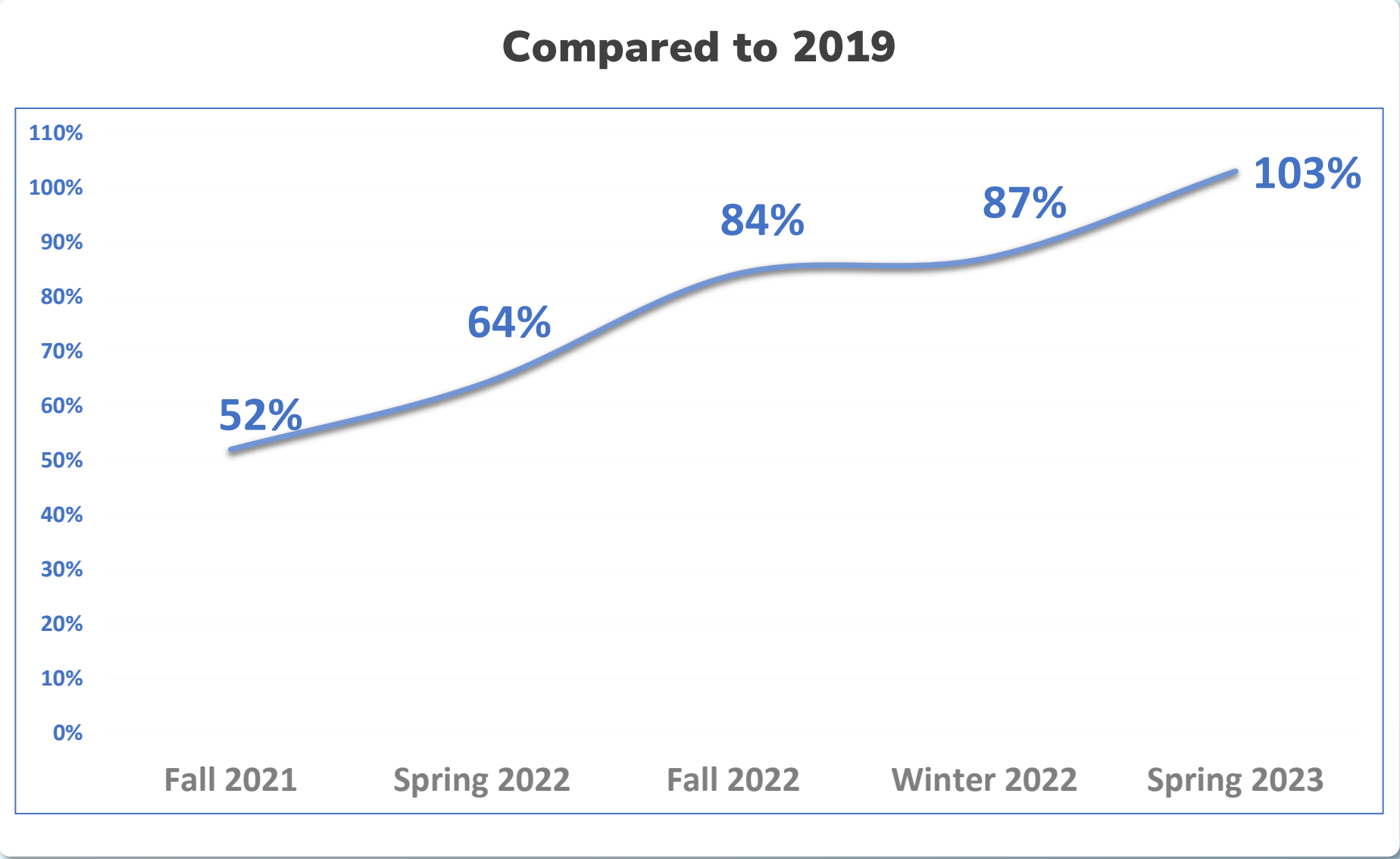
Source: Winter 2023 Freeman Syndicated Survey of Event Attendees



# Point 1: We Meet Their Priorities



# Point 1: Attendance Increasing



Source: Verified registration data



# Exhibitor/Sponsor Research

<b>Fielding dates</b>	<b>April 18 – 27</b>
<b>Responses</b>	<b>1,551</b>
<b>Margin of error</b>	<b>±2.5%</b>
Exhibitors (who may also sponsor)	100%
Sponsors (who exhibit)	36% (556 responses)

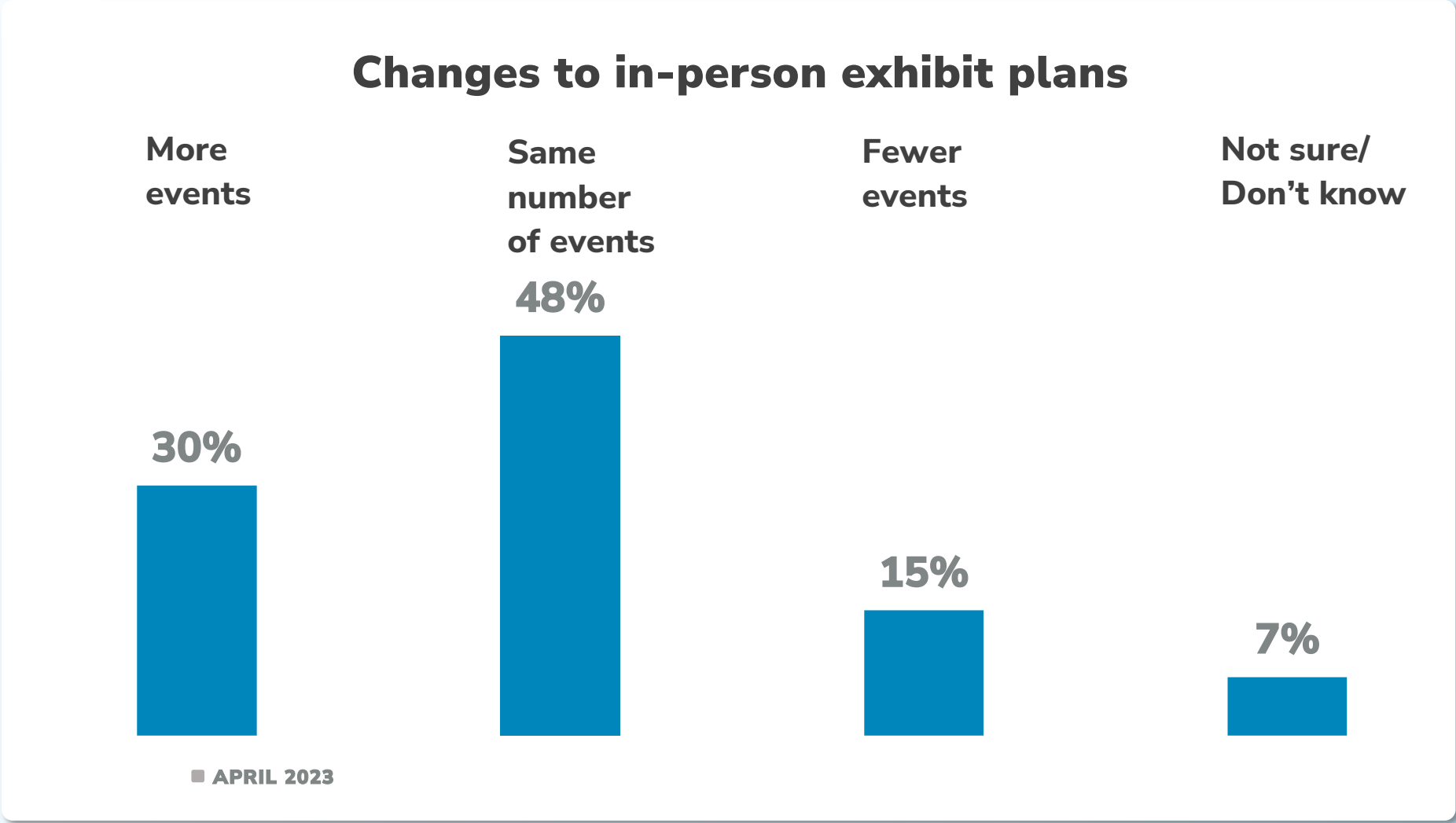


Source: Spring 2023 Freeman Syndicated Survey of Event Exhibitors/Sponsors



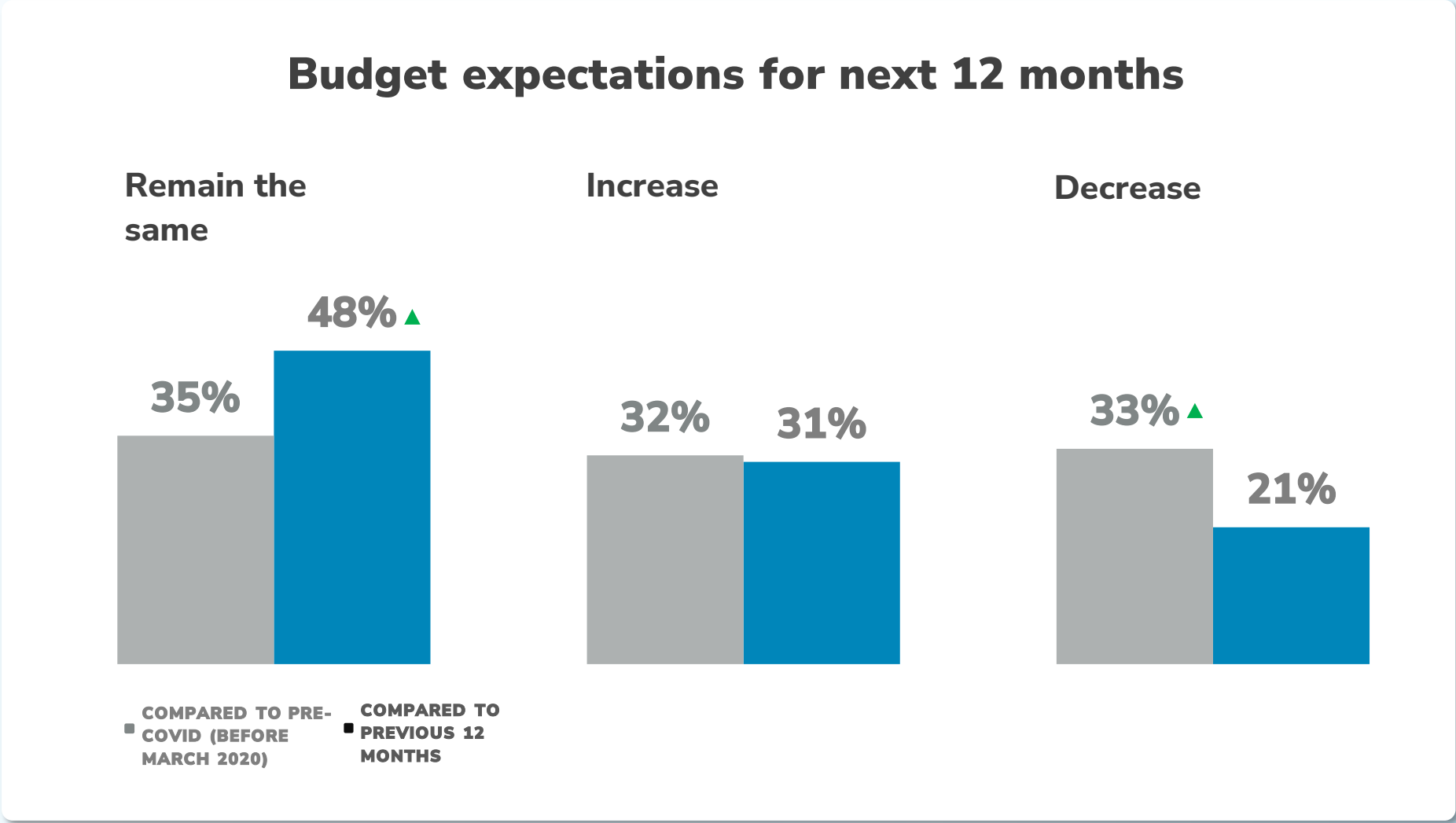


# Point 2: Participation Strong



78% intend to exhibit at the same number of events or more

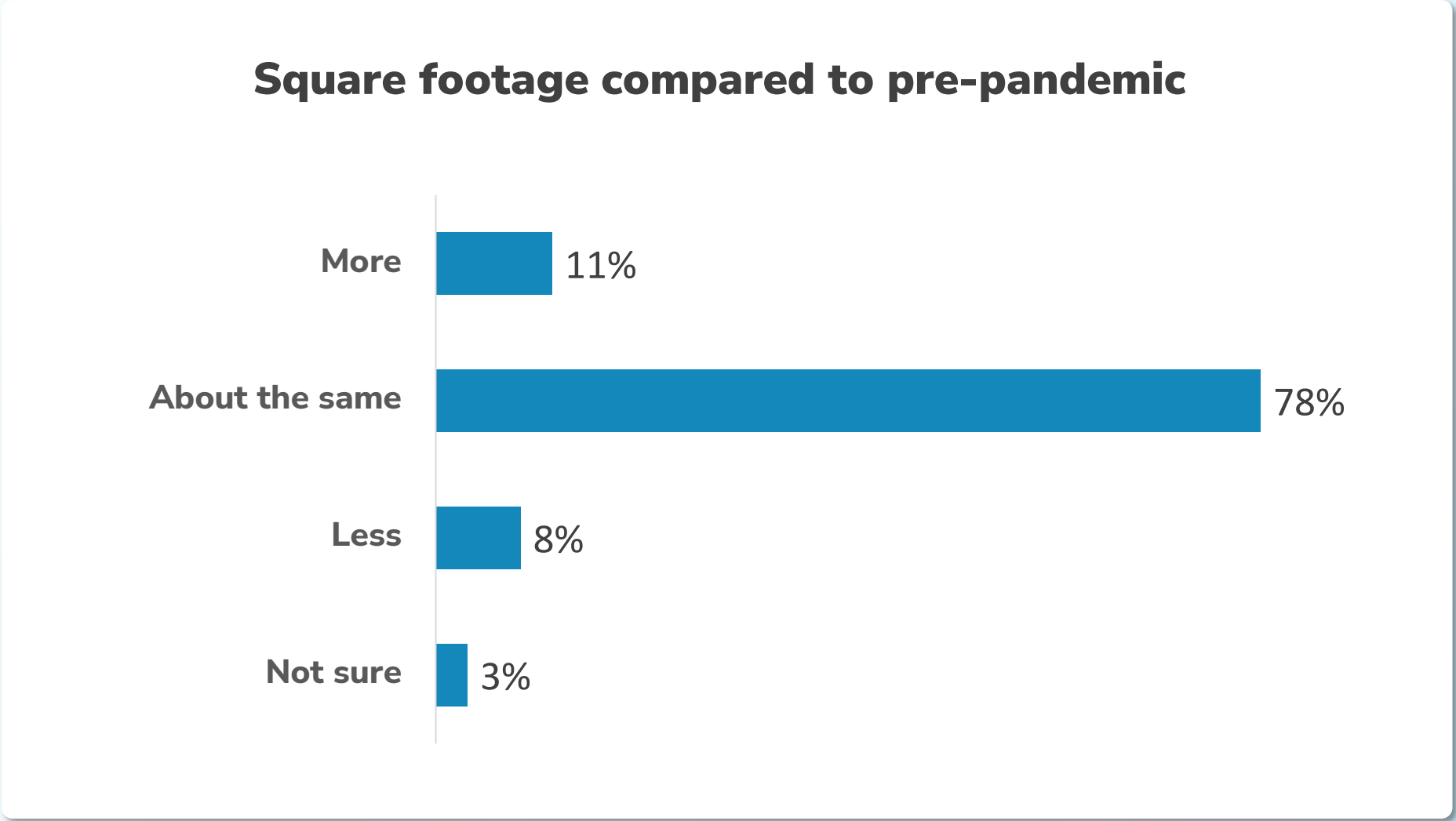
# Point 2: Participation Strong



79% plan to maintain or increase their budget

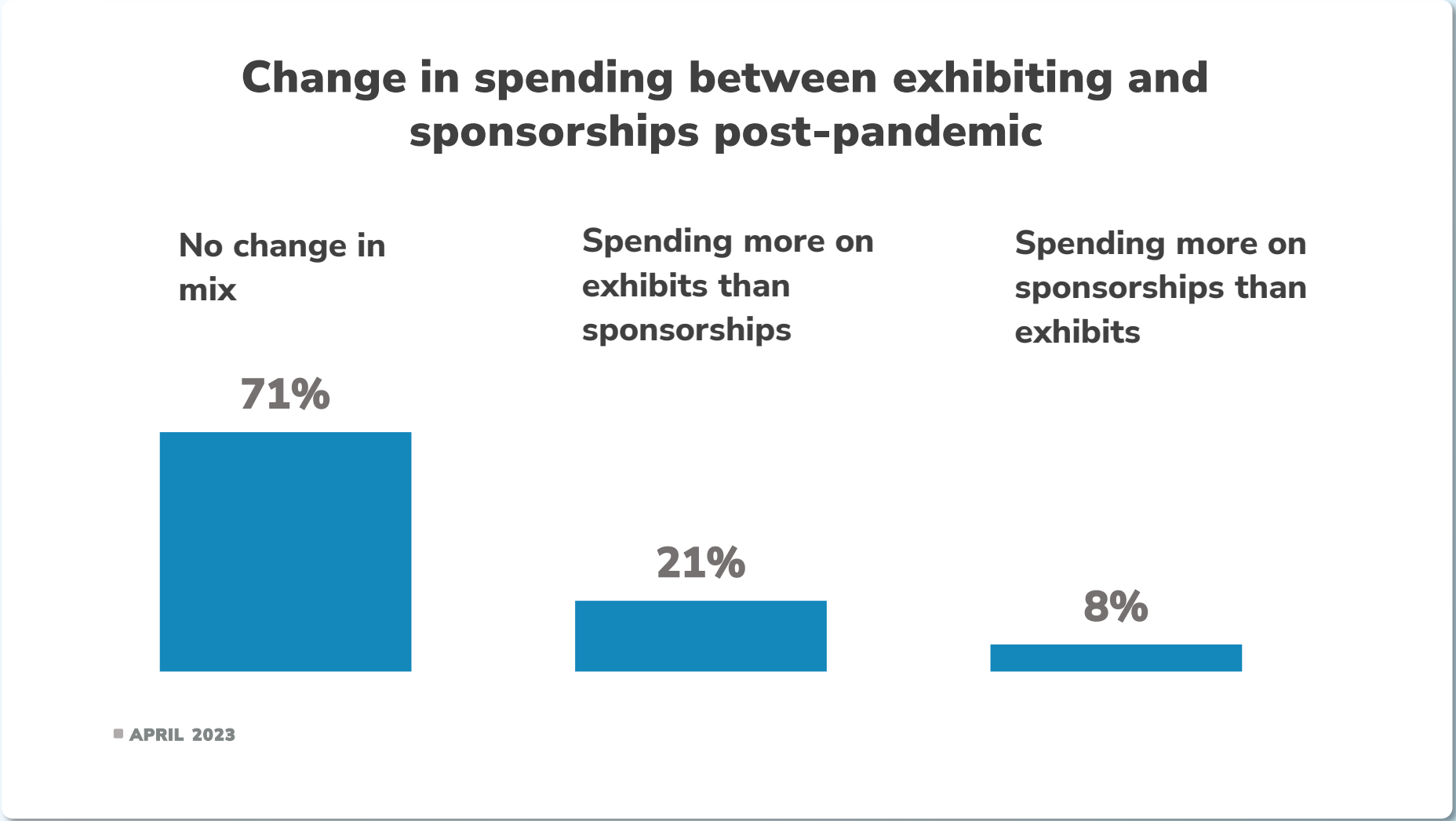


# Point 2: Participation Strong

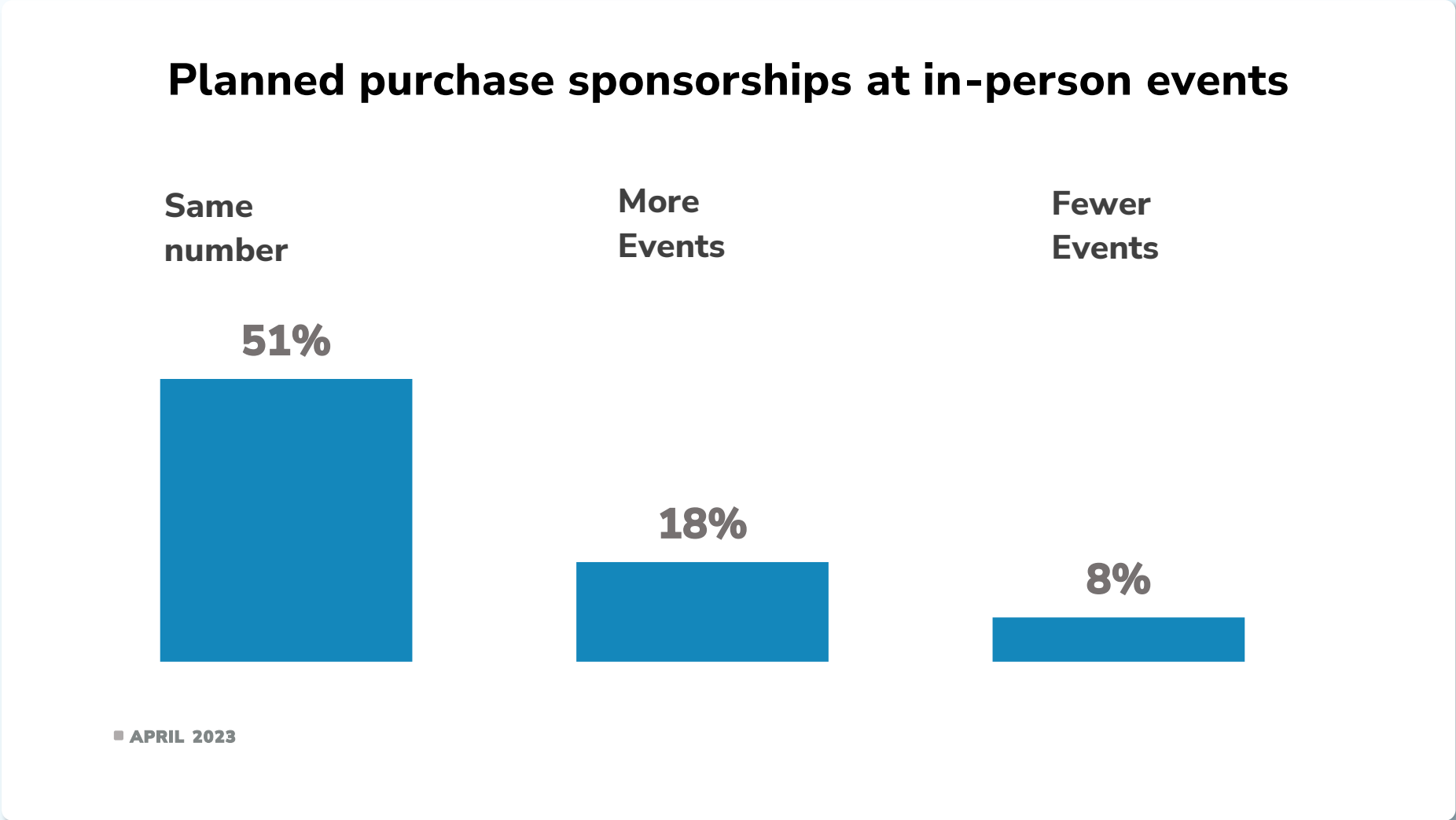


89% of exhibitors are using the same or more space.

# Point 2: Participation Strong



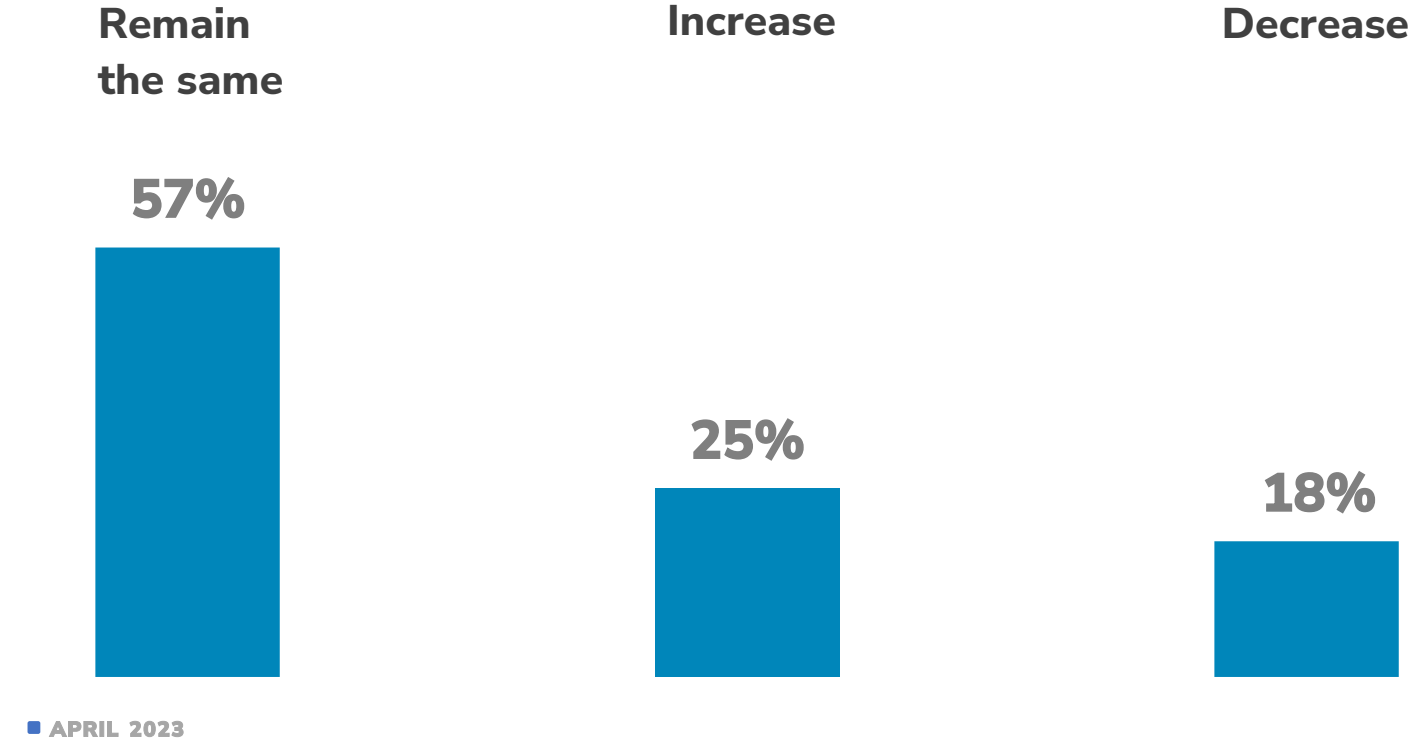
# Point 2: Participation Strong



69% are purchasing sponsorship in the same or more events

# Point 2: Participation Strong

Sponsorship budget expectations for next 12 months



82% keep the same or increase their budget

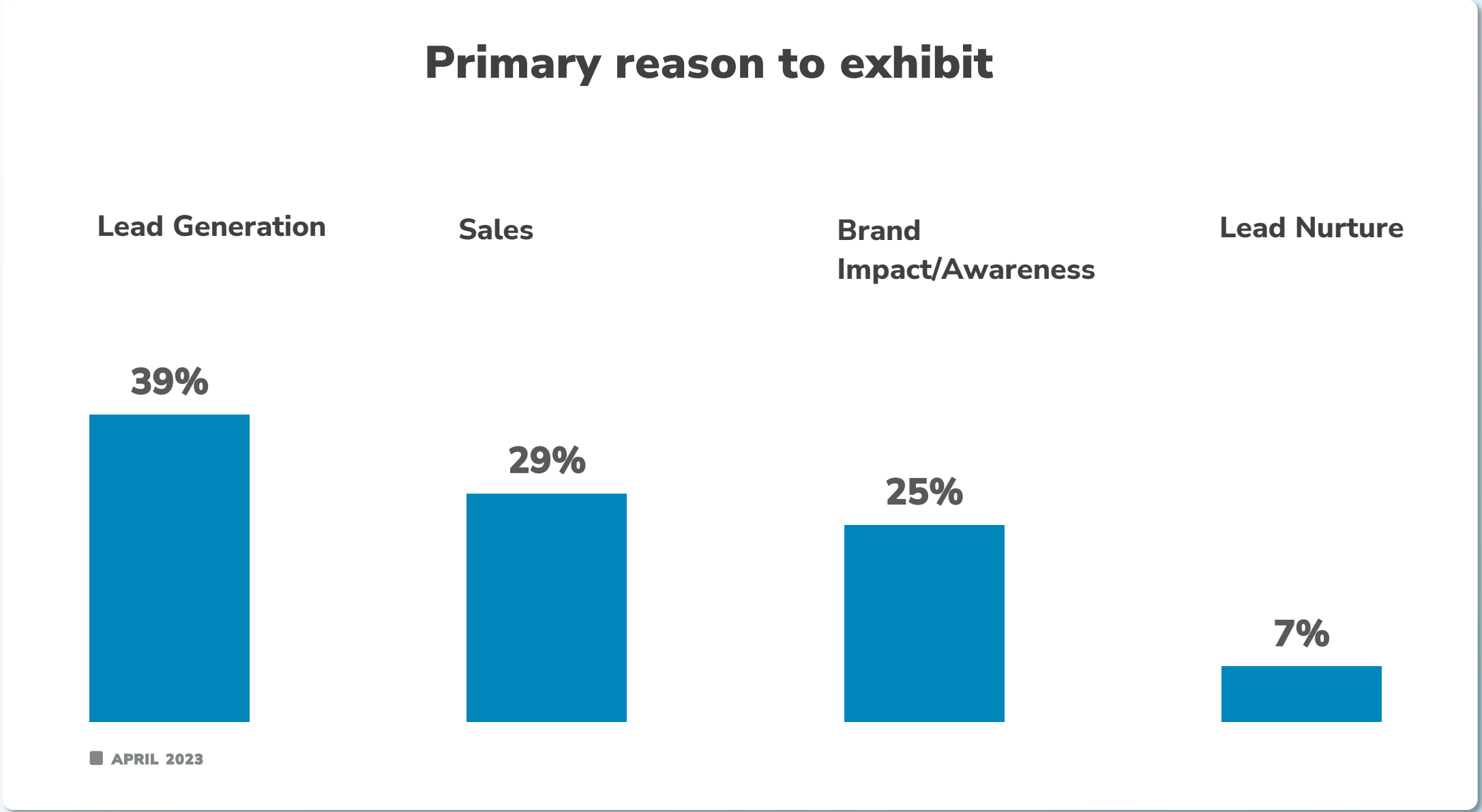
# Point 3: New Exhibit Managers

64% new to role since pandemic

2 years younger

53% Male, 41% Female, 6% Other

# Point 4: Lead Nurture



**Lead Nurture:** Exhibitors are neglecting a critical component of attendee connection: **nurture**. Every company must recognize the increasing number of high value touchpoints required to turn a lead into a customer.



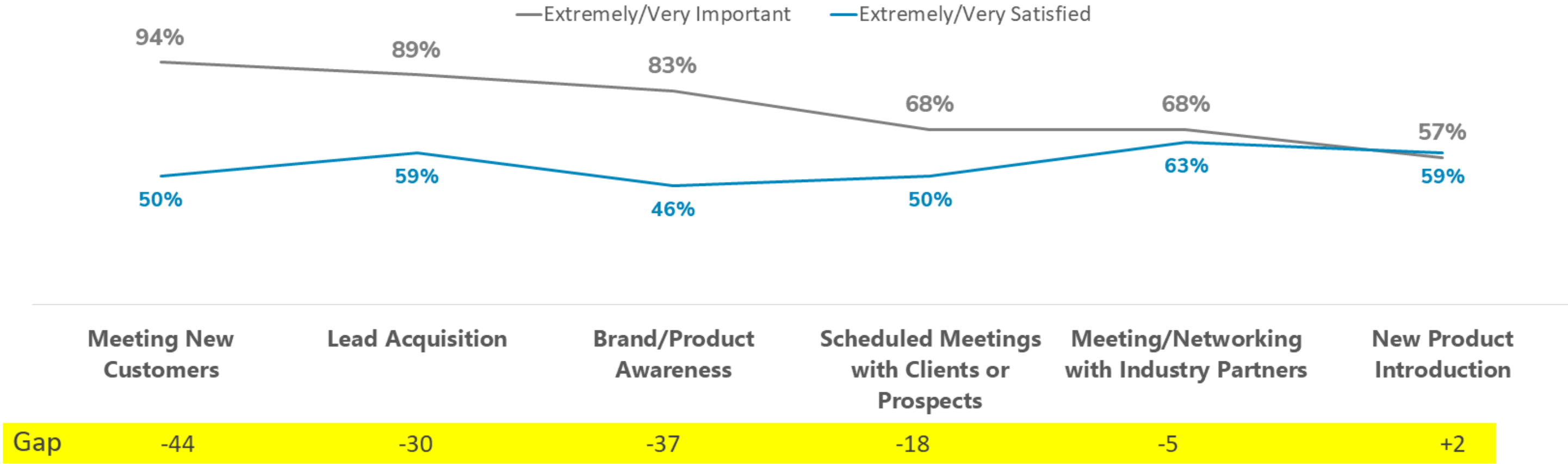
Source: Spring 2023 Freeman Syndicated Survey of Event Exhibitors/Sponsors



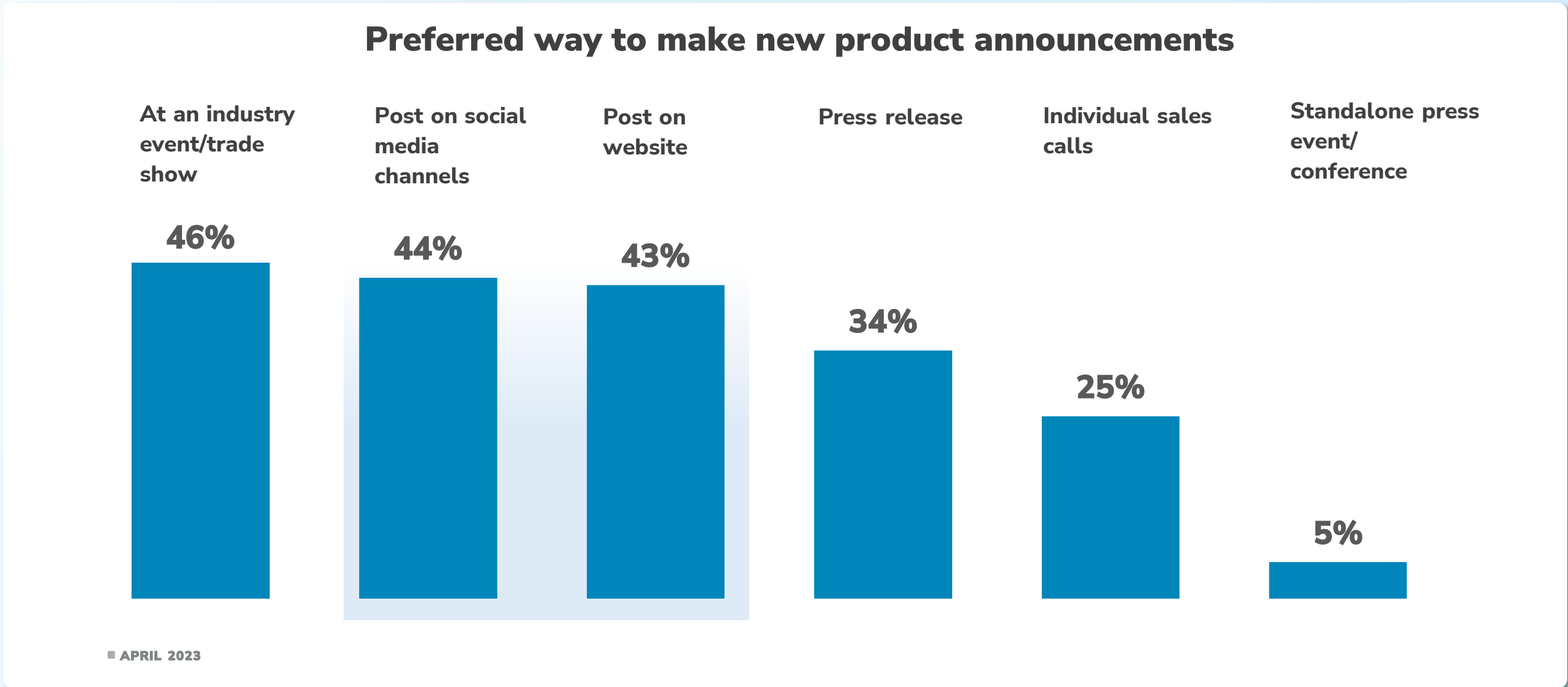


# Point 5: Mind the Gap

Reasons for Exhibiting (Importance & Satisfaction)



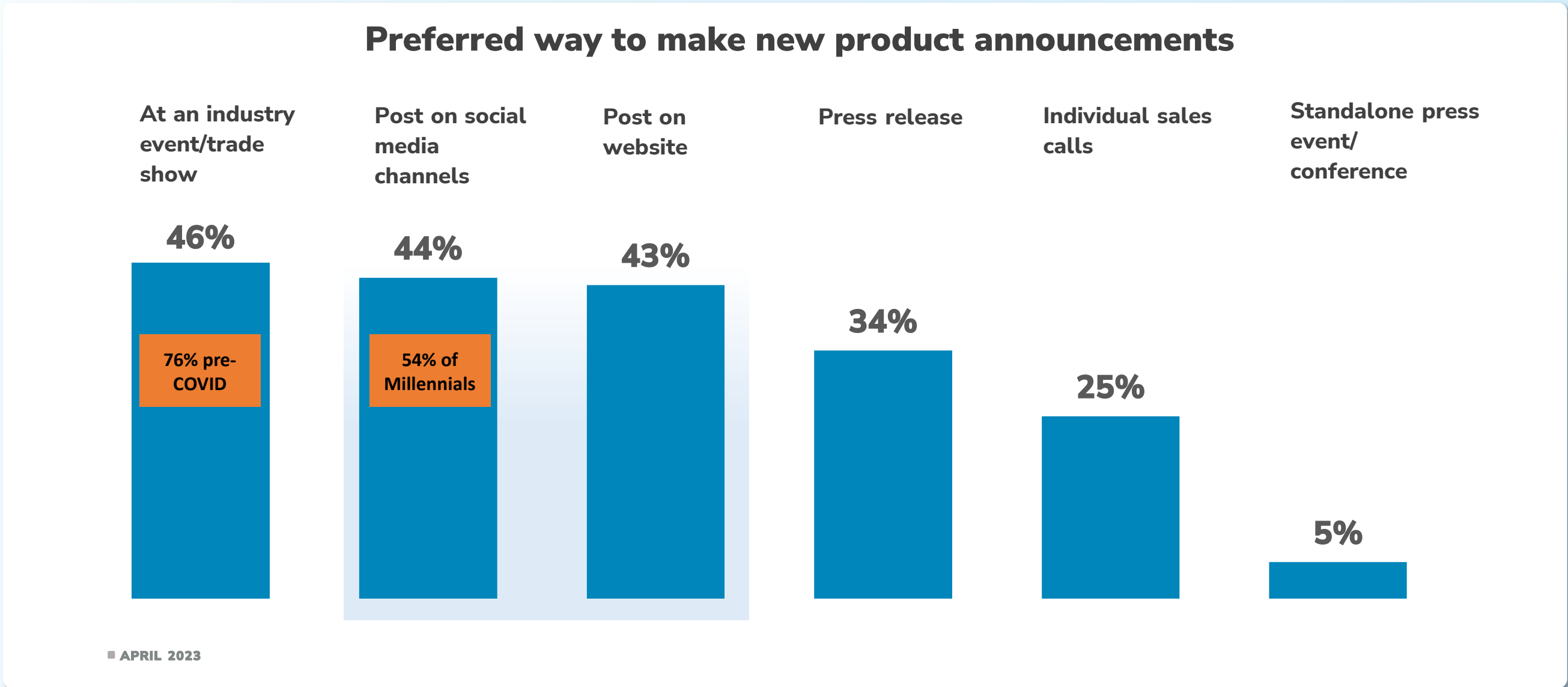
# Point 5: New Product Launches



Source: Spring 2023 Freeman Syndicated Survey of Event Exhibitors/Sponsors



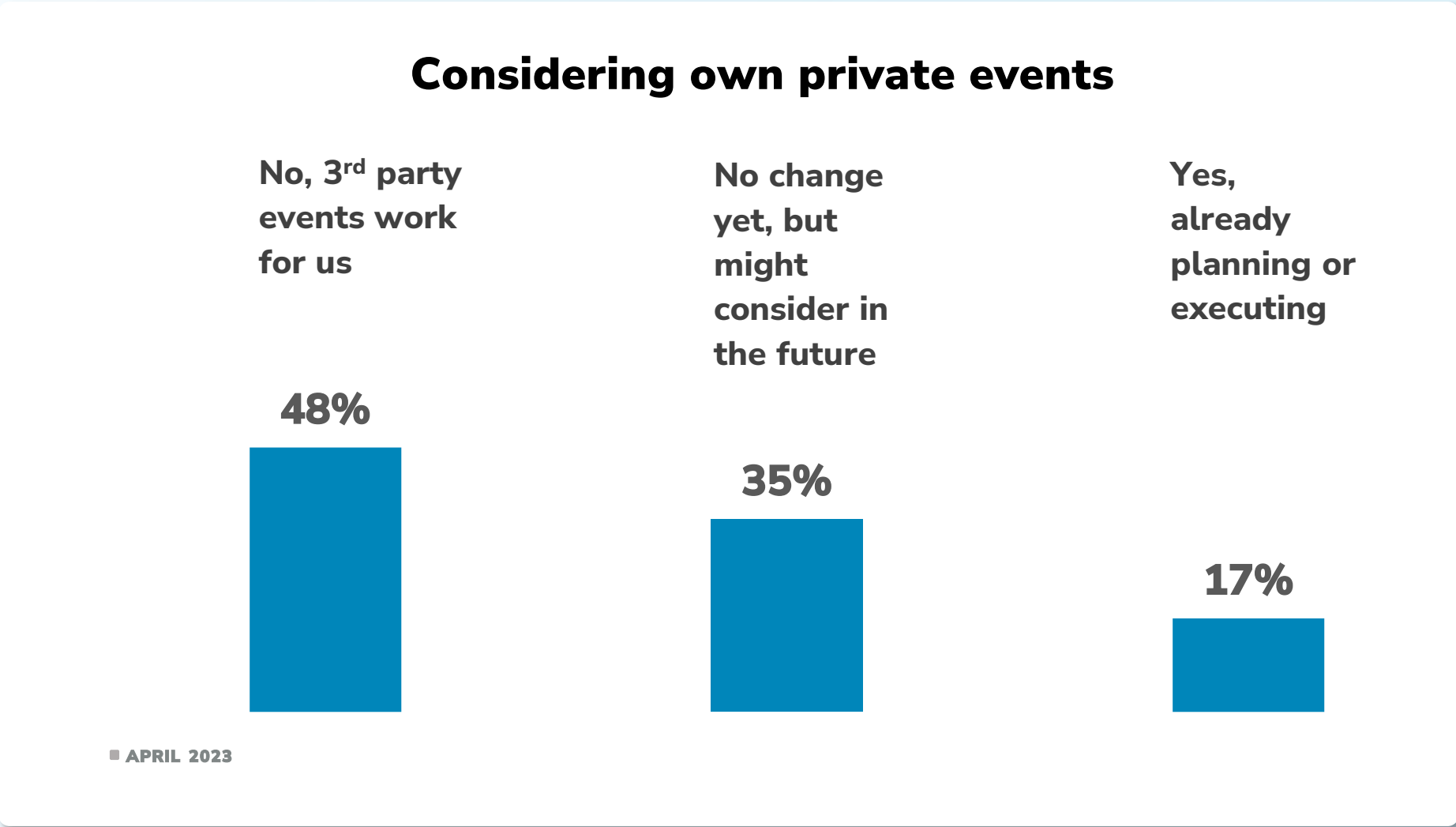
# Point 5: New Product Launches



Source: Spring 2023 Freeman Syndicated Survey of Event Exhibitors/Sponsors



# Point 5: Private Events



52% doing or considering private events