November 2023 | Lippman Connects: Midsize Show Roundtable

ATTENDEE ACQUISITION & EXHIBIT SALES CHALLENGES & RESEARCH

Presented by Joe Federbush

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WHERE WE'VE BEEN RECENTLY

WORKING WITH MAJOR BRANDS/EXHIBITORS/SPONSORS

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Business Intelligence & Analytics: Attendee & Exhibitor Surveys,
Concept Testing Research, Conjoint Analysis, Price Point Sensitivity Testing

Focus Groups & In-depth Interviews	Portfolio Optimization & Data Analytics	Behavioral and Sentiment Analytics	Mystery Shopping	Brand Ambassador Training & Management

Exhibitor Strategy Meetings & Workshops	KPI Playbook Development

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ATTENDEE ACQUISITION CHALLENGES

MIDSIZE SHOW ADVANTAGES

Compared with large shows, midsize shows (<125,000 sq ft)…

…tend to be **more vertically focused** on **specific industries/sectors with specialized audiences** & provide **niche/targeted content**

…offer more **targeted networking opportunities** because of more **focused & fewer attendees** compared with larger shows

…have more **flexibility to rotate or change locations** because there are **more venue options** to accommodate the exhibit hall size, keynote & session rooms

MIDSIZE SHOW CHALLENGES

Midsize shows have unique challenges…

…they **compete against the larger shows** that exhibitors feel they must be at, which requires larger investments, potentially taking budget away from midsize shows

…among exhibitors that participate in larger shows, midsize shows may be **considered second tier** events, allocating less budget and placing less emphasis on promoting their presence, pre-, during-, and post-event

ATTENDEE ACQUISITION CHALLENGES RANKED

1

52%
Attracting quality attendees

2

26%
Attracting more attendees

3

19%
Finding new prospective attendees (1ˢᵗ timers)

4

53%
Attracting younger attendees (Millennials and Gen Z)

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Millennial: born 1981 and 1996.

27 to 42 years old now. 22% of U.S. population.

Gen Z (Zoomers): born 1996 and 2012.
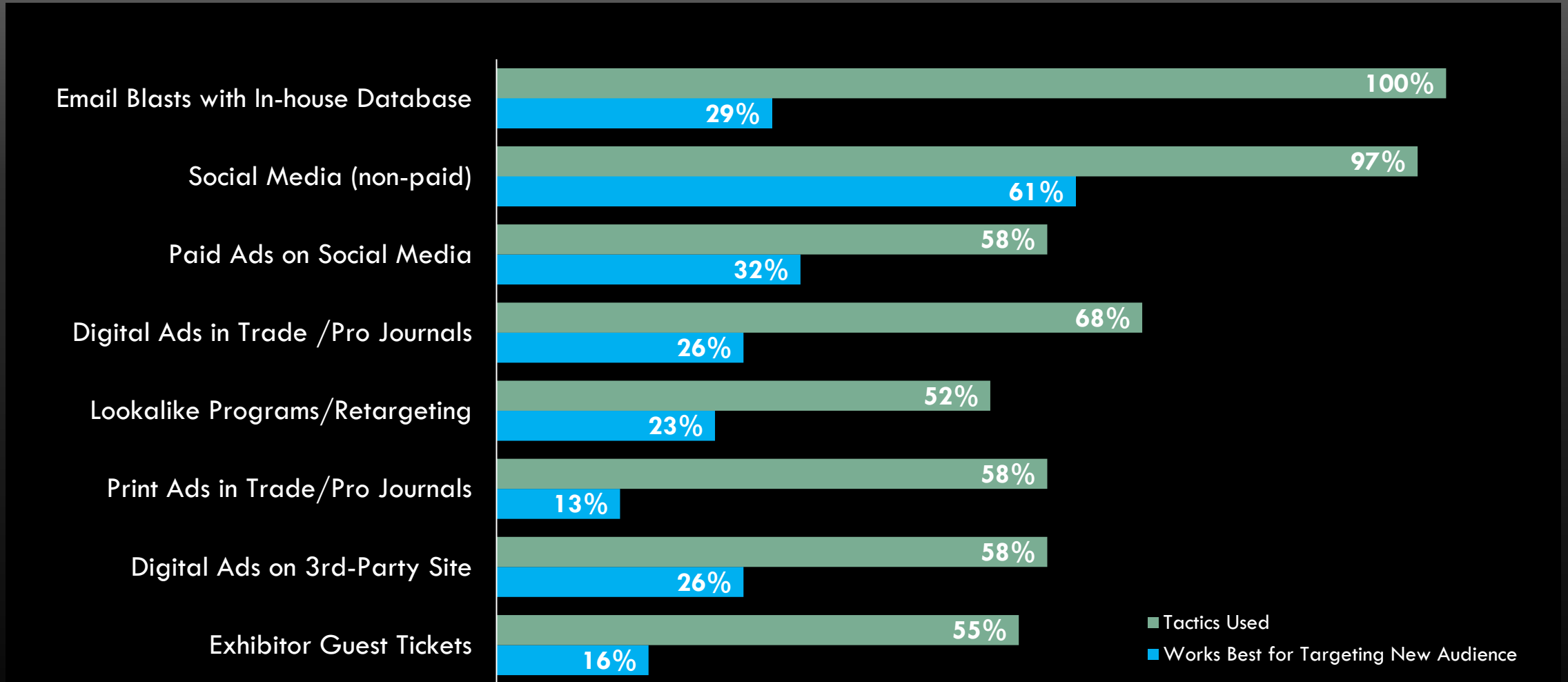
Oldest are 28 years old. 21% of U.S. population.

64% constitute business buyers.

33% are business buyers who purchase through self-guided digital channels.

These groups are *more demanding, engaging in more buying activities,* and *more willing to express dissatisfaction.*

Source: Forrester Research

TACTICS & SUCCESSES FOR ATTRACTING NEW ATTENDEES

Email Blasts with In-house Database — Tactics Used: 100%, Works Best for Targeting New Audience: 29%

Social Media (non-paid) — Tactics Used: 97%, Works Best for Targeting New Audience: 61%

Paid Ads on Social Media — Tactics Used: 58%, Works Best for Targeting New Audience: 32%

Digital Ads in Trade /Pro Journals — Tactics Used: 68%, Works Best for Targeting New Audience: 26%

Lookalike Programs/Retargeting — Tactics Used: 52%, Works Best for Targeting New Audience: 23%

Print Ads in Trade/Pro Journals — Tactics Used: 58%, Works Best for Targeting New Audience: 13%

Digital Ads on 3rd-Party Site — Tactics Used: 58%, Works Best for Targeting New Audience: 26%

Exhibitor Guest Tickets — Tactics Used: 55%, Works Best for Targeting New Audience: 16%

Legend: ■ Tactics Used ■ Works Best for Targeting New Audience

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![EVOLIO marketing logo] **ATTENDEE BENCHMARKS**

ATTENDEE PROFILES

43
Average age

10% Gen Z
40% Millennials
32% Gen X
18% Boomers

49%
1st time attendees

80% Buyers
29% Decision-makers

ATTENDEE PREFERENCES AND EXPERIENCE

79%
Likely to attend again
(extremely/very likely)

82%
Satisfaction with exhibits visited
(extremely/very satisfied)

67%
Anticipate making a purchase in next 12 months

+37
Net Promoter Score® of brands (exhibits) visited

Top Reasons for Visiting Exhibits
67% Check out what's new
55% Learn more
33% Just browsing
26% Get detailed info

Source: EVOLIO Marketing | **13,664 attendee survey respondents, B2B tradeshows** | April 2021- September 2023

ATTENDEE ACQUISITION CHALLENGES

Are attendees registering later?

49%   Registering more than 4 weeks out

29%   Registering less than 2 weeks out or onsite

Center for Exhibition Industry Research - Attendee Acquisition Trends Driving Growth (ceir.org)

ATTENDEE ACQUISITION OPPORTUNITIES

Is Bleasure a thing? Yes.

24% of business travelers plan to take friends and family with them on at least one trip in 2024

>33% of Gen Z and millennials will extend a trip for leisure

Source: Hilton's 2024 Trends Report

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ATTENDEE ACQUISITION STRATEGY

1. Who are our (and our exhibitors') specific targets?

2. What is our audience's reasons for attending?

3. What are attendees most interested in seeing and doing?

4. What are attendees most interested in learning about?

5. What challenges can our event help attendees solve?

6. Why should they attend my event versus others'?

Your answers create your attendee acquisition KPIs/OKRs, strategy, communications plans, messages, and CTAs

KPI: Key Performance Indicators
OKR: Objectives, Key Results
CTA: Call-to-Action

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ADDRESSING EXHIBIT & SPONSORSHIP SALES CHALLENGES

2023 Exhibit & Sponsorship Outlook

Source: EVOLIO Marketing & Lippman Connect April 2023 Survey | N=43 Large show organizers, >125K NSF
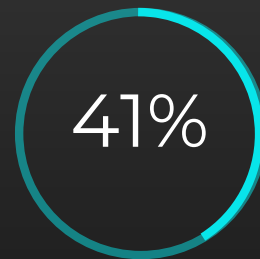
41% Increased # of exhibitors
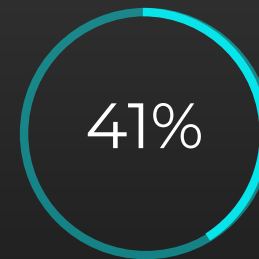
41% Increased sponsor revenue
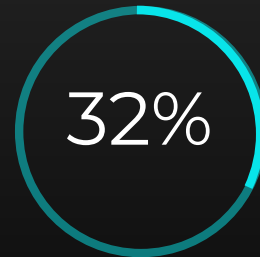
32% Increased # of sponsors
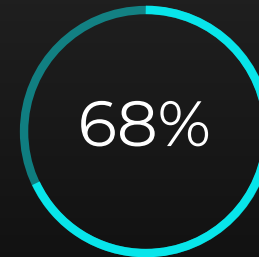
68% Increased cost per NSF

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Exhibitors Need More Actionable Data

Honest, clean attendance numbers

Attendee profile details

Attendees' interests & challenges

Demand gen opportunities and outcomes

Connections a.k.a. Networking

Cost transparency

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Tradeshow Sales Models are Shifting

Customized options

Exhibitors want more flexible sponsorship options and pricing tailored to their needs.

Transparency

Sponsors want clarity on what is included like media, promotion and support.

Connections

Brands want to connect with customers and prospects in many ways, beyond the booth

Exhibitors and sponsors are demanding more flexible and customized tradeshow packages that are backed by data.

Exhibitors Top Challenges

1. Cost Pressures

- Costs continue to rise
- Budgets are constrained and scrutinized

2. Event Experience

- Quality & quantity of attendees
- DEI, Sustainability & ESG (environmental, social and governance)

3. ROI, MQLs and SQLs

- 71% of exhibitors are happy with events as a marketing channel
- 67% satisfied with events as a sales channel*

4. Brand Impact

- Connections through event activities
- Beyond the booth

5. Event Portfolio Optimization

- Rightsizing budgets and events
- Shifting investments
- Own events vs tradeshows

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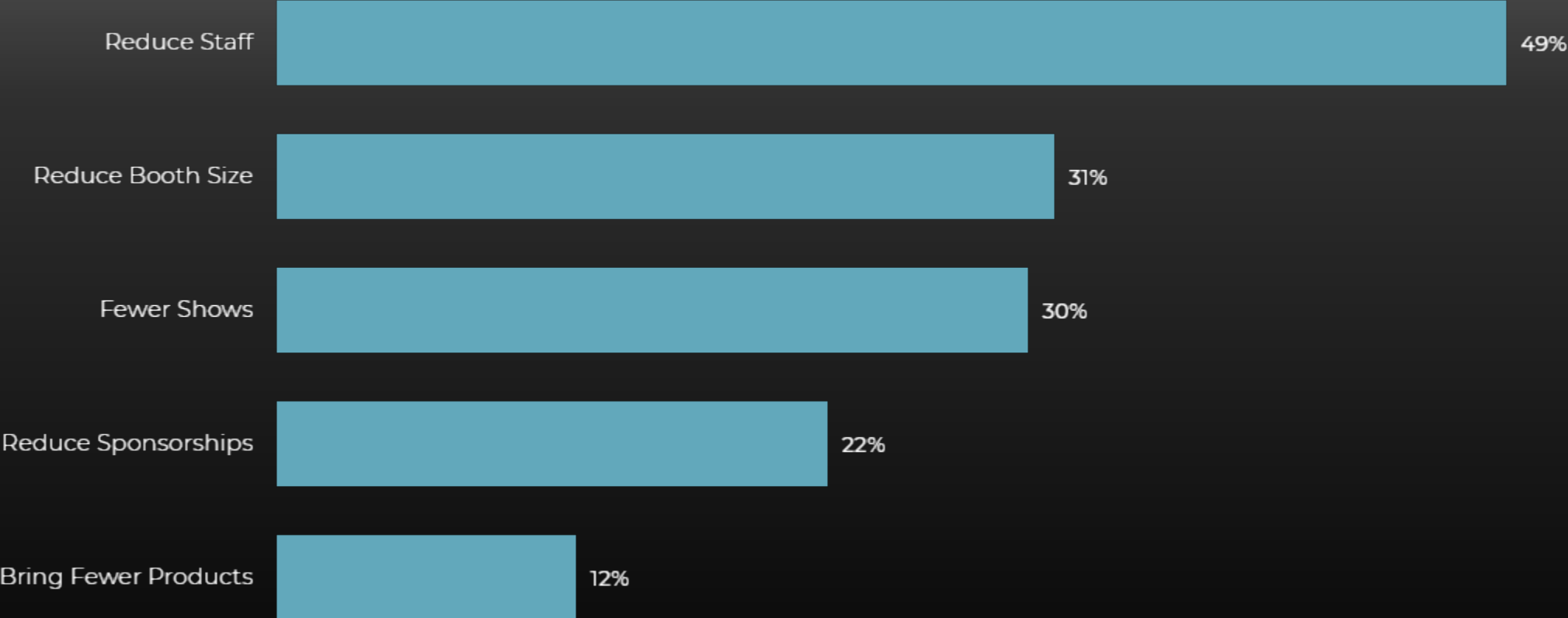
Cost Avoidance

Help exhibitors calculate how *investing* in your show saves them money and time.

- **Average cost of salesperson's meeting**

  $1,000 x 50 meetings = $50,000

- **Average cost of executive's meeting**

  $3,500 x 10 meetings = $35,000

- **Loss of revenue from upset customer**

  Meet with unhappy customer(s), fix problem x average annual revenue from that customer(s)

- **Value of new contacts (SQLs/MQLs)**

  Obtain 500 targeted, qualified contacts instead of buying a bad list

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2022 Material & Labor Rate Report

Compares average labor and material handling rates across 16 major U.S. convention cities.

29% increase in display, labor, and material handling rates since 2017

Electrical labor has the greatest increase at 32% compared with installation & dismantle labor (26%) and material handling (28%).

Rates far outpace increases in prices compared with most other business services.

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"To adapt, tradeshow organizers must offer more actionable data and metrics and consider evolving promotional opportunities to help brands achieve greater outcomes."

Joe Federbush, EVOLIO Marketing

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Metrics that Matter to Exhibitors/Sponsors

Operational

visitor activity

demos

interactions

Aspirational

values

brand sentiment & perception

social good

Actionable

outcomes

leads and demand gen

relationships

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CASE STUDY:
ATTENDEE SEGMENTATION FOR ACQUISITION STRATEGY & MARKETING

Case Study: Attendee Segmentation Analysis

2022 In-person Conference: Registration vs Attendance (EXAMPLE)

Total Audience Breakdown	Registered		Attended		Difference	
	#	%	#	%	Difference #	Difference %
Attendee: Academia (free)	211	11%	115	9%	-96	-45%
Attendee (mix of guests/free and paid)	952	51%	602	45%	-350	-37%
Media/Analyst (free)	90	5%	68	5%	-22	-24%
Speaker (free)	103	6%	80	6%	-23	-22%
Sponsor/Exhibitor (paid)	502	27%	461	35%	-41	-8%
Total	1858		1326		-532	-29%

Total Audience Job Roles	Registered		Attended		Difference	
	#	%	#	%	Difference #	Difference %
Business Execs (CEO, CFO, COO, CSO, CMO, President, VPs)	567	31%	448	35%	-119	-21%
Technology Decision-makers (CTO, CIO, CISO, Engineering Manager, ITDM)	355	20%	262	20%	-93	-26%
Software Developers (Programmer, Integrator, Data Scientist)	331	18%	184	14%	-147	-44%
Hardware Developers (Designer, Engineer, Architect)	224	12%	170	13%	-54	-24%
Academic (Educator, Researcher, Student)	147	8%	88	7%	-59	-40%
Media/Analyst	88	5%	67	5%	-21	-24%
Other (Government, Self-Employed)	104	6%	75	6%	-29	-28%
Total	1816		1294		-522	-29%

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Case Study: Attendee Segmentation Analysis

Develop an attendee acquisition strategy and marketing approach based on understanding attendees' objectives and how they differ by key audience segments; Develop targeted messages.

Attendee Survey Results by Segments (EXAMPLE)

Reasons for Attending	All Respondents	IT Decision-makers	Software Developers	Hardware Developers
HIGH PRIORITY				
To learn about current technologies	76%	81%	75%	72%
To learn more about the industry roadmap	67%	88%	61%	51%
To connect/network with peers and industry experts	66%	76%	60%	61%
MIDDLE PRIORITY				
To learn about developer solutions	59%	40%	72%	66%
To connect with other developers and tech professionals	52%	55%	50%	51%
To collaborate with the technology ecosystem	40%	49%	41%	31%
LOW PRIORITY				
To advance my career	38%	27%	47%	41%
Get access to Developer Toolkits and SDKs	32%	20%	33%	44%
To start new business opportunities	17%	12%	26%	12%

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Case Study: Attendee Segmentation Analysis

1. **Attendee targets:** Lack of personalization in event promotion

2. **Attendee no-shows:** Lack of communications after registration; no calendaring

3. **Content and education:** Effective based on developing tracks based on attendee-types and interests

4. **Event outcomes:** Event NPS=+57; 88% extremely/very high satisfaction; 76% highly likely to attend again

5. **Sponsors/Exhibitors:** Low satisfaction; low number of leads

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Additional Resources and News

WHAT MAKES AN EFFECTIVE ATTENDEE ACQUISITION CAMPAIGN?

$49

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ATTENDEE ACQUISITION TRENDS

DRIVING GROWTH

REPORT ONE:
Planning, Performance Metrics, Costs, Gross Revenues and Outcomes

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Planning, Performance Metrics, Costs, Gross Revenues and Outcomes

REPORT TWO:
Marketing Channel Mix Messaging and Other Tactics that Drive Recovery

REPORT THREE:
Areas of Focus for Improvement for Future Attendee Acquisition Efforts

Center for Exhibition Industry Research - Attendee Acquisition Trends Driving Growth (ceir.org)

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$49

ATTENDEE ACQUISITION TRENDS
DRIVING GROWTH

REPORT ONE:
Planning, Performance Metrics, Costs, Gross Revenues and Outcomes

1. **Focus messaging on key themes and personalization**
    power of F2F, addressing urgent needs, personalized

2. **Multichannel marketing is a must**
    hyper-focused, connected, interactive

3. **Collaborations and relationship selling**
    exhibitor invites, key buyers, multi-staff, localization

4. **Strategically use discounts and premiums**
    deadlines, VIP programs, make it easy

Center for Exhibition Industry Research - Attendee Acquisition Trends Driving Growth (ceir.org)

Additional Resources and News

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Thank you!

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