

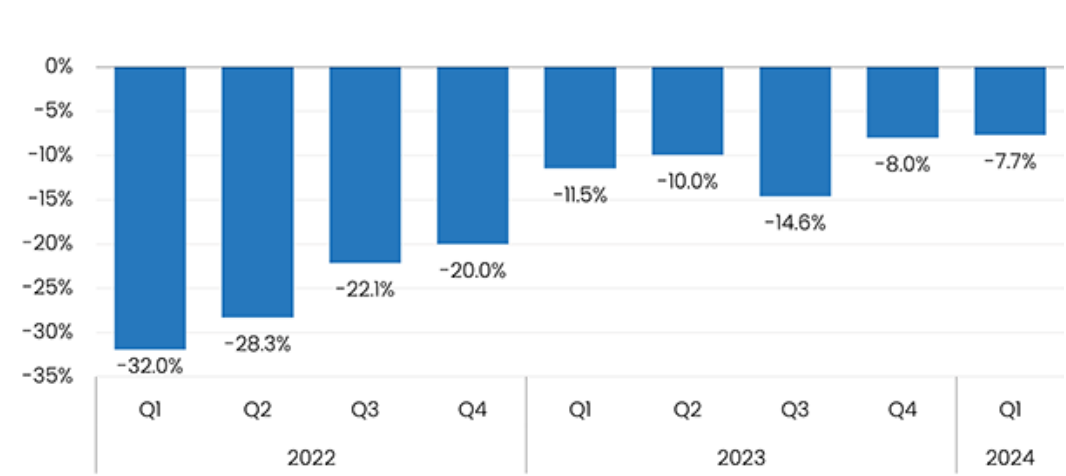


LATEST B2B EXHIBITION TRENDS

Prepared for ECEF 2024

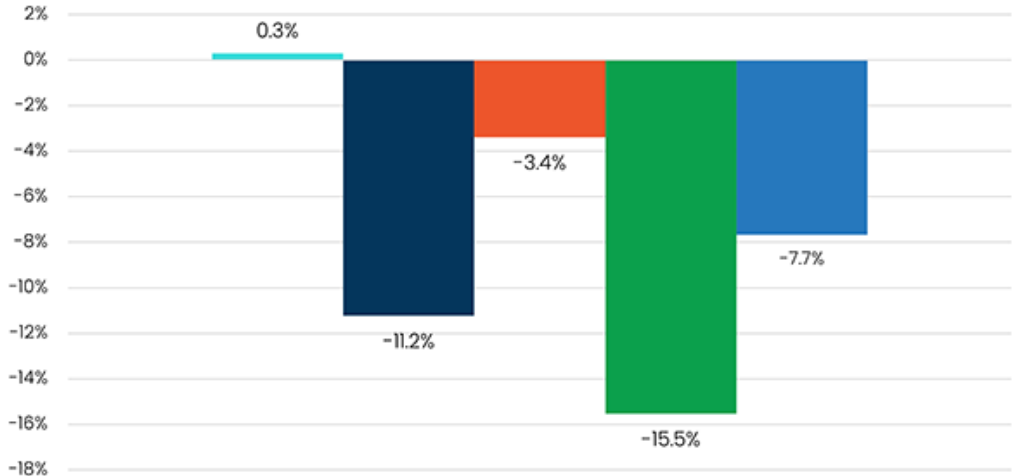
CEIR INDEX Documents US B2B Exhibition Industry's Steady Recovery and Growth in US GDP Contribution and Business Sales

CEIR Total Index, % Change from 2019, 2021-2023



Source: CEIR

Q1 2024 CEIR Metrics Relative to Q1 2019



Net Square Feet Exhibitors Attendees Real Revenues Total

Source: CEIR

2023 Industry Economic Impacts

\$161B
TOTAL BUSINESS SALES

\$90B
TOTAL GDP CONTRIBUTION

2.5M
TOTAL JOBS SUPPORTED





Event Performance Analyzer

Use CEIR's Industry Benchmarking Tool to Understand Your Event's Market Position

1. ***Benchmarks are rebounding, but how much? The CEIR Index and Event Performance Analyzer have the answers!***
2. **Complimentary copy of the latest CEIR Index Sector report for your show (\$550 value).**
3. Your event performance is visualized, compared to CEIR Index benchmarks, in easy-to-read line and stack bar charts, **with forecast through 2024.**
4. FREE ACCESS to 13 charts, downloaded to excel. Download charts in multiple formats.
5. Access the CEIR Event Performance Analyzer [here](#).

Want help getting started? Contact CEIR VP Nancy Drapeau, IPC at ndrapeau@ceir.org

Adam Sacks Webinar Sharing Key Insights from Index Available On-Demand

<https://www.ceir.org/webinars/>

Coming Soon!

Attendee Floor Engagement Report Series
Identifying Tactics that Enjoy High Attendee Use and Support Exhibitor Goals

Are you using your member benefit?

Members of IAEE, SISO, IAVM, EDPA and ESCA have free access to most CEIR reports. Contact your association's administrator for details!

CEIR Research to Support Your Business Needs

[2024 CEIR Index Report](#)

[2023 CEIR Census Report](#)

Attendee-Focused Studies

- [2023 Attendee Acquisition Trends](#)
- [2018 Attendee ROI Playbook Series](#)
- [2018 How to Grow Attendance](#)
- [2017 Cost to Attract Attendees Report](#)
- [2016 Attendee Retention Insights Study Series](#)

Exhibitor-Focused Studies:

- [2023 Exhibit and Sponsorship Sales Driving Revenue Growth Series](#)
- [2019 Head of Marketing Insights Series](#)
- [2018 Marketing Spend Decision](#)
- [2017 How the Exhibit Dollar is Spent](#)
- [2016 Changing Environment of Exhibitions Study](#)

Other Trend Studies:

- [2021/2022 Omnichannel Insight Series](#)
- [2020 to 2022 Research on Impact of COVID on US B2B Exhibition Industry](#)
- [2021 CEIR Global Virtual Event Trends](#)
- [2020 Attendee Matchmaking Study](#)
- [2021 and 2020 COVID Related Research](#)
- [2019 B2B Exhibition Sponsorship Playbook Series](#)
- [2017 Attendee Floor Engagement Study Series](#)
- [2016 Digital Toolkit to Enhance the Attendee Experience Study Series](#)
- [Cultivating an Innovative Culture and Mindset - Even in Mature Industries](#)
- [100 Cost-Savings Tips and Tricks for Exhibit Managers](#)

The Time is NOW to Invest in the Work of CEIR

- ▶ In order to continue delivering tangible value through research and education, CEIR is seeking to raise a minimum total of \$800,000 through three-year pledges. Join the corporations, associations and individuals who are demonstrating their leadership by pledging support.
- ▶ Financial supporters are encouraged to commit at a meaningful level in order to generate impactful results.
- ▶ Sustainability of the exhibitions industry is the mission of CEIR, and the opportunity for growth is what's possible with unified and vested stakeholders.

Donate Today!

Contact CEIR at +1 (972) 687-9242 or cbreden@ceir.org

