Data

Commerce
(Focus on Exhibitors)

Total number of respondents: 1,991
Exhibitors and Attendees
Margin of error: ± 3.1%

Networking
(Focus on Attendees)

Total number of respondents: 3,968
Organizers, Exhibitors, and Attendees
Margin of error: ± 1.6%

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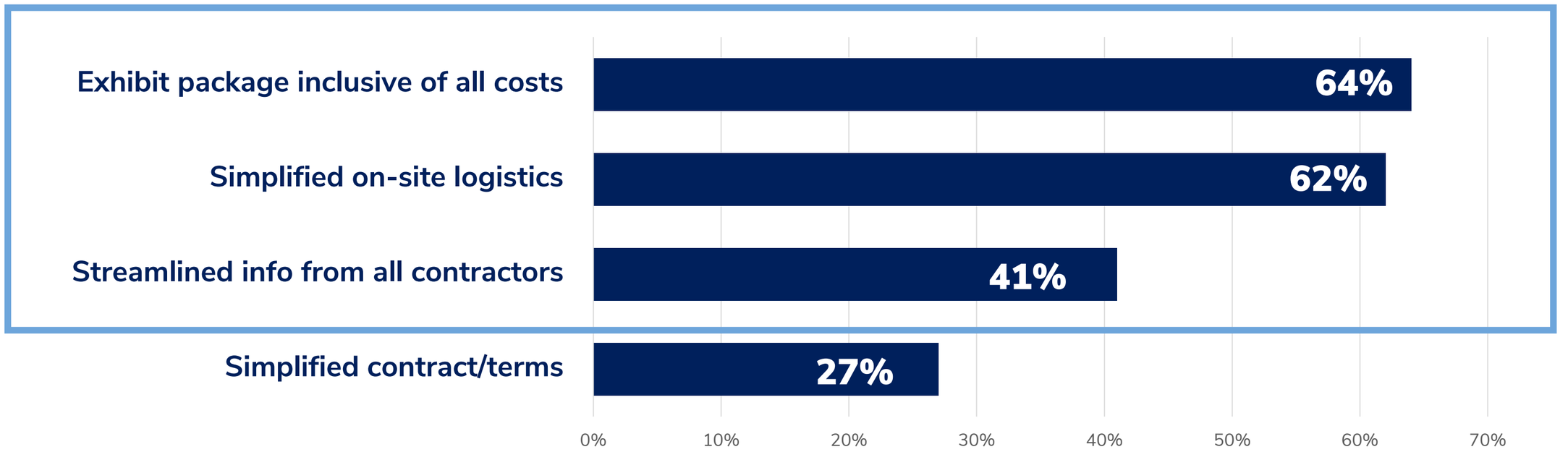
Point 1: Exhibitors Want All-Inclusive Packages

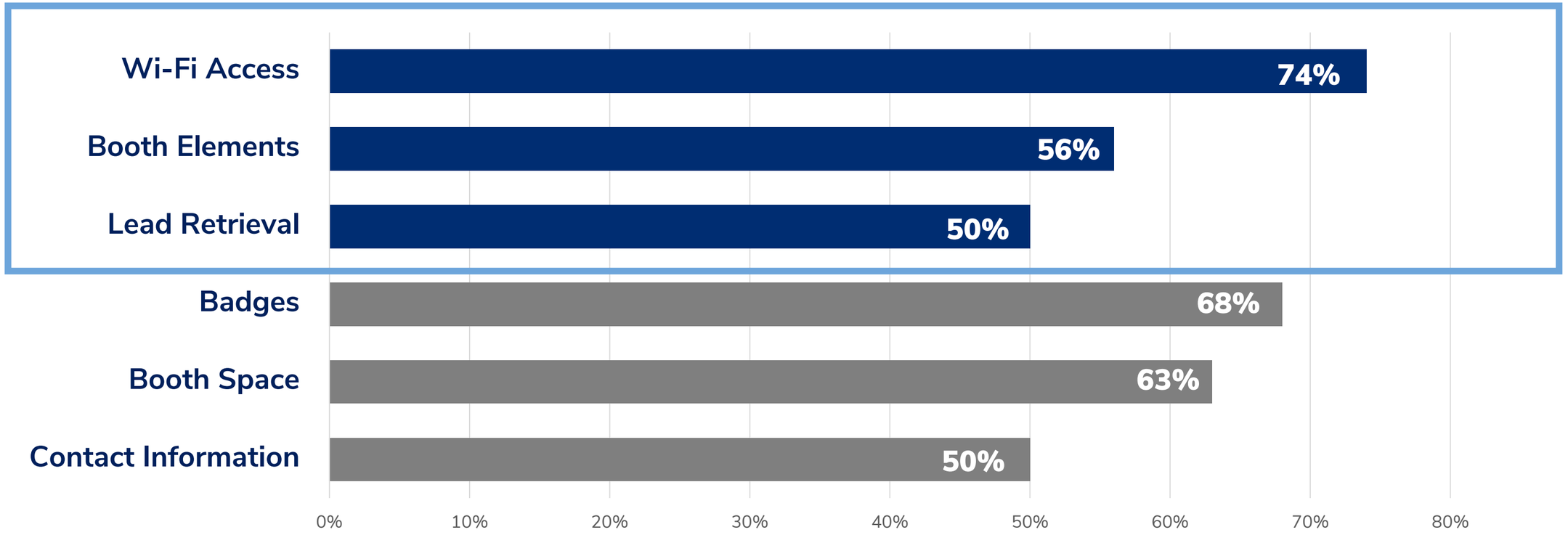
Top Requested Assistance from Organizers (*Data from ECEF 2024*)



Source: Freeman 2024 Exhibitor Trends Report

Point 1: Exhibitors Want All-Inclusive Packages

Elements Expected



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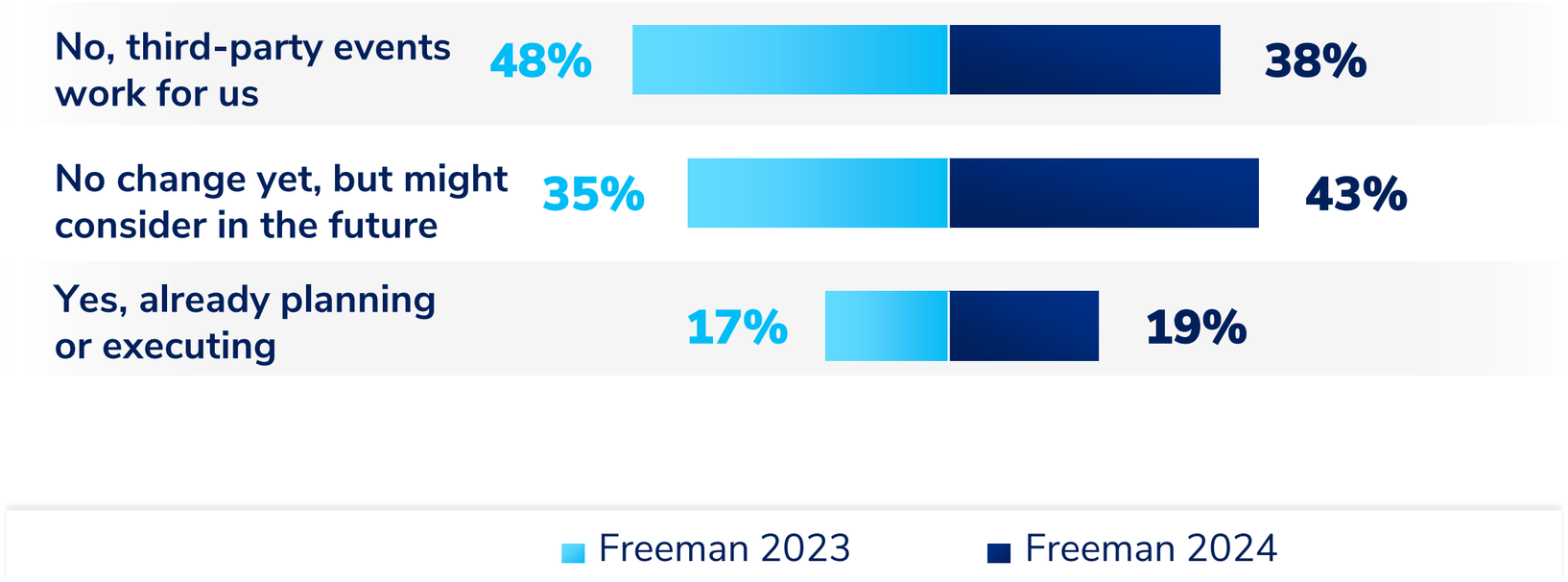
Point 2: Organizers' Impact on Exhibitors

Exhibitors Considering Corporate Events (*Data from ECEF 2024*)



Source: Freeman 2024 Exhibitor Trends Report

Point 2: Organizers' Impact on Exhibitors

Where organizers do well

65%	63%	55%
Structured the program and expo hall so my organization could achieve its objectives	Created opportunities for my organization to interact with attendees off the expo floor	Creates commercial opportunities for exhibitors off the expo floor

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Point 2: Organizers' Impact on Exhibitors

Where organizers don't do well

49%	49%	32%
Understands and helps my organization measure the impact of exhibiting	Helped guide attendees to my booth based on attendee needs and interests	Has rules/regulations in place that prevents my organization from achieving its objectives

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Point 3: Reaction to the label "Networking"

- 34% - More interested & likely to attend
- 33% - It feels awkward/too salesy
- 26% - Reminds them they're not good at networking
- 25% - Feel anxious/skeptical & less likely to attend

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Point 4: Organizers Responsible for Networking Time & Space

Organizers' Responsible for Adding:

- 57% - Unopposed time for networking
- 57% - Areas on the floor for attendees and/or exhibitors to connect
- 56% - Activities for attendees and/or exhibitors to connect

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Point 4: Organizers Responsible for Networking Time & Space

Preferred Networking Formats

- 51% - Industry topic-specific discussions
- 35% - Informal - no topic, guidance, or specific subject matter for discussion
- 34% - Discussions with speaker(s)/SMEs following general/education sessions

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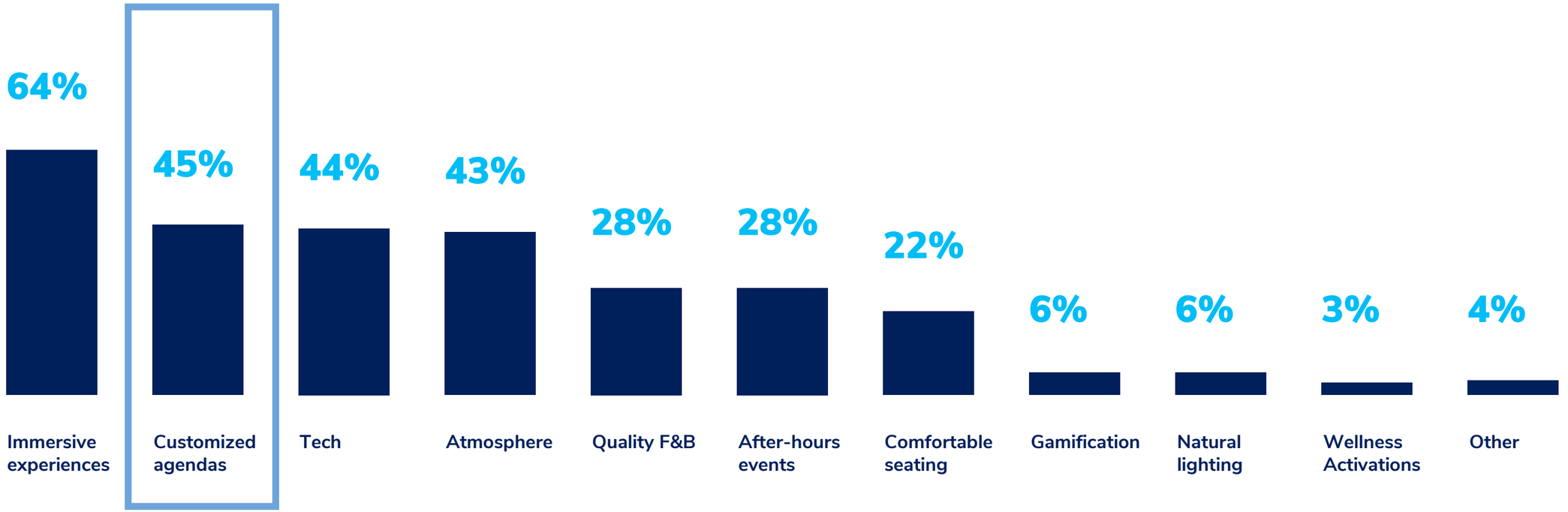
Point 5: Personalization

What Matters to Attendees (Data from ECEF 2024)



Source: 2024 Freeman Syndicated Survey of Event Attendees

Point 5: Personalization

Information already captured:

My role, title, and/or work responsibilities	83%
Years in the industry	68%
Work location/home city	64%
Work-related challenges I face	54%
Educational/training background	54%
Sessions I attend/plan to attend at the event	50%

Over half willing to share more for better experience

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Point 5: Personalization

Questions we can ask:

Industry resources I/my organization use	40%
Personal interests	37%
Vendors/providers my organization use	37%
Age	26%

Attendees are willing to share more for better connections

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Commerce

Networking

(Sign up for a first look when the report drops in July 2025)

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