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# The Freeman Trends Report

+ Exhibitor/Sponsor Intent and Behavior Q2 2023

Data Charts and Graphs Version





MIND THE GAP



**We are seeing an emerging  
misalignment between attendees'  
values and preferences, exhibitors'  
and sponsors' priorities, and the  
marketing playbook.**

MIND THE GAP





# Who are they?



**+ Q1 Reflections: Do you know your persona?**



**20-44  
years old**

**More  
female**

**More  
educated**

**Authenticity,  
personal  
connections**

**Social  
Impact**

**Professional  
growth**

- **Demographics**
- **Priorities**





# Gaps in expectation

Losing the Lead



EXHIBITOR EXPECTATIONS

**MIND**

EXHIBITOR SATISFACTION

EVENT BUDGETS

**THE**

INFLATION AT 5%

SEASONED EXHIBITORS

**GAP**

64% NEW EXHIBITORS

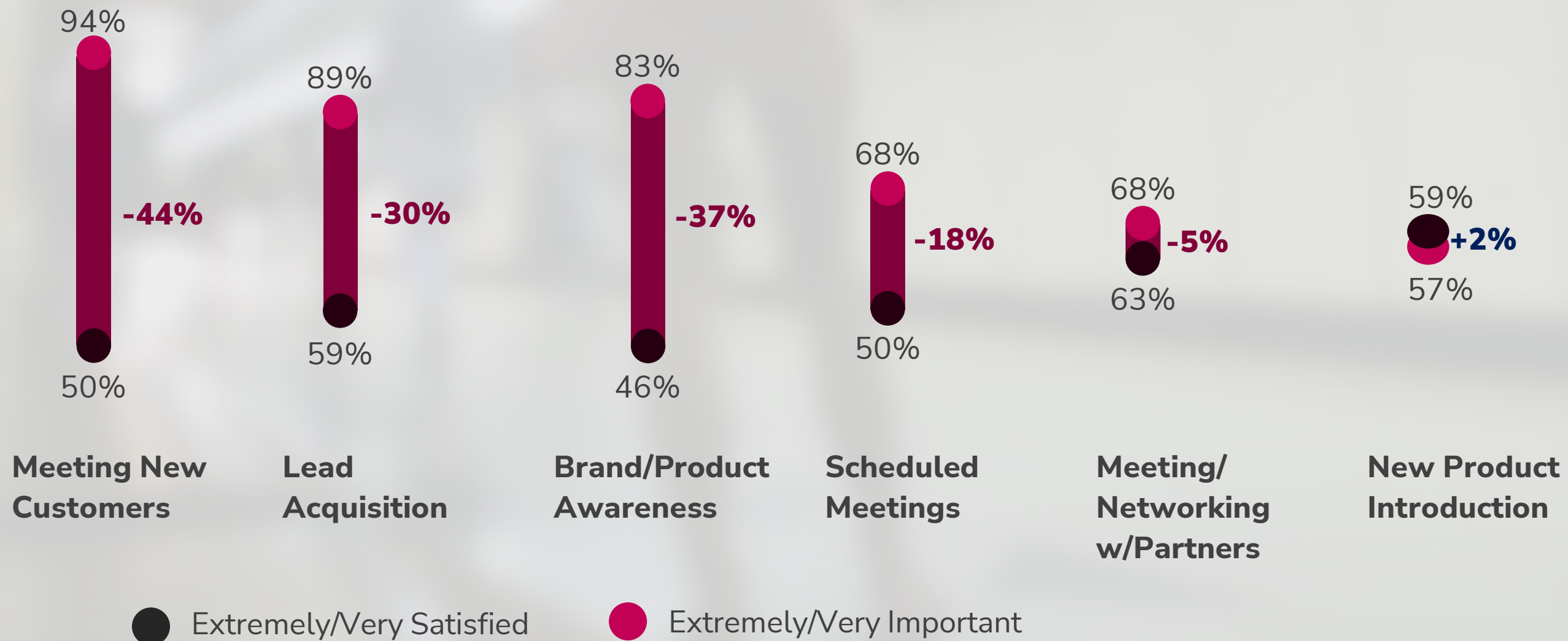
请小心空隙 Please mind the gap.





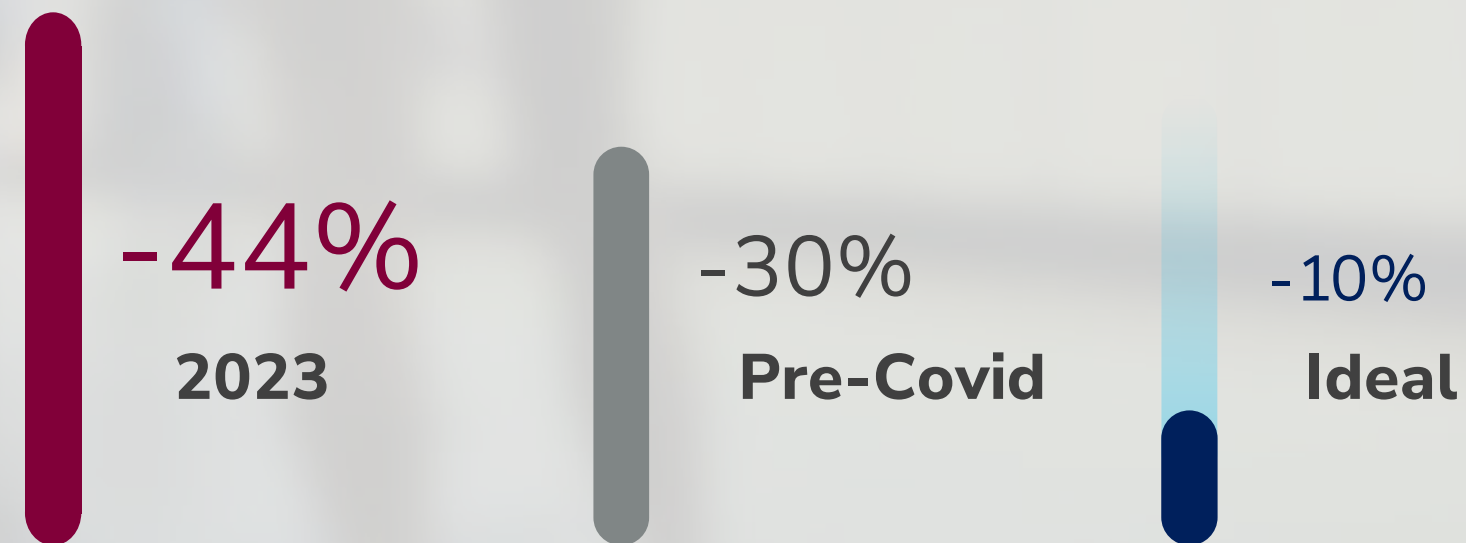


## Reasons for Exhibiting (Importance vs. Satisfaction)





## + Existing gaps have grown larger between exhibitors' objectives and satisfaction



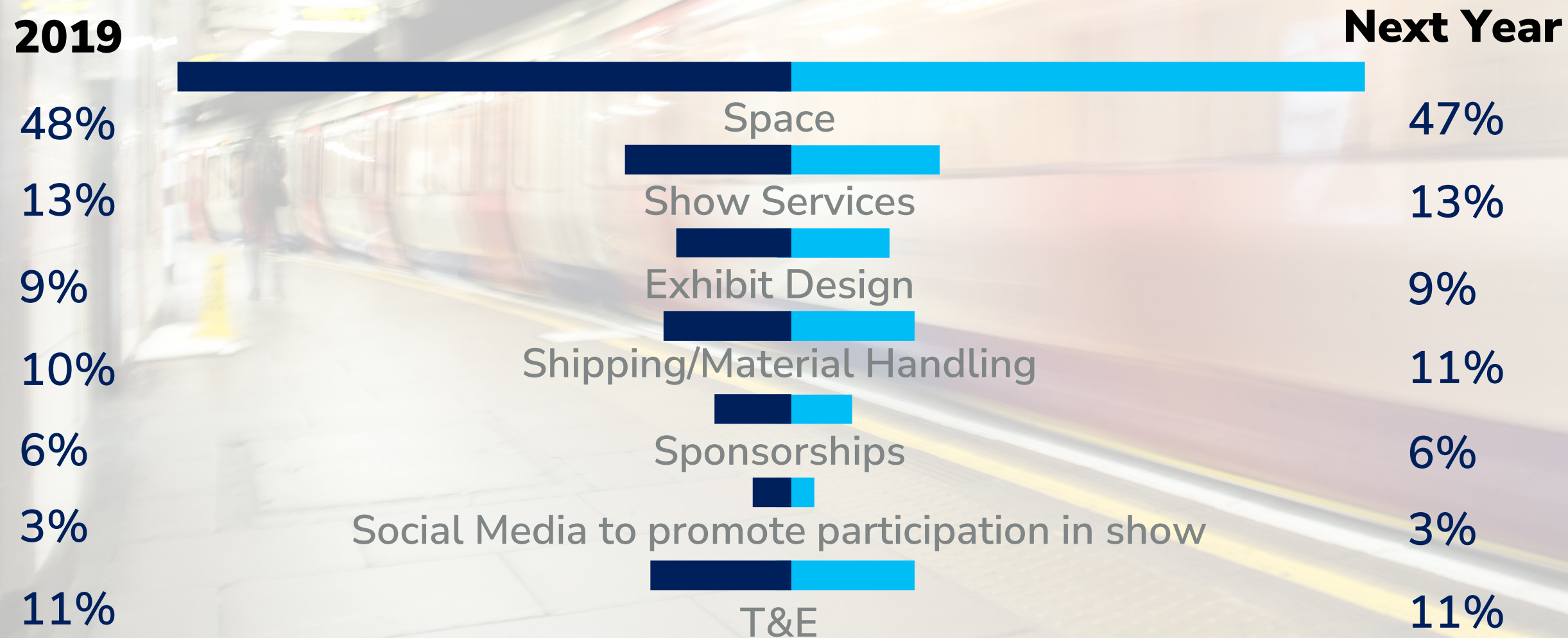


# Promising Signs

Budget, Space, and Allocations



## **+ Budget allocations are now largely the same as pre-Covid**





# **+ It comes down to location, location... inflation**

Location  
of event

**51%**



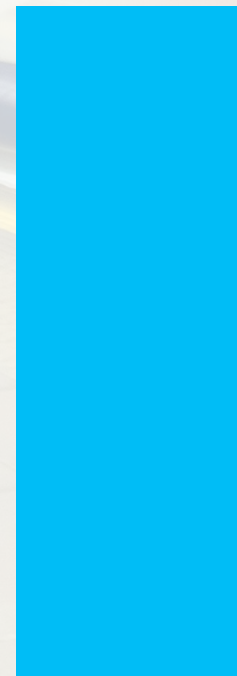
Smaller  
marketing  
budget

**46%**



Inflation

**45%**



Smaller  
travel  
budgets

**42%**



Recession  
concerns

**38%**

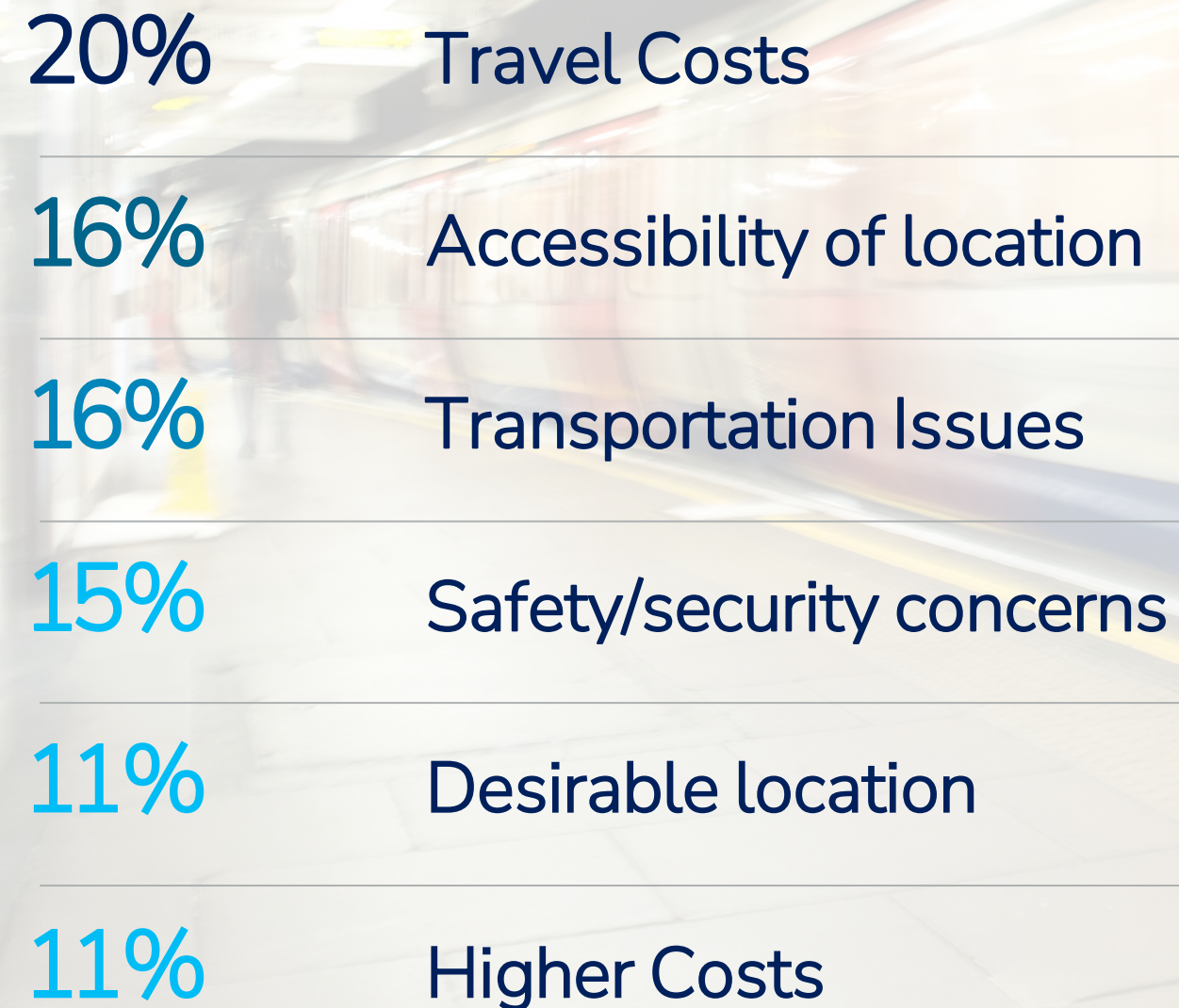


**Square footage compared to pre-pandemic**





## **+ For attendees, a desirable location is key, but for exhibitors, it's complicated**



Square footage compared to pre-pandemic





## **+ The majority of exhibitors are not influenced or aware of sustainability policies**





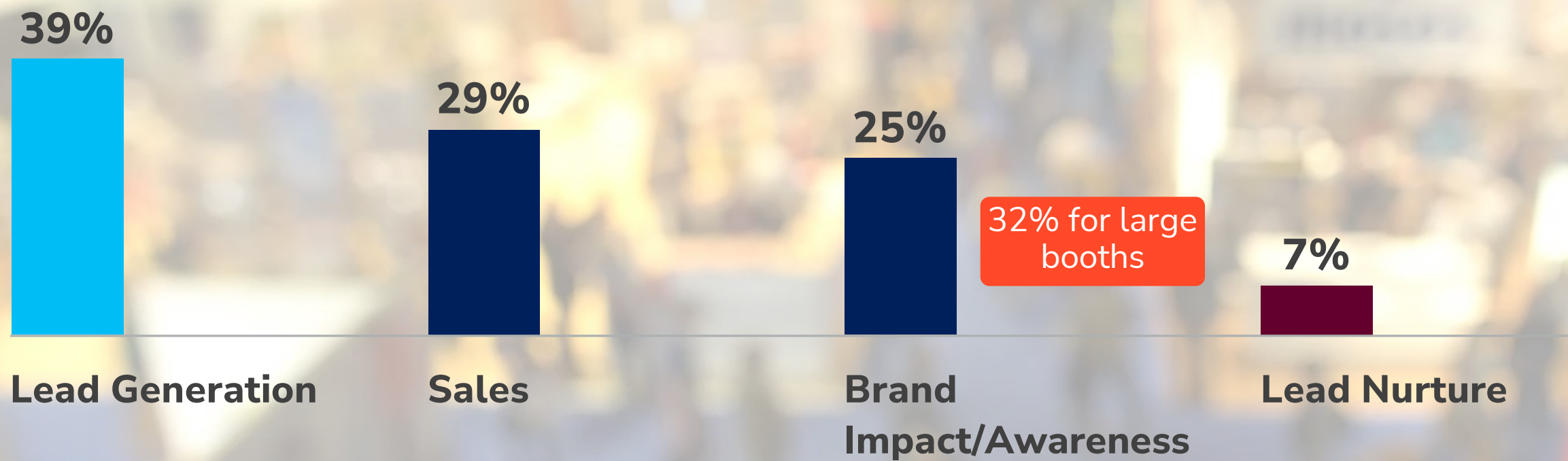


# Value creation

## Leading Factors



**+ Lead generation is the primary reason for exhibiting**



**QUESTION**

What is the primary reason you exhibit at your most important show?



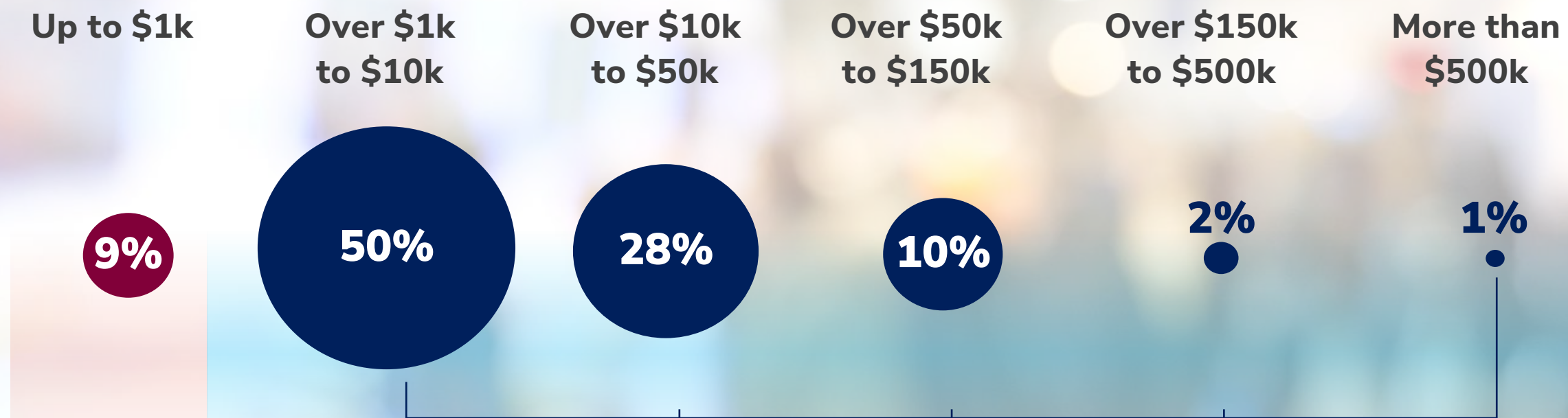
A photograph of a crowd of people at a social event, overlaid with a semi-transparent blue filter. In the center, a man in a dark suit and tie is holding a tablet and pointing at the screen. To his right, a woman with short blonde hair and glasses, wearing a red sleeveless top, is looking down at a glass of wine she is holding. Other people are visible in the background, some holding drinks. The overall atmosphere is professional yet social.

# Sponsors

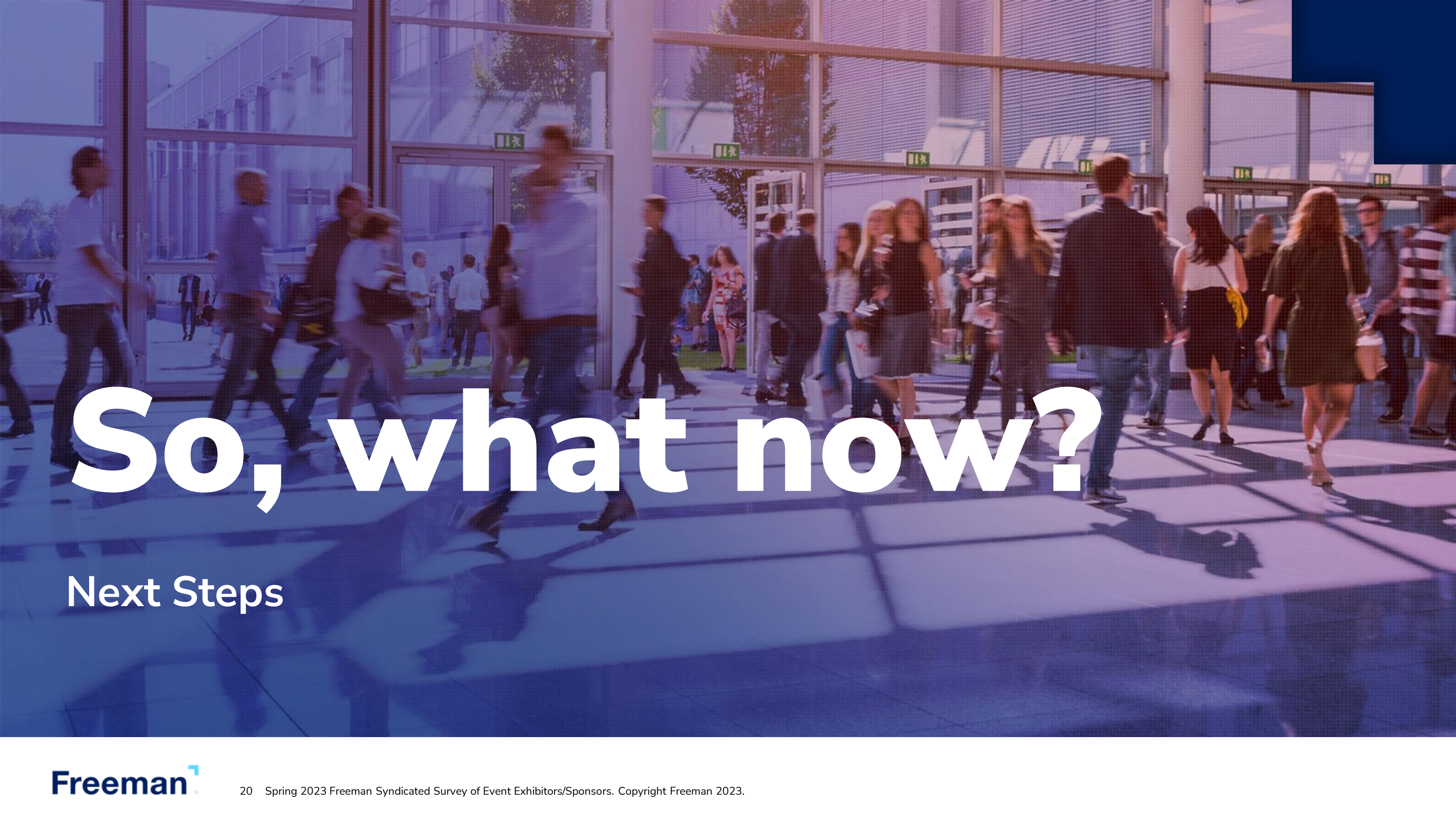
## Key Results



## **+ Most sponsorship budgets fall between \$1k and \$50k**







# So, what now?

Next Steps





**The future is about measuring and monetizing **quality** connections with the next generation of attendees.**

**Return on objective **(ROO)** is an **achievable** way to measure return on investment **(ROI)**.**





**So, what would it look like  
to design events around  
the **values** of your attendees and the  
core **objectives** of your industry  
partners and close these gaps?**



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