




# CEIR INSIGHTS TO SUPPORT EVENT PLANNING


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FAST FORWARD

Prepared especially for:  
Attendee Acquisition Roundtable  
Arlington, VA  
March 21, 2024

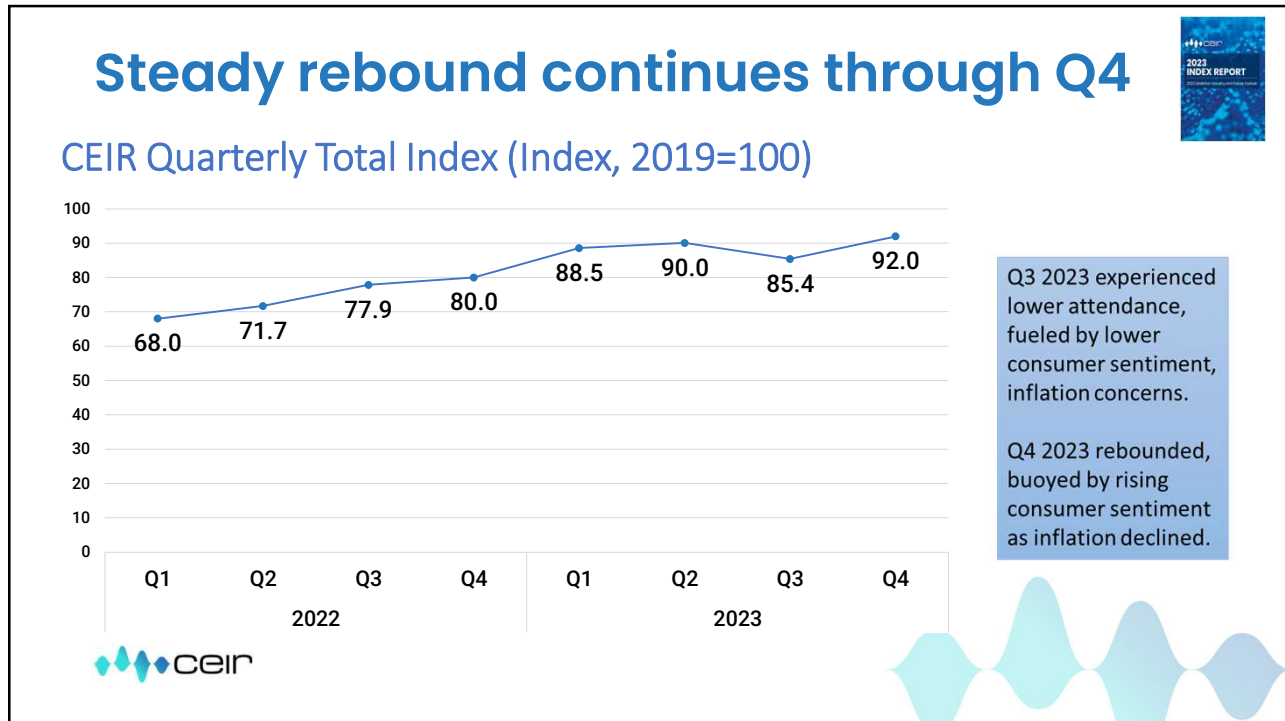
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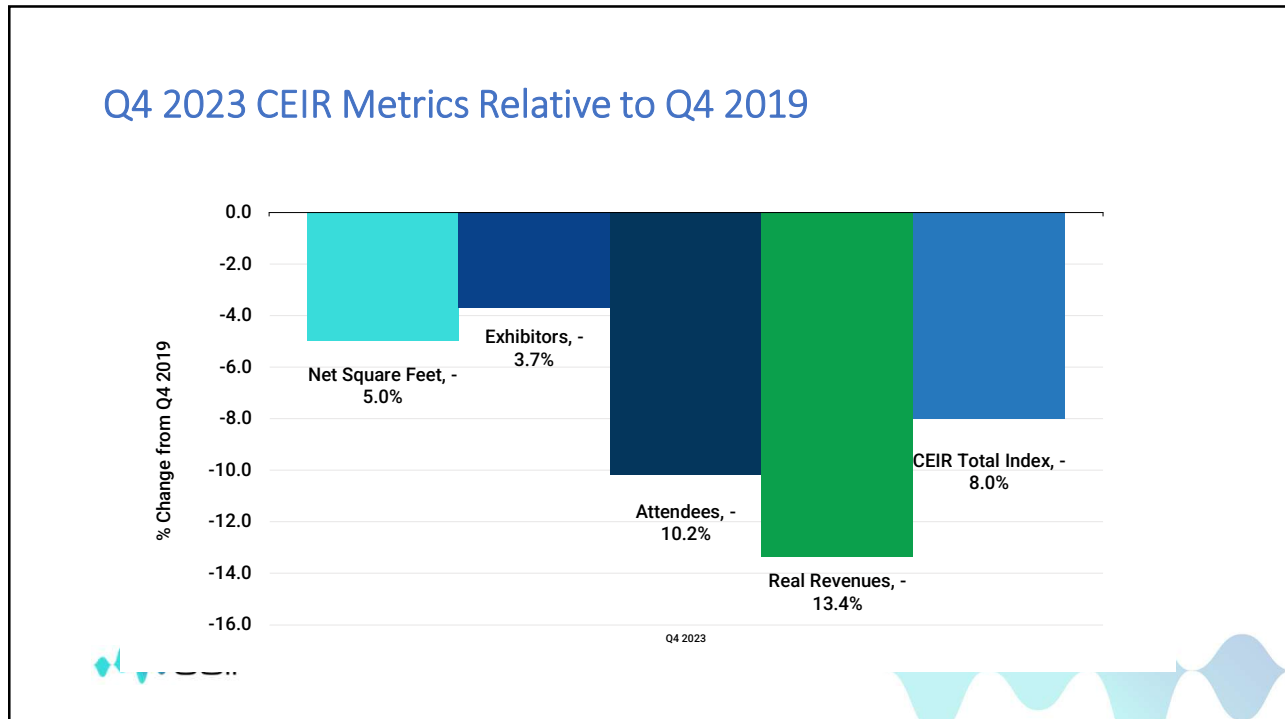
## Where is the Industry Now and What is the Outlook?



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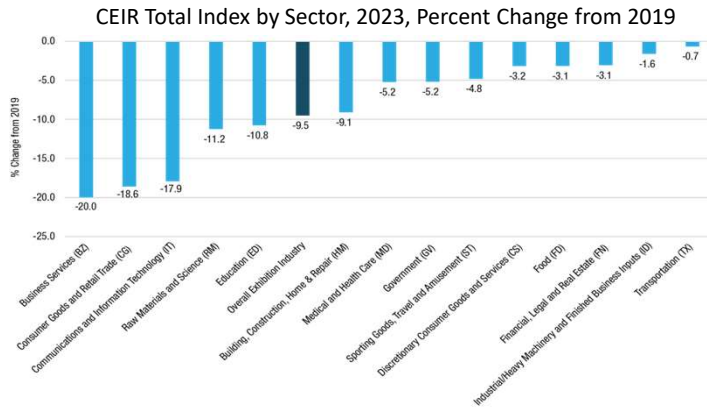


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# Industry is Still Rebounding in 2023, Some Sectors Faring Better than Others



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# Attendee Acquisition



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## Registering Closer to Event Persists – Source of Heartburn

Marketing campaign stresses:

**64%** of organizers launch marketing campaigns within 8 months of an event.

**63%** of organizers report 90% of registration secured four weeks out or closer to the event.

- ▶ Might starting earlier reverse this trend?
  - 30% that started 9 months or earlier, exceeded 2019 results vs. 19% that started later.

Remember official end of the pandemic was May 11, 2023, not that long ago!



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## Travel Costs Are Biggest Headwind for Attendee Acquisition

**Attendee Marketers Face a Challenging Business Environment as B2B Exhibitions Recover**

Biggest negative economic headwinds:



Travel Costs

**57%**



Inflation

**48%**



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## Use Premiums and Discounts in 2024 to Alter Late Signup Registration Trend? Other ideas?



4) Strategically Use Discounts and Premiums. >>> 79%+ rated the following effective.

- Deadline drive, early special - hotel room discount
- VIP attendee programs
- Easy registration for repeat attendees
- Easy registration for organizations sending multiple staff
- International delegate discounts



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## Leverage Partnerships, Relationships to Boost Results



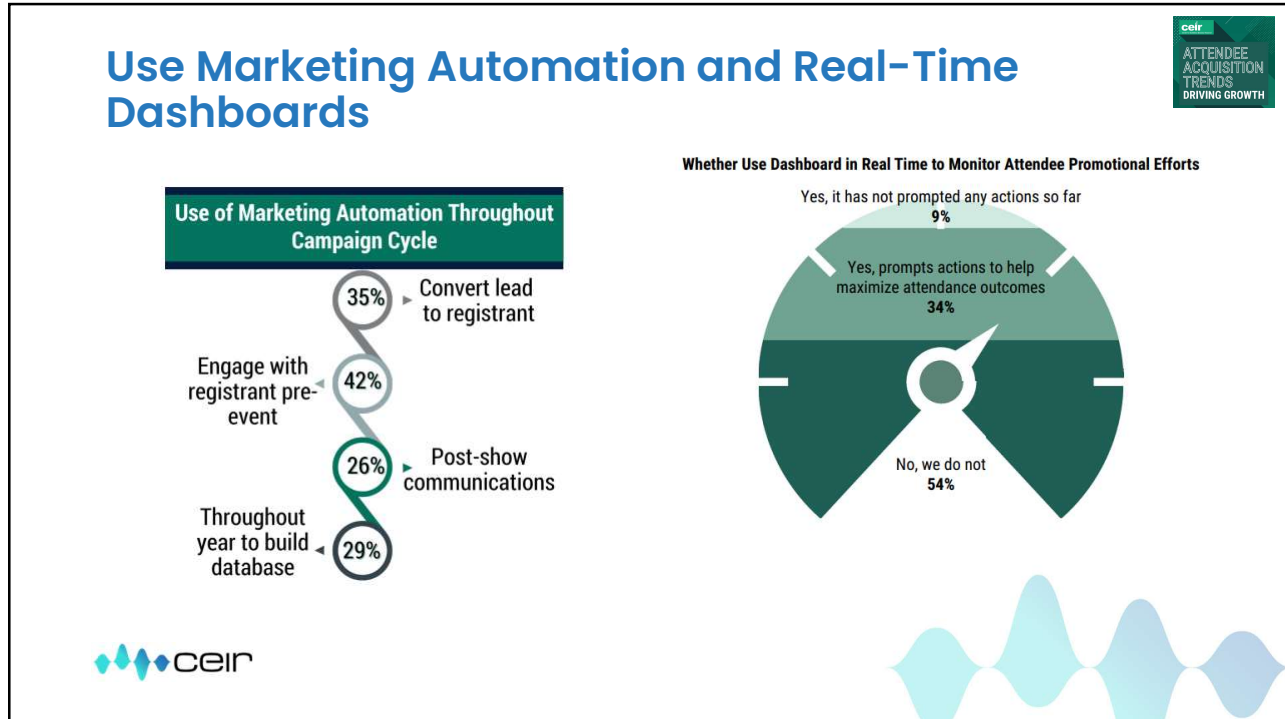
3) Maximize Collaborations and Relationship Selling. 72%+ rated the following effective.



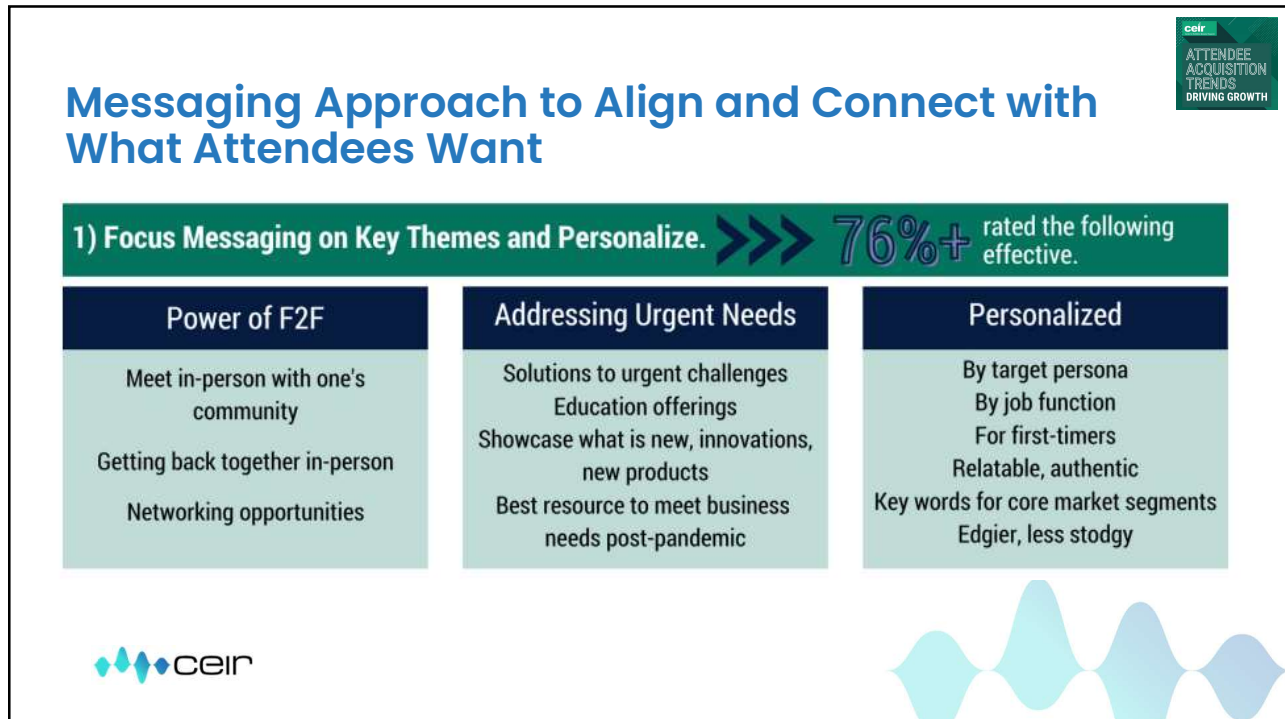
- Exhibitor invitation program
- Relationship selling to key buyers
- Offers to attendee organizations sending multiple staff
- Local partnership collaboration




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# Contact Us

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# Resources

## For Your Planning Needs



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



Event Performance Analyzer

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 (\$450 value)
3. Your event performance is visualized, compared to CEIR Index benchmarks, in easy-to-read line and stack bar charts, with **forecast through 2023. (Will soon update to 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](mailto:ndrapeau@ceir.org)

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**2024 CEIR Index to Publish April 24**

**Sign up for the webinar, hear Adam Sacks share key insights.**

**To register:**  
<https://www.ceir.org/webinars/>

## CEIR Research to Support Your Business Needs

2023 CEIR Census Report

2023 CEIR Index Report

Attendee-Focused Studies

- 2023 Attendee Acquisition Trends
- 2019 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 **NEW!**
- 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
- Industry Insight Series Reports to Share with Your Exhibitors, topics below and more:
  - How Exhibitors Can Improve Lead Quality and Sales Conversion
  - Designed to Engage – How to Build Elements of Engagement in Booth Design
  - How Exhibitors Can Use Games and Contests To Drive Greater Trade Show Success
  - 99 Cost-Savings Tips and Tricks for Exhibit Managers

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