



THIS IS
THE SIGN
YOU'VE BEEN
LOOKING FOR

What are Exhibitors and Sponsors Thinking?

And what you can do now to help drive
ROX, ROE & ROI

Joe Federbush

EVOLIO
marketing



AGENDA

- 1 | What's new?
- 2 | Industry data
- 3 | The Situation
- 4 | Resources

What Does EVOLIO Marketing Do?

Attendee & Exhibitor Surveys & Business Intelligence

Focus Groups
& In-depth
Interviews

Portfolio
Optimization & Data
Analytics

Behavioral and
Sentiment Analytics

Mystery
Shopping

Training &
Consulting

Exhibitor Strategy Meetings & Workshops

KPI Playbook Development

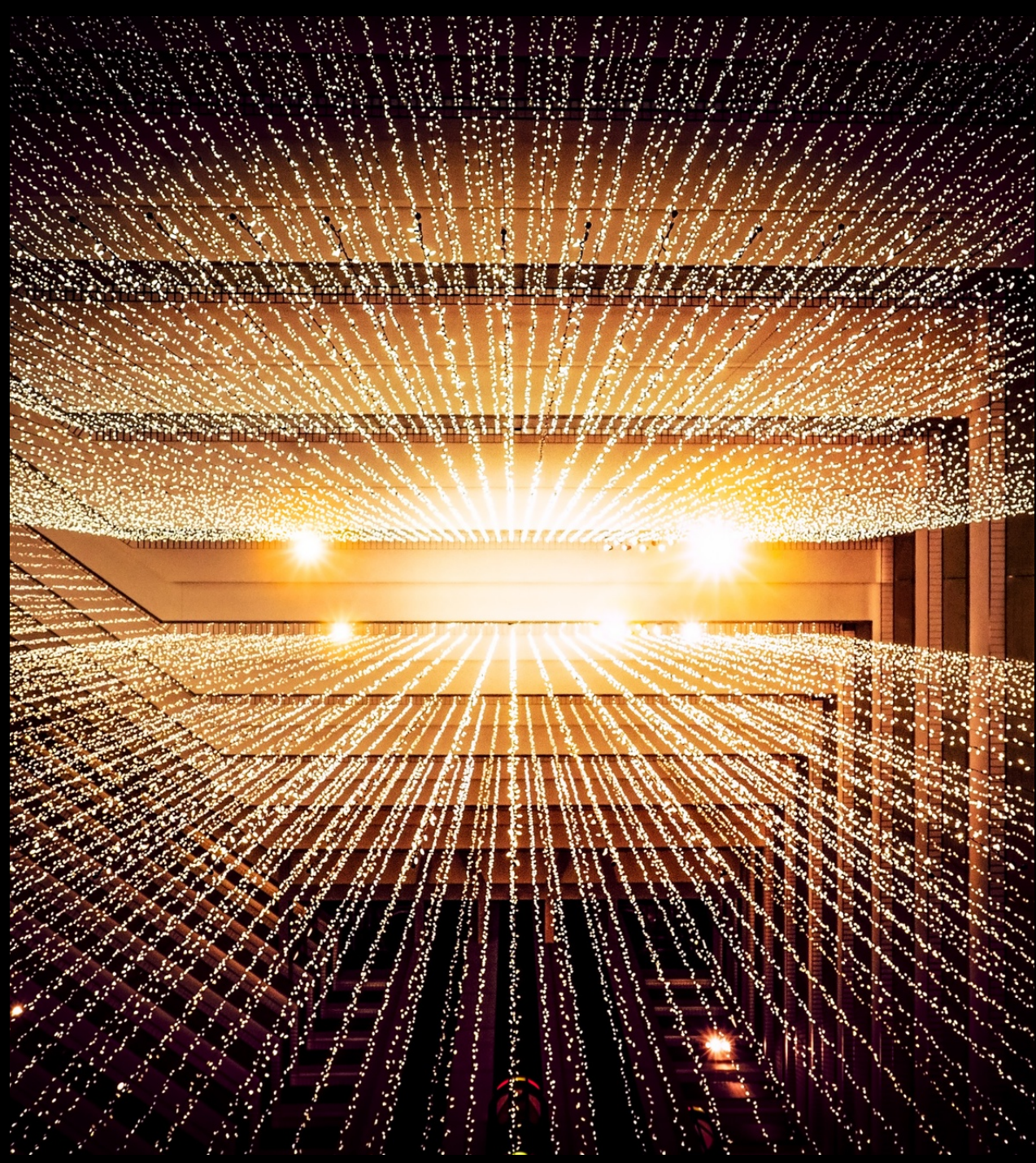
Measuring Events & Exhibits



Working with Brands like...



Industry Benchmarks



EVOLIO Tradeshow Attendee Benchmarks

SOURCE: EVOLIO MARKETING | 13,664 ATTENDEE SURVEY RESPONDENTS, B2B TRADESHOWS | MAY 2021- AUGUST 2023

1st-time Attendees
49%

Average Age
43

Gen Z 10%
Millennials 40%
Gen X 32%
Boomers 18%

Likely to Attend Again
79%

Overall Satisfaction with Exhibit/Visit
82%
Extremely/very Likely

Anticipate Buying Within 12 Months
67%

Top Reasons for Visiting Exhibits
Check Out What's New **67%**
Learn More About Brand **55%**
Just Looking Around **33%**
Get Detailed Info **26%**

Have a Buying Role
80%
Decision-makers **29%**

Brand's Net Promoter Score
+37

compared with 2019

2023 Exhibit & Sponsorship Outlook

Source: EVOLIO Marketing & Lippman Connect April 2023 Survey | N=43 Large show organizers, >125K NSF



41%

Increased # of exhibitors

41%

Increased in sponsor revenue

32%

Increased # of sponsors

68%

Increased cost per NSF



Exhibitors Need More Actionable Data

Honest, clean attendance numbers

Attendee profile details

Attendees' interests & challenges

Demand gen opportunities and outcomes

Connections a.k.a. Networking

Cost transparency

Proving Value



Tradeshow Sales Models are Shifting



Customized options

Exhibitors want more flexible sponsorship options and pricing tailored to their needs.



Transparency

Sponsors want clarity on what is included like media, promotion and support.



Connections

Brands want to connect with customers and prospects in many ways, beyond the booth

Exhibitors and sponsors are demanding more flexible and customized tradeshow packages that are backed by data.

The Value of Tradeshows is Not in Jeopardy

but proving the value is



Tradeshows build brand awareness

Exhibiting at tradeshows increases visibility and reach



Tradeshows drive leads

Tradeshows provide opportunities to interact directly with prospects and customers



Tradeshows support sales

Sales teams can engage with prospects and educate them on products/services

Approximately 35% of brands' marketing budgets are allocated to tradeshows. Tradeshows are a crucial part of their marketing strategy and sales process.

Exhibitors Top Challenges

Sources: EVOLIO Marketing Event Outlook Survey and Explori Exhibit Leader Insights Study n=254

1 | Cost Pressures

- Costs continue to rise
- Budgets are constrained and scrutinized

2 | Event Experience

- Quality & quantity of attendees
- DEI, Sustainability & ESG (environmental, social and governance)

3 | ROI, MQLs and SQLs

- 71% of exhibitors are happy with events as a marketing channel*
- 67% satisfied with events as a sales channel*

4 | Brand Impact

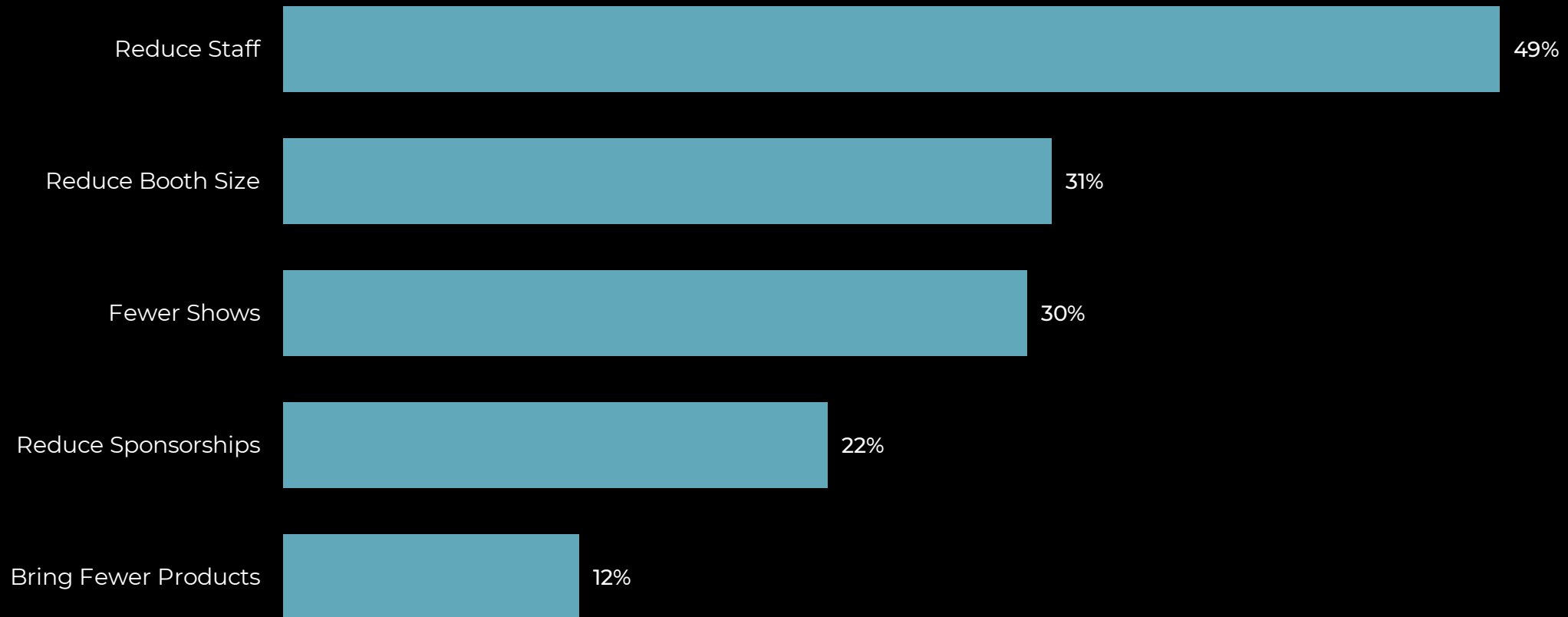
- Connections through event activities
- Beyond the booth

5 | Event Portfolio Optimization

- Rightsizing budgets and events
- Shifting investments
- Own events vs tradeshow

How Exhibitors are Cutting Costs

Source: Explori Exhibit Leader Insights Study | January 2023 | n=254



SAMPLE SCENARIOS

Cost Avoidance

Help exhibitors calculate how *investing* in your show actually saves them money

- Average cost of salesperson's meeting

$\$1,000 \times 50 \text{ meetings} = \$50,000$

- Loss of revenue from upset customer

Meet with unhappy customer(s), fix problem x average annual revenue from that customer(s)

- Average cost of executive's meeting

$\$3,500 \times 10 \text{ meetings} = \$35,000$

- Value of new contacts (SQLs/MQLs)

Obtain 500 targeted, qualified contacts instead of buying a bad list

2022 Material & Labor Rate Report



Compares average labor and material handling rates across 16 major U.S. convention cities.

29% increase in display, labor, and material handling rates since 2017

Electrical labor has the greatest increase at 32% compared with installation & dismantle labor (26%) and material handling (28%).

Rates far outpace increases in prices compared with most other business services.



"To adapt, tradeshow organizers must offer more actionable data and metrics and consider evolving promotional opportunities to help brands achieve greater outcomes."

Joe Federbush, EVOLIO Marketing

KPI Playbook

Metrics that Matter



Operational

visitor activity

demos

interactions

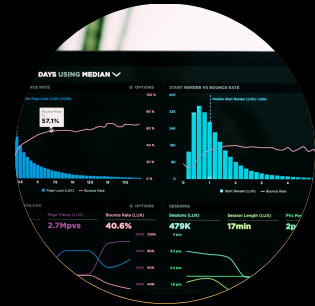


Aspirational

brand sentiment & perception

values

social good



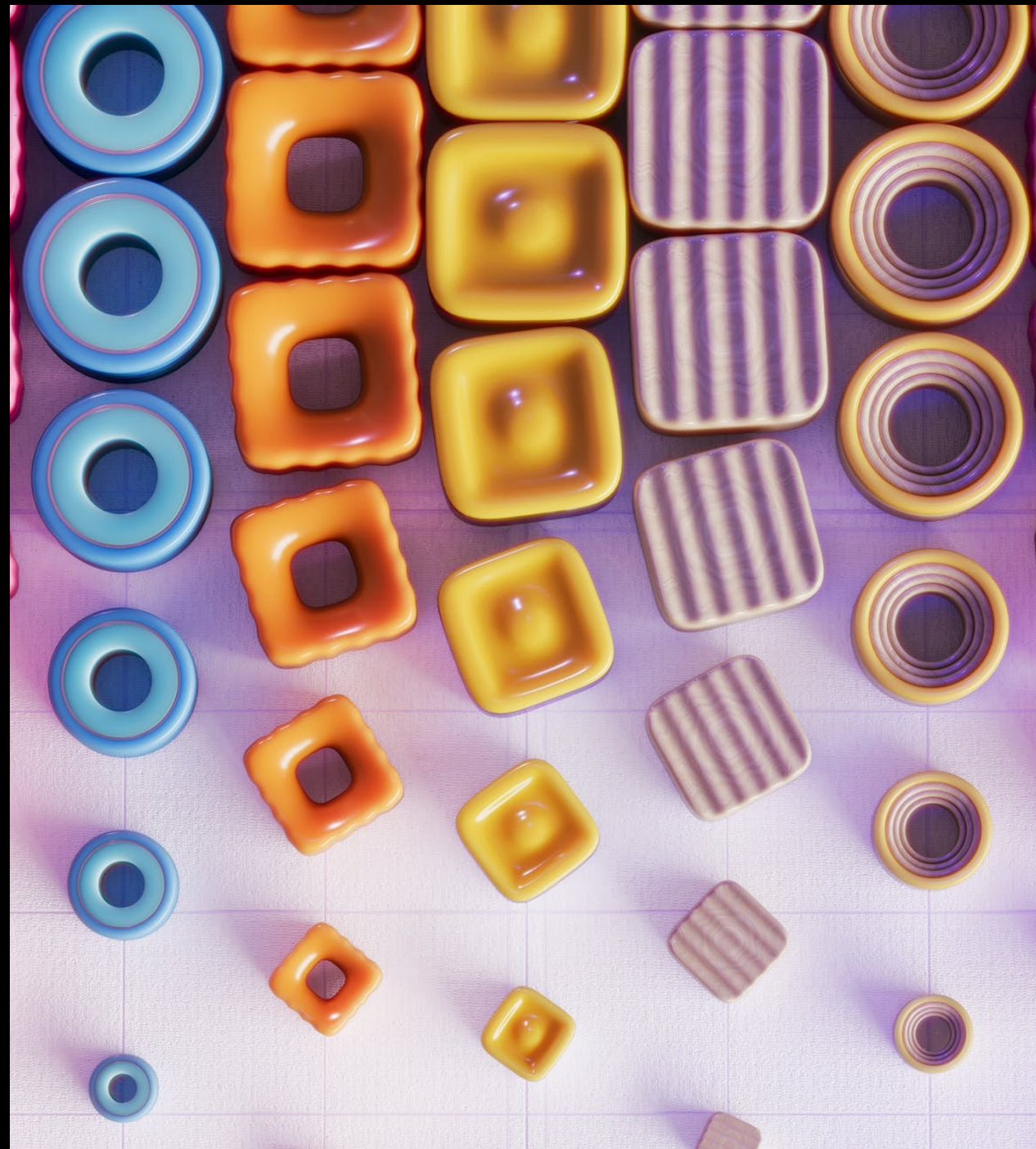
Actionable

outcomes

leads and demand gen

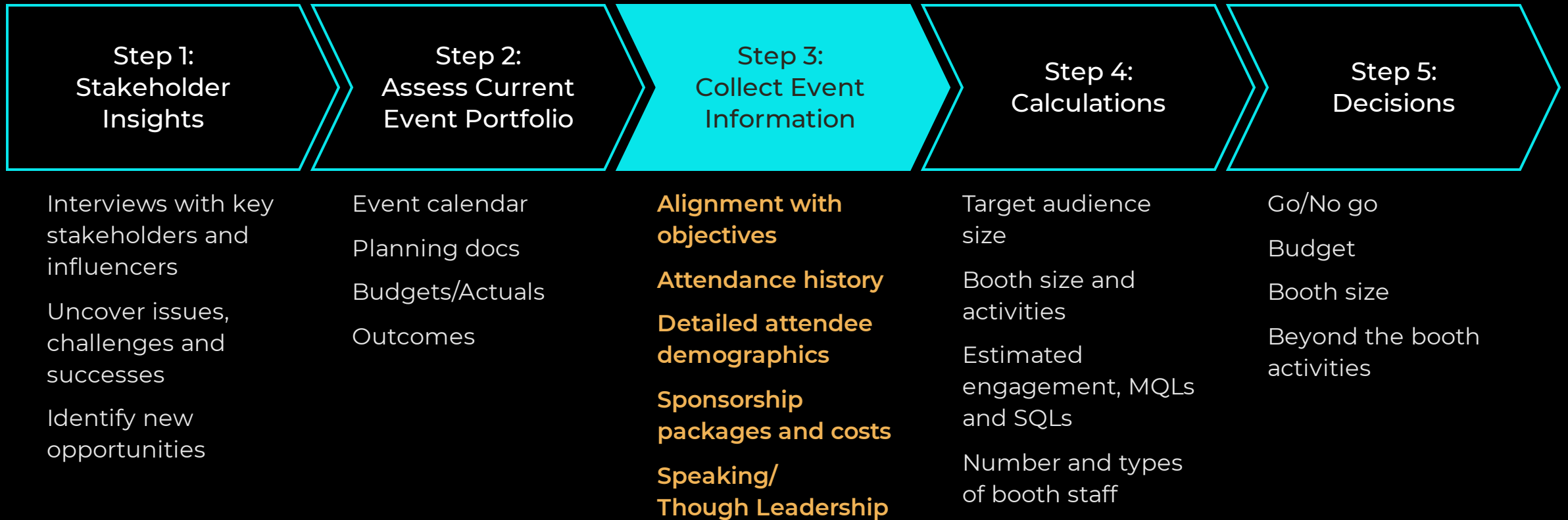
relationships

Exhibitor Portfolio Optimization



Exhibitor Portfolio Optimization Process

Organizers need to know what exhibitors want to know.



EXAMPLE

Mobile World Congress

Target Audience Presence

Business Aud. rating: 4
 Technical Aud. rating: 3
 Location rating: 5

Industry & Thought Leadership

This event will impact Intel as a strong industry leader through speaking opportunities

Brand Impact

Many sponsorship opportunities including exhibiting, print signage, networking and speaking opportunities

Drive Revenue

With exhibiting opportunities and an audience who influences purchases, this is a revenue generating event

Major Competitors	Major Partners	Intel
Arm	Cisco	VMware
Nvidia	Dell	*Intel
Qualcomm	Google	
	Lenovo	

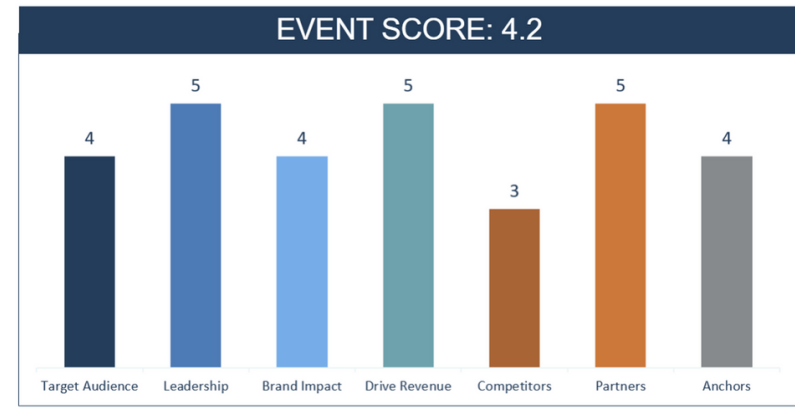
Tech Anchors

Technical anchors focused on include, AI, 5G & Edge, Cloud, Client + Endpoints

Mobile World	2021	2019
Location	Barcelona, Spain	Barcelona, Spain
Dates	June 28 - July 1	February 25-28
Booth size/Type		
Sponsorship level		
Budget		
Notes	2020 – Cancelled, 2021 - Hybrid	

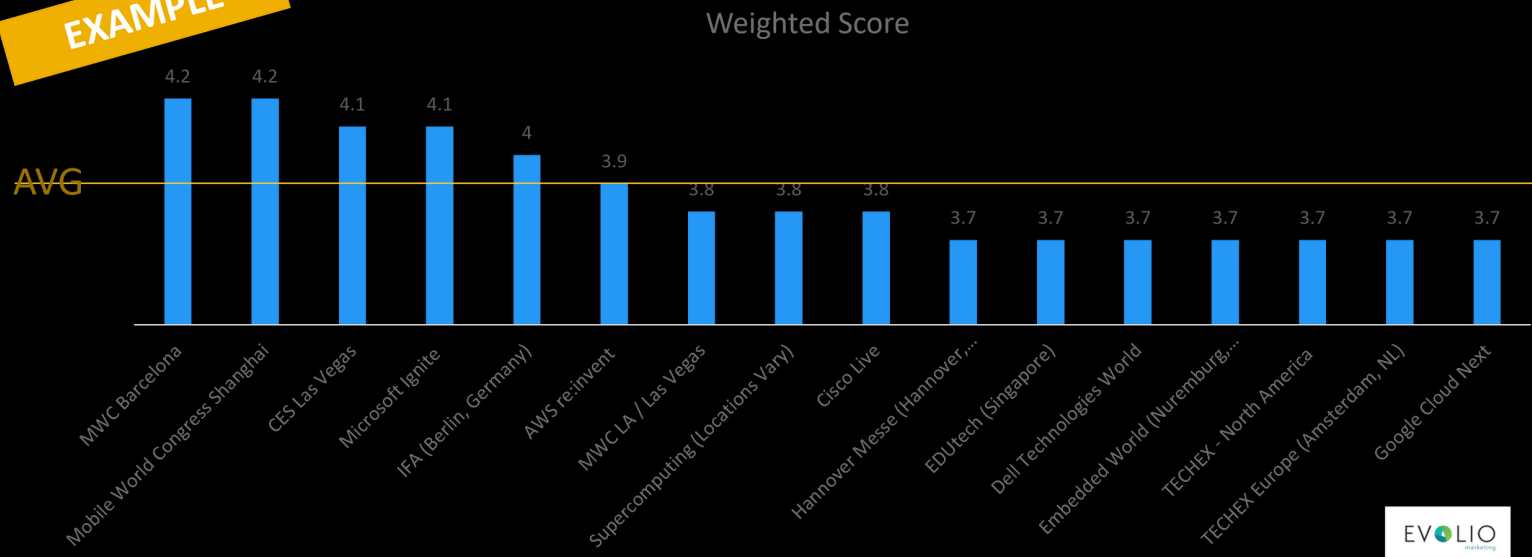
Recommendations

Fill this in based on booth size/type and sponsorship level participation

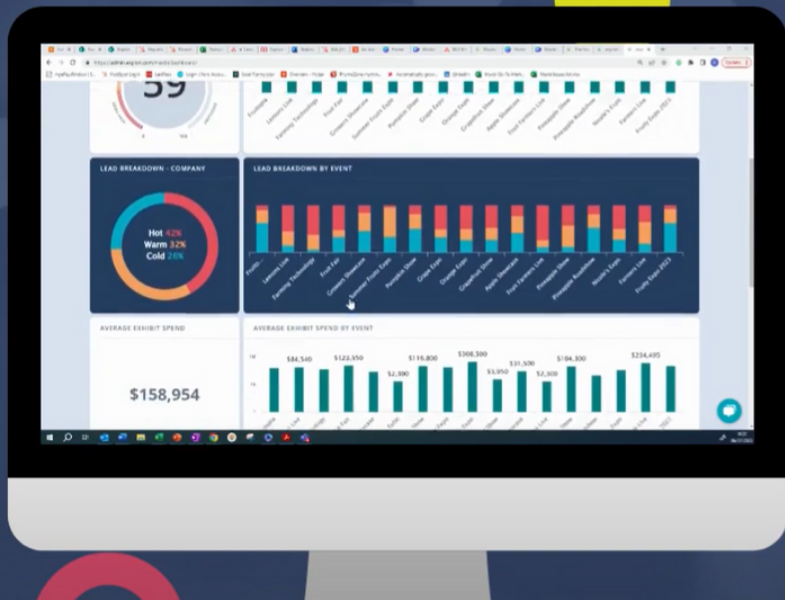


Scoring events based on weighted objectives to determine what may be cut

EXAMPLE



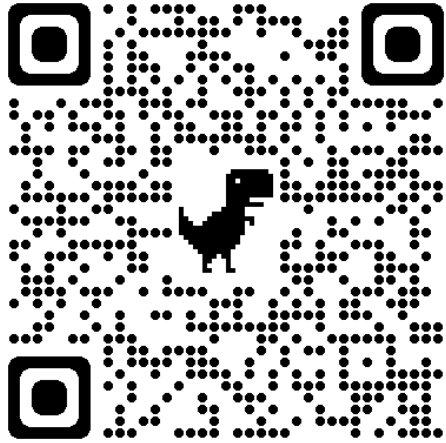
Events below the average may be chopped



maxbi

*The intelligence platform
for exhibit marketers*

Learn more



Contact

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EVOLIO Marketing and
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and **Resource Center**