



Exhibition & Convention Executives Forum

From the Anchor's Desk: A Corporate Manager's Perspective

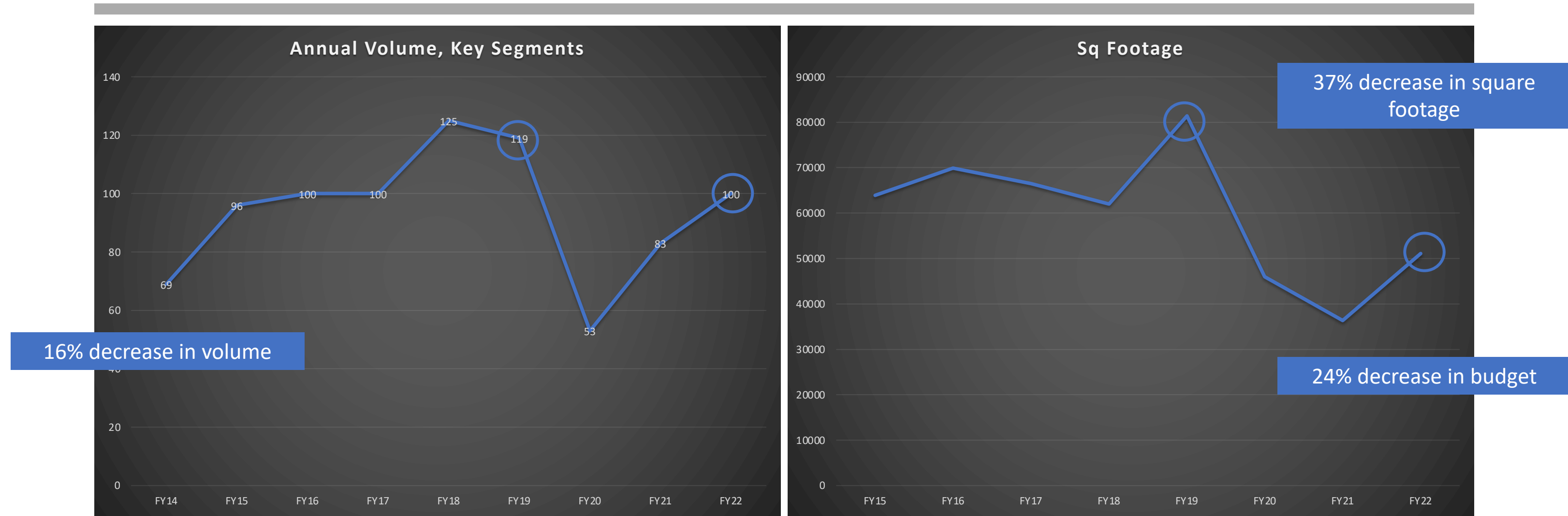
Jeannie Henson

1 Pandemic-Era
Planning

2 Now What

3 Long Term
Sustainability

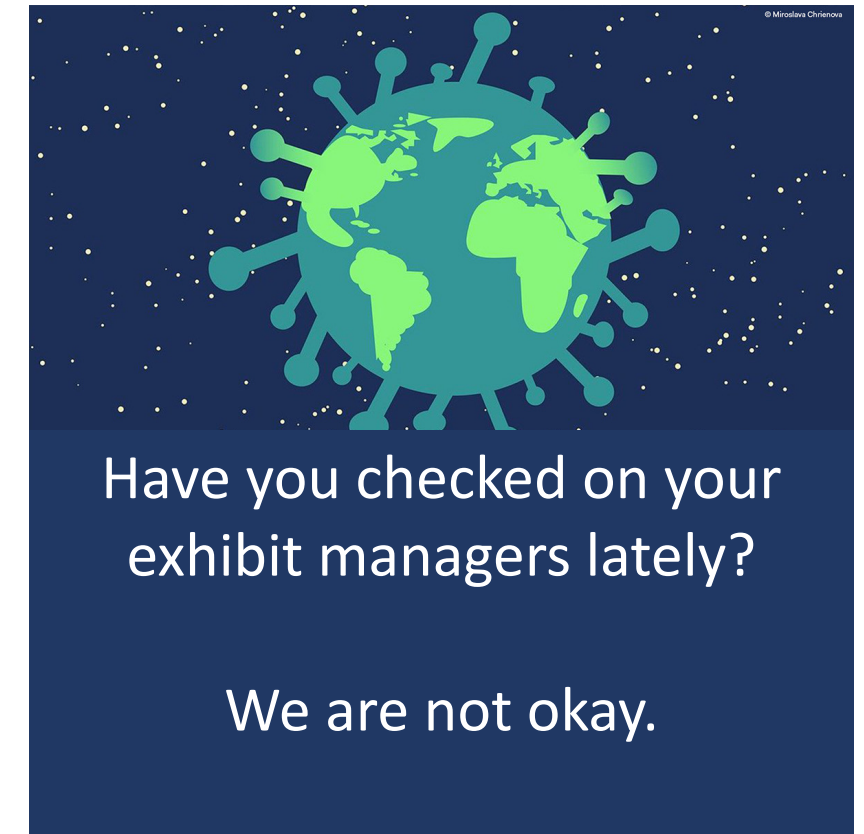
A little bit of background...



1 Pandemic-Era Planning

From my perspective...

- There is no end
- There is no normal
- Virtual was rough on all of us



1 Pandemic-Era Planning

The short list of permanent impact:

- How we plan & what we plan for
- We do not have the information we need to justify spend
- Access to information- in a variety of formats- is more critical than ever
- Hybrid remains – for those that can manage it
- For some of us... COVID is still a thing



How many of you schedule in-person meetings with your exhibitors. Check all that apply

- a. Annually with our Exhibitor Advisory Committee (EAC)
- b. Annually with our anchor exhibitors/sponsors
- c. Occasionally with our EAC
- d. Occasionally with our anchor exhibitors/sponsors
- e. None of the above

2 Now What: Some Good News

Finally seeing some positive return of attendance & total events

2021 Radiological Society of
North America : 30k attendees

2022 SHOT Show: 43k
attendees

2022 Natural Products Expo
West: 57k attendees

Business travel seems to be increasing

84% of Business Travelers Expect to Attend Conferences, Conventions
or Trade Shows in Next Six Months¹

CEIR Index : Compared to last year, there's improvement^{2,3}

Q1FY22: 90% of events
completed as scheduled

15.3% surpassed pre-pandemic
levels of the CEIR total index

1. BUSINESS TRAVEL TRACKER – 2022 Q1 SUMMARY RESULTS [PowerPoint Presentation \(ustravel.org\)](#)
2. TSNN, May 24 2022 [CEIR Q1 Index Results Show U.S. BSB Exhibitions Industry on the Rebound](#)
3. 2022 CEIR Index Report

2 Now What: Some Bad News

- Corporate exhibit managers are looking at all the numbers
- Attendance is improving... but is probably trending about 50 -70% of 2019
- Budgets for many are not increasing
- Data Privacy/ GDPR, oversight, regulations
- Inflation, resources/supply chain, shipping delays
- Turn around times
- Lack of standardization regarding Health and Safety protocol
- Monkey Pox?!
- And COVID of course



How Many of You Work with Exhibitors to Control Their Rising Costs? (check all that apply)

- a. Aware of exhibitor prices increases the last 6 months
- b. Negotiate exhibitors' prices as part of our agreements with suppliers
- c. Select destinations/venues that have exhibitor friendly policies/prices
- d. Offer cost effective packages for our exhibitors
- e. None of the above

3 Long Term Sustainability

Will quality over quantity be enough? ... *Maybe?*

Are some of us exploring our options? ... *Yes, definitely*

Are we redefining how and what we measure? ... *Duh*





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Thank you!