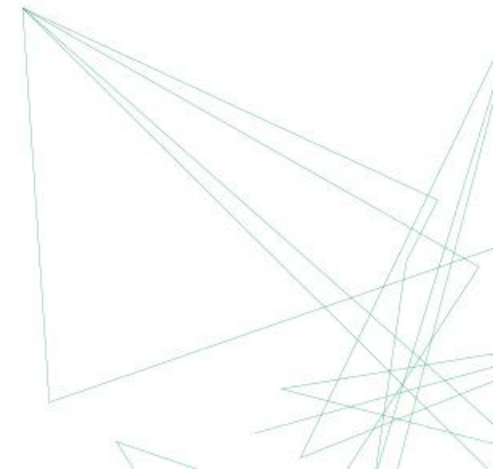


# HIGHLIGHTS OF KEY INDUSTRY TRENDS BASED ON CEIR RESEARCH



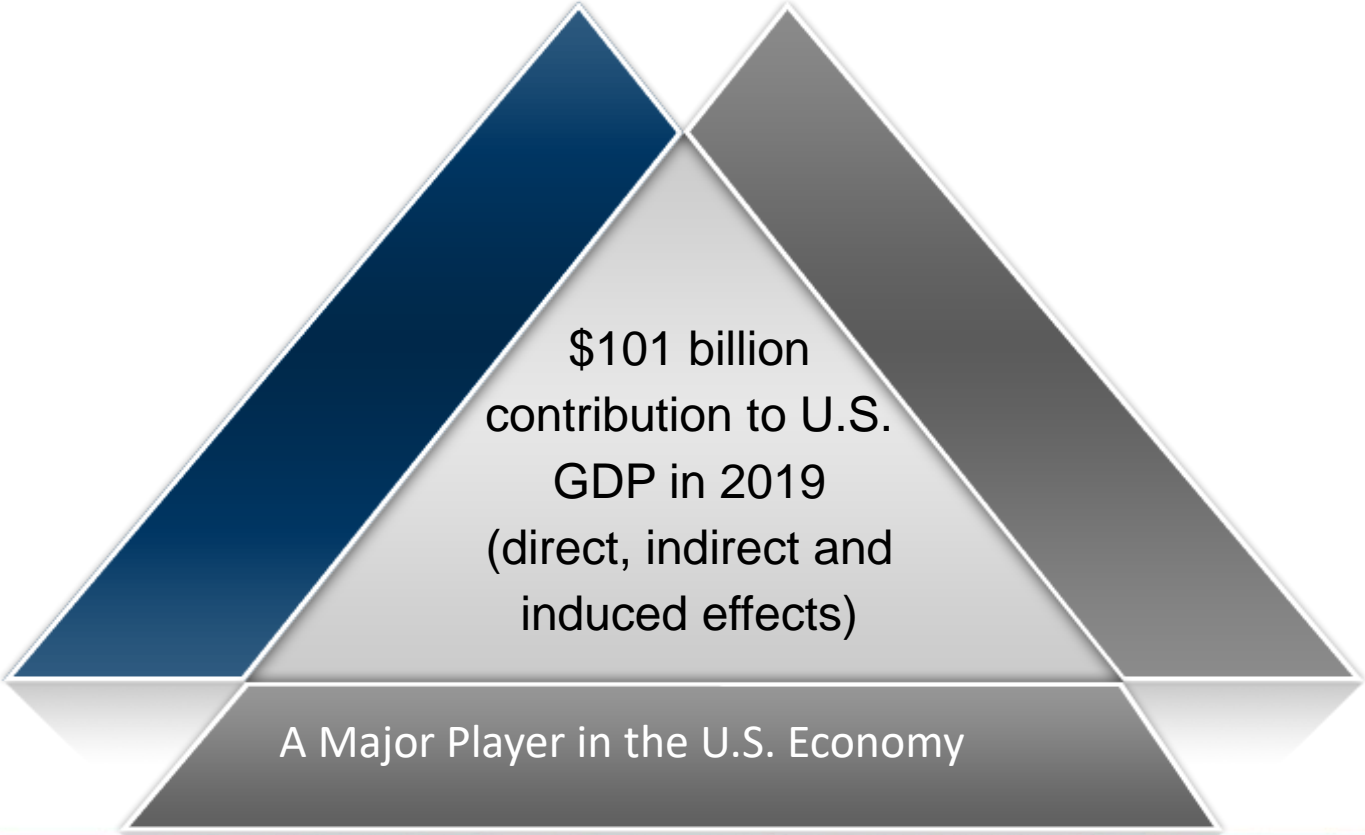
Center for Exhibition Industry Research

*Prepared Especially for ECEF 2020*



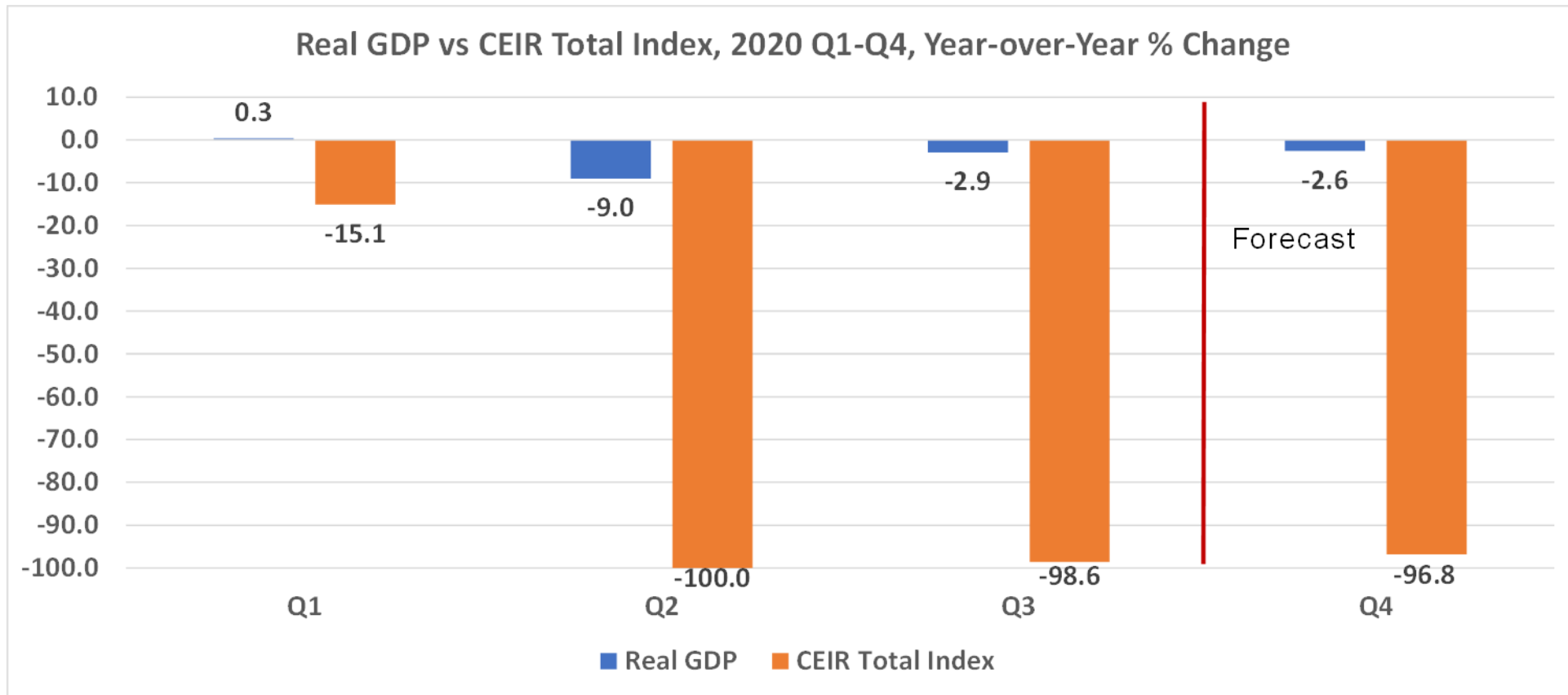
# Macro Level Insights

## U.S. Business-to-Business Exhibition Industry – Thousands of Events Serving Millions

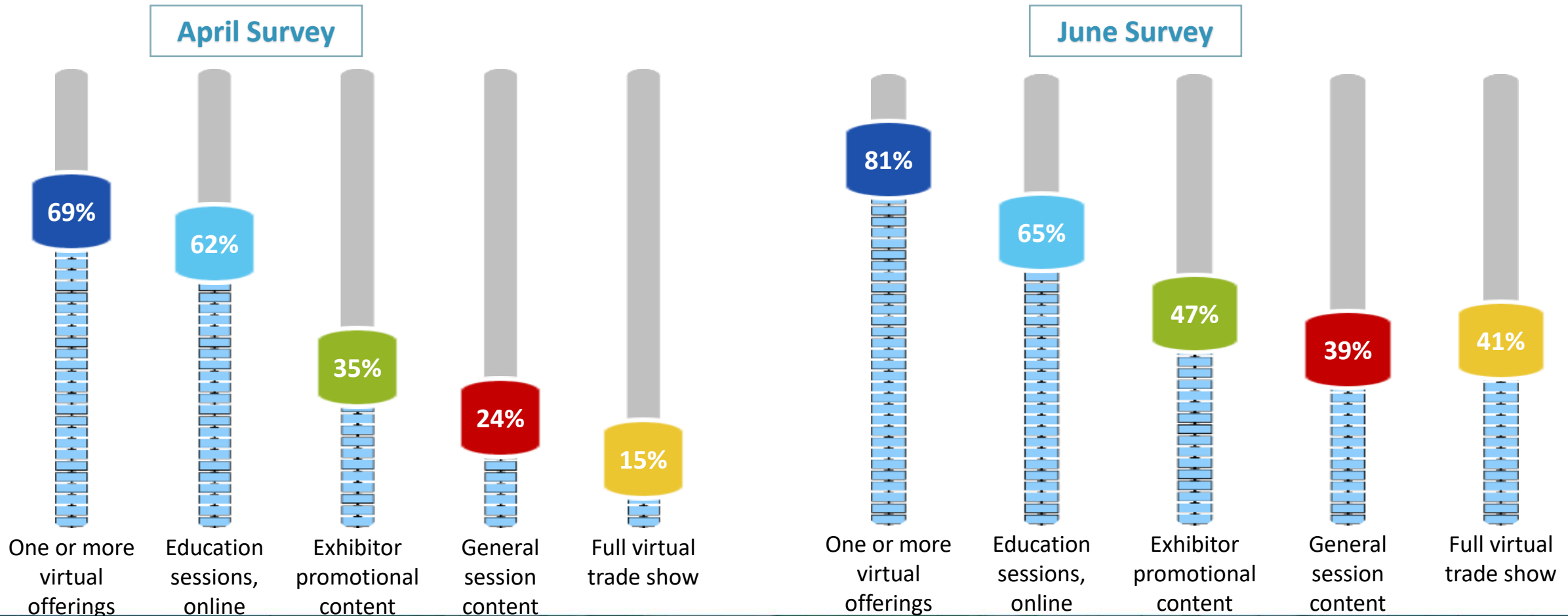


The CEIR Index documented that 2019 was a good year for the US B2B exhibition industry, where it achieved a 1.4% growth rate and where 11 of the 14 industry sectors enjoyed positive growth.

With the onslaught of COVID-19 in mid-March, B2B exhibition industry activity came to a standstill in Q2 and Q3. The outlook for Q4 anticipates little growth, unless a major turnaround in containing COVID occurs. CEIR's economist continues to monitor and report on the anticipated outlook for US GDP and B2B exhibition industry growth for 2020 and 2021. Dr. Shaw's scenario analyses were included most recently in a November 5 CEIR webinar. To access this webinar, go [here](#).



US B2B exhibition organizers have made a hard pivot to virtual events to survive the health crisis and maintain engagement with their communities, as documented by CEIR's B2B Exhibition Organizer Impact and Recovery Survey. The June survey captured topline data on the how organizers are monetizing these events. FMI go [here](#). CEIR has launched a study with B2B exhibition organizers globally, capturing more comprehensive baseline data on what elements are included in virtual events as well as participation and financial outcomes. Preliminary results will be released in early December.



The 2019 B2B Exhibition Sponsorship Playbook series compiles organizer and exhibitor practices in a unique format that provides answers to these issues and more. It provides valuable industry benchmarks and insights on what is working to help organizers and exhibitors adjust programs to enhance their success.

# Part One: What Organizers Offer Compared to What Exhibitors Buy



## SPONSORSHIP MARKET IS VIBRANT

**83%** of exhibitors have purchased 1+ sponsorships in the past 2 years

*These exhibitors spend an average of 13.8% of their B2B exhibiting marketing budget on sponsorships, median of 10%*

**Sponsorships contribute to organizer's bottom line.**

*19.5% on average to organizer gross revenues, median of 15%*



Organizers offer a broad array of choices, though what is popular among exhibitors varies. It reflects a balance of purchases that a large number of exhibitors can buy along with more exclusive offerings that are in demand among exhibitors.

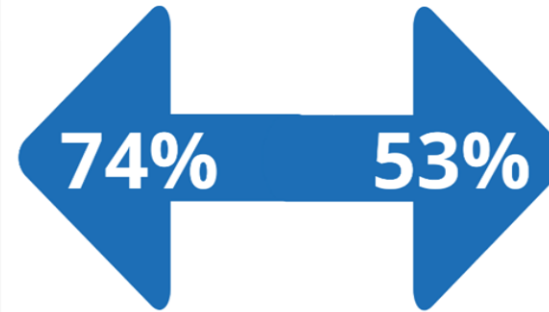
**In general, the array of sponsorship offerings increases with the size of an event, and the propensity to buy sponsorships increases the larger an exhibitor's marketing budget and booth size and the number of exhibitions included in an exhibit program.**

The 2019 B2B Exhibition Sponsorship Playbook series compiles organizer and exhibitor practices in a unique format that provides answers to these issues and more. It provides valuable industry benchmarks and insights on what is working to help organizers and exhibitors adjust programs to enhance their success.

## Part Two: Sponsorship Sales Process – Customer Satisfaction, Package or A La Carte? Self-Serve or Staff-Assisted?

### CUSTOMER SATISFACTION WITH THE SPONSORSHIP SALES PROCESS

PERCEPTION GAP:



Organizer Perception of Sponsor Satisfaction

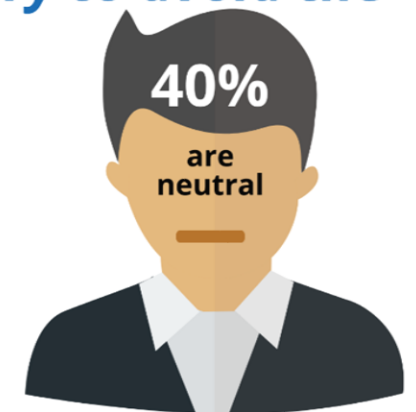
Sponsor Satisfaction



Organizers overestimate sponsor satisfaction with the sales process. The largest percentage of sponsors are satisfied, though a notable percentage are neutral, 40%. Dissatisfaction is minimal.

That 40% of sponsors are unable to discern that they are either satisfied or dissatisfied with the sales process is a threat to repurchasing in the future, as results below reveal. It is important to avoid the Neutrality Factor.

**PRO TIP:**  
*Try to avoid the*



**NEUTRALITY FACTOR**

*Boost satisfaction to drive future sponsorship sales.*

The 2019 B2B Exhibition Sponsorship Playbook series compiles organizer and exhibitor practices in a unique format that provides answers to these issues and more. It provides valuable industry benchmarks and insights on what is working to help organizers and exhibitors adjust programs to enhance their success.

# Part Three: Evaluating the Outcome of Sponsorship Sales and Purchases

## SPONSOR PERFORMANCE METRICS

82%

of exhibitors have a process to evaluate sponsorship purchases



	Sponsor Metrics Used N=491	Satisfied Rating N=Metric user rating
Cost compared to goal/purpose of sponsorship investment	67%	☹️
Exhibit staff and internal stakeholder feedback via survey and/or discussions, etc.	46%	😊
Metrics used to evaluate outcome of exhibiting overall	42%	😊

Legend: ☹️ = 40% to 49%; 😊 = 50% to 59%

The table above shows that the majority of sponsors are satisfied with their results. However, satisfaction among those using the metric of **cost compared to the goal/purpose of making the investment** falls short: fewer than half are satisfied.



**DISSATISFACTION AMONG SPONSORS NOT THE ISSUE; NEUTRALITY IS**



*Roughly one-third of metric users say they are neither satisfied nor dissatisfied.*



**Caution!** A non-committal attitude is a threat to motivating repeat purchases.

The 2019 B2B Exhibition Sponsorship Playbook series compiles organizer and exhibitor practices in a unique format that provides answers to these issues and more. It provides valuable industry benchmarks and insights on what is working to help organizers and exhibitors adjust programs to enhance their success.

## Part Four: Future Outlook for Sponsorship Sales and Purchases

### Sponsorship Sales Outlook

49%  
Increase



39%  
Same Level



#### TACTICS LINKED WITH HIGHER % ANTICIPATING INCREASED SALES AT NEXT EDITION OF EVENT

- ✓ Sales staff dedicated to sponsorship sales, 58%
- ✓ Both package and a la carte options promoted on website and collateral materials, 56%
- ✓ Evaluating sponsorship sales outcome formal process evaluating event overall, 67%



The 2019 B2B Exhibition Sponsorship Playbook series compiles organizer and exhibitor practices in a unique format that provides answers to these issues and more. It provides valuable industry benchmarks and insights on what is working to help organizers and exhibitors adjust programs to enhance their success.

## Part Five: Who Are Non-Buyers and What May Prompt Them to Buy?

Download the full series!



Download [here](#)

## Benefits of using the CEIR Event Performance Analyzer:

1. Quickly see if your event is outperforming, underperforming or is in line with other events in your industry sector.
2. The tool generates charts that you may share with your show team or add into a presentation. Results will quickly point to areas that need to be addressed when planning for the next edition of your event. It may also give you bragging rights to share with your board, where you're outperforming the competition or maybe even use in your event promotions.
3. All results are automatically saved. Users simply add results for the next show year when it occurs. The CEIR Index model is updated annually in the Spring.
4. Users have FREE ACCESS to 13 charts. The data is downloadable into an excel file and/or users may download charts as a pdf, png or jpg.
5. Access the CEIR Event Performance Analyzer [here](#).



## WEBINARS

CEIR Webinars are complimentary to all industry professionals.

### 5 November 2020 | CEIR's Event Analyzer 2.0 is About to Launch! Learn How to Use this New Tool and Ramp Up Your Strategic Planning Focus

12:00 PM CT | 10:00 AM PT | 1:00 PM ET

#### Presenters

- Nancy Drapeau, PRC, Vice President of Research, CEIR
- Allen Shaw, PhD., President & Chief Economist, Global Economic Consulting Associates

#### Webinar Description

Join CEIR's VP of Research Nancy Drapeau, PRC and Economist Dr. Allen Shaw – to learn how to:

- Use this new and improved tool
- Understand which industry benchmark charts are available for free
- Unlock premium content
- Engage in an interactive discussion on how to interpret these results.

Additionally, a brief update on the latest CEIR Index analysis will be provided.

[Register here](#)



# Contact Us

Nancy Drapeau, PR  
VP of Research  
[Ndrapeau@ceir.org](mailto:Ndrapeau@ceir.org)  
+1 (207) 332-9839

Cathy Breden, CMP, CAE, CEM  
CEO  
[Cbreden@ceir.org](mailto:Cbreden@ceir.org)  
+1 (972) 571-0449