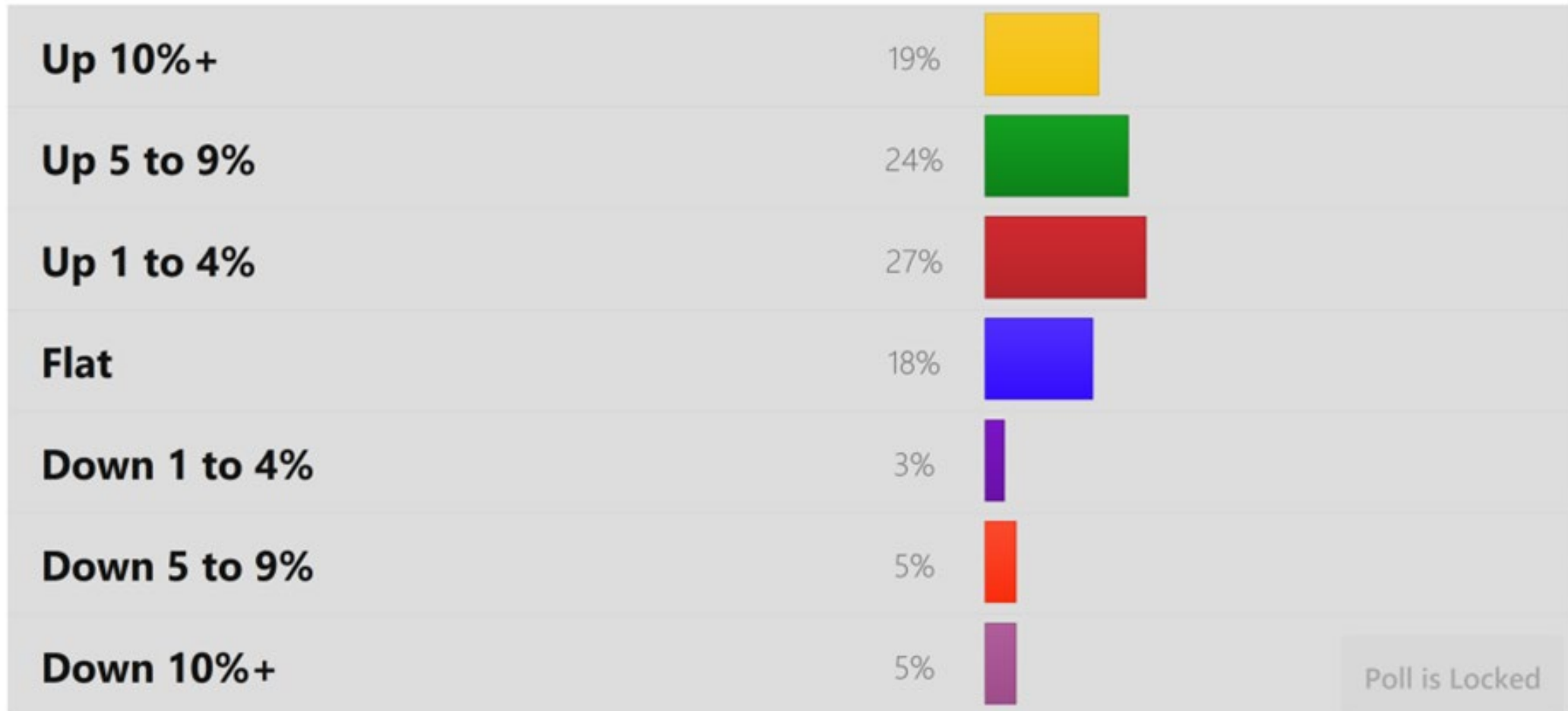


5 Key Data Points in 5 Minutes – Polling Results

What is the revenue forecast for the next edition of your largest show?



Will Rising Exhibitor Costs Backfire? – Polling Results 1

What ONE WORD describes your exhibitors' capacity to take on more costs at your event?

bandwidth challenged connections crap crazy doubtful existent expensive

flexible furniture hesitant impatient inconceivable **limited**

limoted low **minimal** nada non non-existent none **nope**

noway overwhelmed possible quality **reluctance** **reluctant**

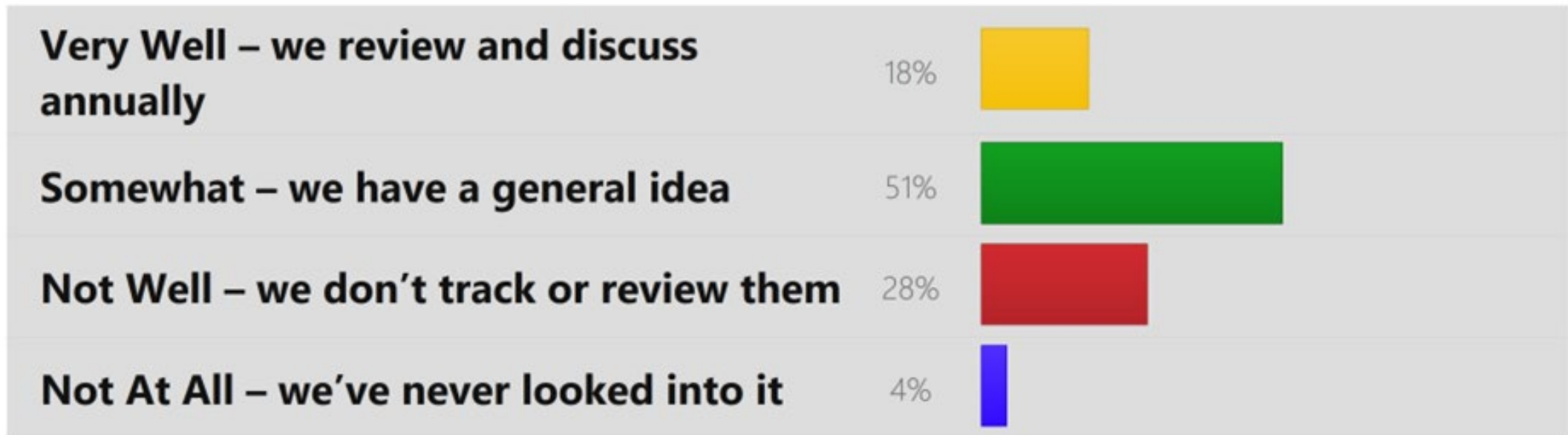
resistance roi small strained tolerance unaffordable uncertain

underspending uninterested unions unlimited unrealistic **unwilling**

why **zero**

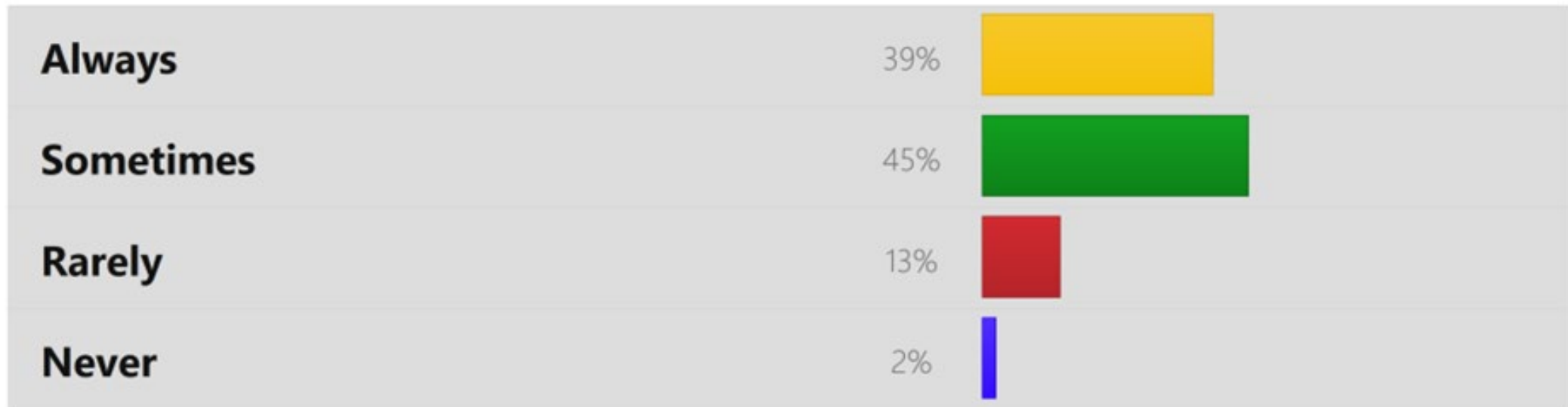
Will Rising Exhibitor Costs Backfire? – Polling Results 2

How well does your team understand your exhibitors' total on-site costs?



Will Rising Exhibitor Costs Backfire? – Polling Results 3

Do exhibitor cost concerns influence your pricing or service model decisions?



Good News from Davos for Your Show – Polling Results 1

When you think of Davos, what SINGLE WORD comes to mind?

auggggghhhh banks beauty **big** billionaires boondoggle brilliance

community dirty economic economics economists **elite** elites

exclusive expensive forum gentrified **global**
growing high high-profile illuminati impressive **innovation** intellects
interesting international investment invitation leader **leaders**

money movement **nothing** omg only overwhelming
perspectives political power profile rich smartypants snow solutions
sophisticated switzerland tribe unaware waste wealth worldly

Good News from Davos for Your Show – Polling Results 2

We use qualitative KPIs to evaluate our event in addition to quantitative KPIs such as number of attendees, sponsors, exhibitors, and sessions?



Headwinds – Polling Results

Choose a ONE WORD prognosis for USA events in the next 18 months

acceleration active adaptive amazing ambitious anemic apprehension attrition bigger **bumpy**
cautious **challenged** **challenging** **chaotic**
clarity clown competition concentrated concerning contraction dependent disruption down downturn
erratic **evolving** expanding **expensive** **flat** **fluid** good great **growing** **growth**
guarded healthy hopeful inflation inflection inhospitable interesting meh nervous
opportunity **optimistic** orange pessimistic pivot powerful precarious **promising**
resilience resilient rollercoaster **scary** shaker-but-strong shrink **slow** smaller sports **stable** stagnant
stalled steady strong **struggle** struggling tepid threatened thriving tough transformation trouble
trumped tumultuous tumultuous **uncertain** **uncertainty**
unpredictable **unsure** variable vibrant worried