



CEIR RESOURCES TO SUPPORT YOUR EXHIBIT AND SPONSORSHIP SALES NEEDS

Prepared for Lippman Connects

September 25, 2025

Exhibit Sales Roundtable

CEIR'S Latest 2025 Research: Organizer Performance Benchmark Playbook Series

Key Insights

1.

Industry-Wide Trend: Recovery & Growth

- ▶ Most events are still on the path to regaining pre-pandemic levels of attendance and exhibitor participation. The momentum is building, but the journey continues.

2.

Tracking Drives Performance

- ▶ The standout finding across all five report categories: **Events that consistently track performance metrics — like NPS, retention, and acquisition — outperform peers in revenue, attendance, exhibitors, and profitability.** High-performing shows combine KPIs with feedback to stay ahead.

3.

Financial & Participation Highlights

- ▶ **Profitability scales with size:** Larger shows report stronger net profit margins.
- ▶ **Growth is fueled by new faces:** Acquiring new exhibitors and attendees remains a key driver.

4.

Takeaways for Organizers

- ▶ **Measure What Matters:** Track NPS, retention, and acquisition for both exhibitors and attendees.
- ▶ **Leverage Feedback:** Use survey insights to shape programming, marketing, and outreach.

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Select Benchmarks

	<50K NSF Sized Show	50K to <200K NSF Sized Show	200K+ NSF Sized Show
Average Range of Financial Performance Metrics	Benchmark	Benchmark	Benchmark
Net Profit - % of Gross Revenues	31%	38%	52%
Exhibitor Performance Metrics	% of Events Tracking Metric, Average Rate	% of Events Tracking Metric, Average Rate	% of Events Tracking Metric, Average Rate
New exhibiting companies	57% Track 22% Average	69% Track 19% Average	75% Track 20% Average
Exhibitor company retention	54% Track 70% Average	67% Track 77% Average	65% Track 77%* Average
Attendee Performance Metrics			
New attendees	43% Track 37% Average	38% Track 30%* Average	51% Track 33%* Average
Individual attendee retention	27% Track 56%* Average	29% Track 57%* Average	22% Track 62%* Average

*Data is qualitative.

[View here: 2025 Organizer Benchmarking Study](#)



Maximizing Attendee and Exhibitor Engagement On the Exhibition Floor

How these CEIR stats can close more sales.

CONSULT, DON'T PRESCRIBE.

Uncover a client's KPI's, tailor a solution with a prospective exhibitor's goals, and reinforce it with these CEIR engagement insights.

1

Part 1 - Be the trusted advisor

Position as a partner by sharing part 1 of this series. It offers practical guidance to refine an exhibitor's in-booth approach to boost attendee engagement.

2

Part 2 - Harness the power of digital

Pull stats from this report to make the case for investments in digital and show services that best fit a client's needs.

3

Part 3 - Align with an exhibitor's goals

Learn where attendee engagement tactics are most effective in positively influencing client goals. Use CEIR stats to justify the investments.

4

Part 4 - Exhibitor future outlook

Exhibitors are looking to improve results. Use these insights to spark strategic conversations about exhibiting at the next edition and drive smarter decisions.

5

Part 5 - The value of networking opportunities

If face-to-face engagement is a priority for a prospect, sponsoring a networking activity may be worthwhile. Use these CEIR stats to pitch an option that will benefit them.

6

Part 6 - Maximize product promotions

Go beyond the booth by using the stats from this report to make the case for investments in product engagement options offered by organizers.

7

Part 7 - Learning is key

Education is integral to many B2B exhibitions, especially for attendee engagement. Determine which learning activities are most strategic to sponsor for a client to capture attendees' interest.



Scan to access all reports



Benchmarks and insights to position approaches for success.



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Snippets from Report One

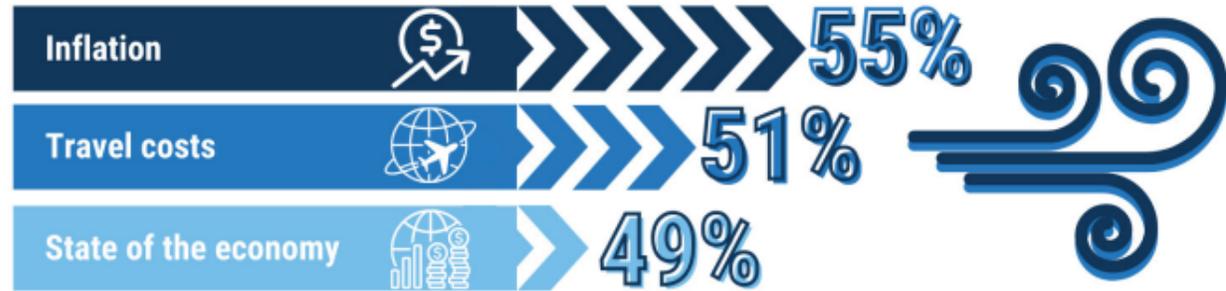
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EXHIBIT AND SPONSORSHIP SALES APPROACHES DRIVING REVENUE GROWTH

REPORT ONE:
Planning, Offerings, Outcomes, Outlook Moving Forward

Planning in a Volatile Business Environment

Biggest negative headwinds for exhibit and sponsorship sales are:



Planning is laser-focused on how to grow sales in light of the business environment:



How to maximize sales outcomes via retention and new business



Event content considerations



Economic and sector-specific factors

Hybrid model is ebbing: used by 19% of recently held or planned B2B exhibitions.

Sponsorships

49% require buying a booth to qualify to buy sponsorships

72% cross-sell sponsorships across an organization's/client's portfolio of B2B exhibitions or trade media offerings



Benchmarks and insights to position approaches for success.

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EXHIBIT AND SPONSORSHIP SALES APPROACHES DRIVING REVENUE GROWTH

REPORT TWO:
Sales Approaches and Outcomes, Outlook Moving Forward

Snippets from Report Two



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EXHIBIT AND SPONSORSHIP SALES APPROACHES DRIVING REVENUE GROWTH

REPORT THREE:
Performance Metrics for Exhibit and Sponsorship Sales and Outcomes

Snippets from Report Three

Most Popular Metrics Are Also the Most Effective in Meeting Goals

B2B Exhibition-Focused Metrics

Metric Category	Use	Effectiveness
Positive impact on attendee experience	61%	88%
Net revenue generator, profitability	61%	86%
Performance of exhibit sales overall	62%	86%

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Benchmarks and insights to position approaches for success.



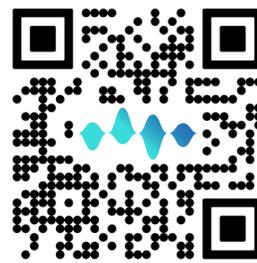
Snippets from Report Four

Sales Training Plans for Future



1
3

of surveyed executives shared insights on sales training plans.



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BUSINESS INTELLIGENCE
FOR BETTER EVENTS



**For more info on the
Index Dashboard**



**For more info
on the EPA**



Discover How these CEIR Tools Can Elevate Your Business!

- **Explore how the CEIR Index can transform the way you plan in your sector.**
 - View the 2025 Q2 update.
- **Learn How the Event Performance Analyzer (EPA) Tool Visualizes Your Event's Results Against the Latest Index Benchmarks.**
 - A Must-Have Tool for Strategic Business Planning.
- Enter Your Event Data in the EPA and Access the Index Sector Dashboard Tailored to Your Event at No Cost to You!

CEIR is the official research division of  **iaee**
ceir.iaee.com

New: [2025 CEIR Index Dashboard](#)

Full Dashboard Access includes: (for *Index Pro+* and *Index Pro*)

- Annual Performance
- Economic Impact
- Industry Ranking
- Industry Ranking by Metric
- Exhibition Size Summary
- Index Trends by Exhibition Size
- Industry Summary
- Industry Forecast
- Industry Metric Index Trends: NSF & Exhibitors by Sector
- Industry Metric Index Trends: Attendance & Revenue by Sector
- Data Tables: Market Size Estimates
- Data Tables: YoY Changes

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!

2025 CEIR Index Report

- [Q2 2025 Index Update](#)

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:

- [2025 Organizer Benchmarking Study](#)
- [2024 Maximizing Attendee and Exhibitor Engagement on the Exhibition Floor](#)
- [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](#)