

Attendee Acquisition & Exhibit Sales Research Roundup



**MIDSIZE
SHOW**
ROUNDTABLE

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Presented by:
Joe Federbush
President






Founded in 2015

25+ years measuring exhibits & events globally

Over 1,000 events and exhibits measured

Over 950,000 attendee and exhibitor surveys completed

joef@evolio.co

 +1 512 635 7477



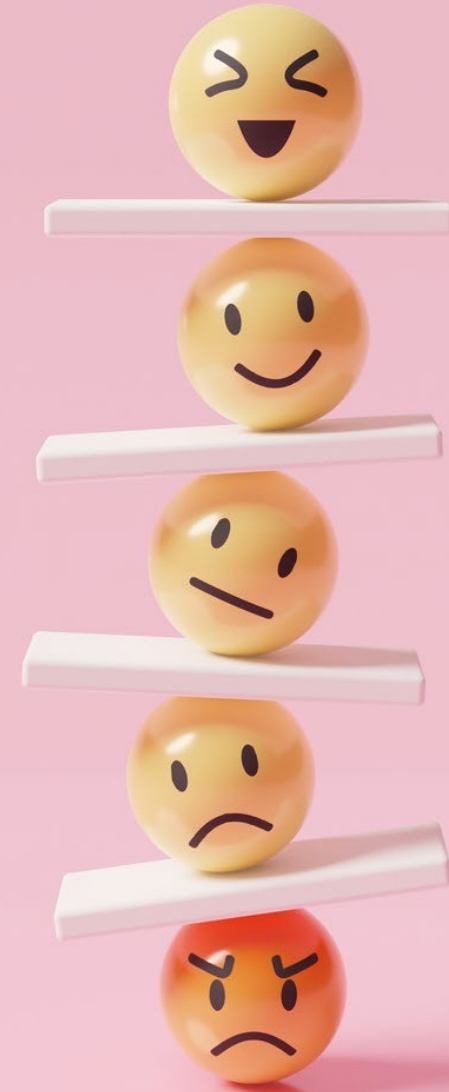
EVOLIO_MARKETING



JFEDEVOLIO



Feelings Aren't Facts[®]



Q2 2024 *Midsize* Show Organizer Survey Results



Show Organizer Study

Based on...

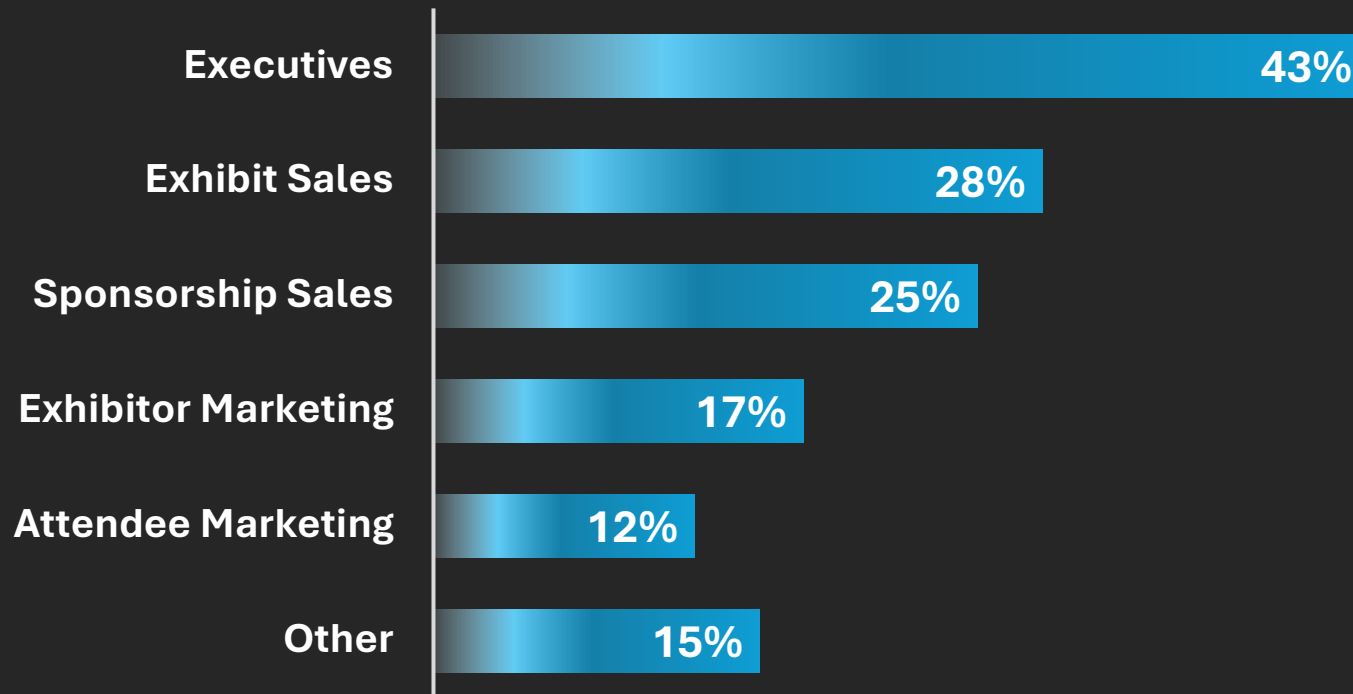
- **153** completed surveys
- **Wave 1: April – May 2024**
- **Wave 2: Early 2025**
- **Wave 3: Spring 2025**



Scan to complete the survey

Respondent Profile

JOB ROLES

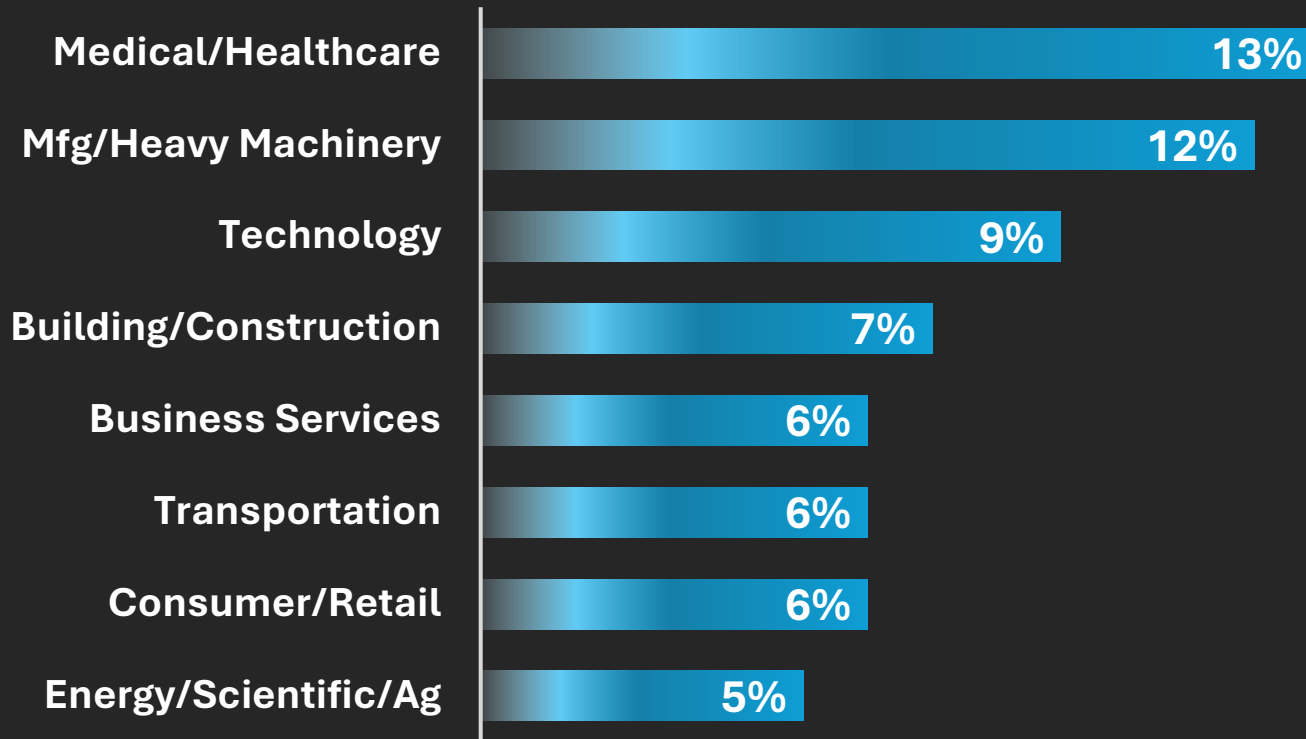


26 avg. years
in events

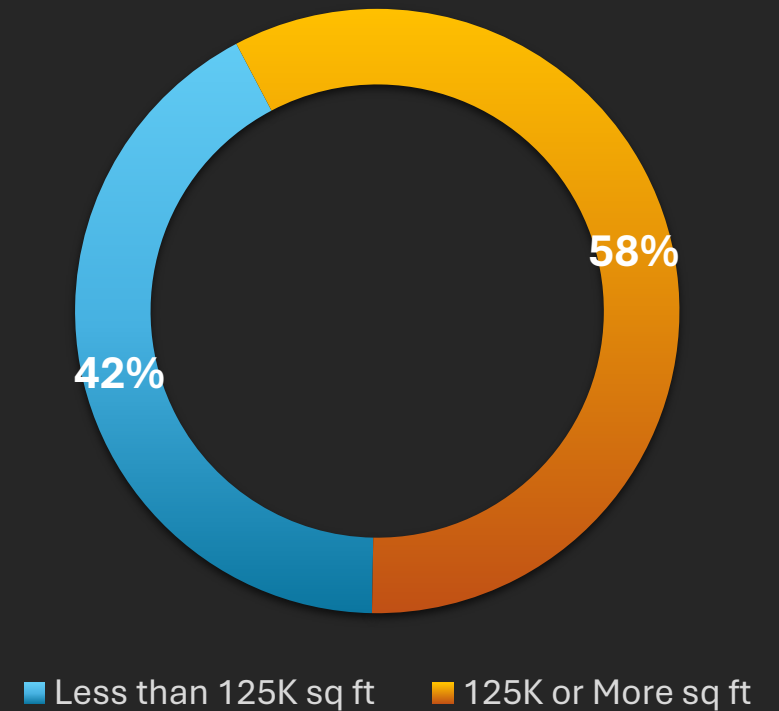
69% 5 events or
fewer per
year

Respondent Profile

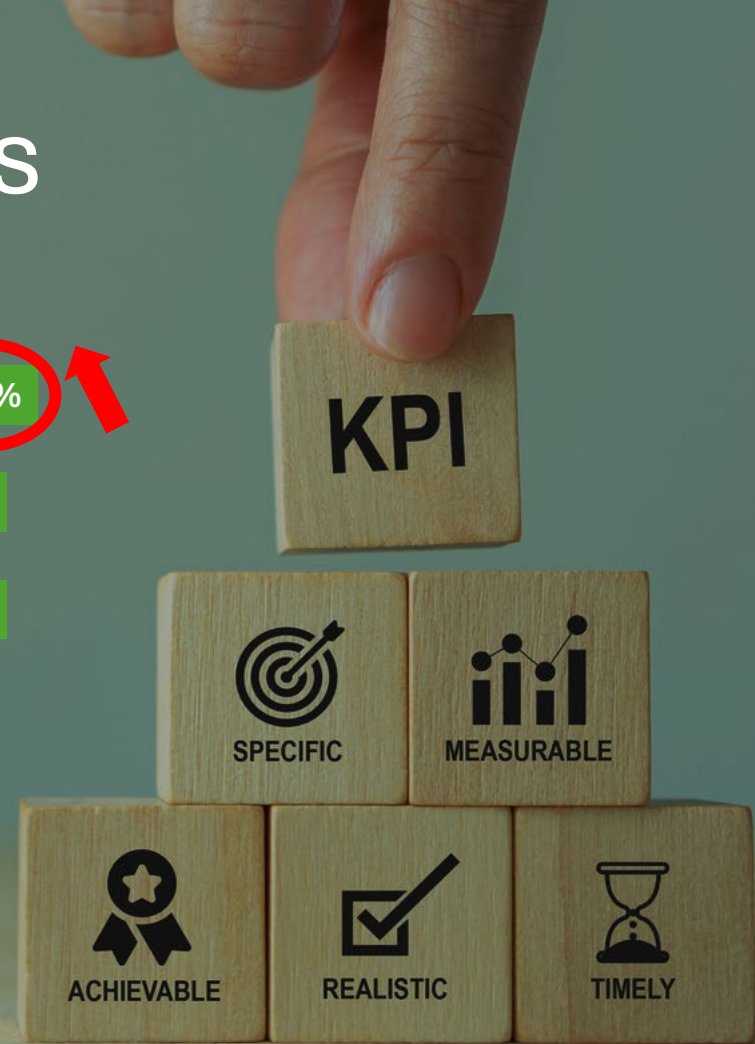
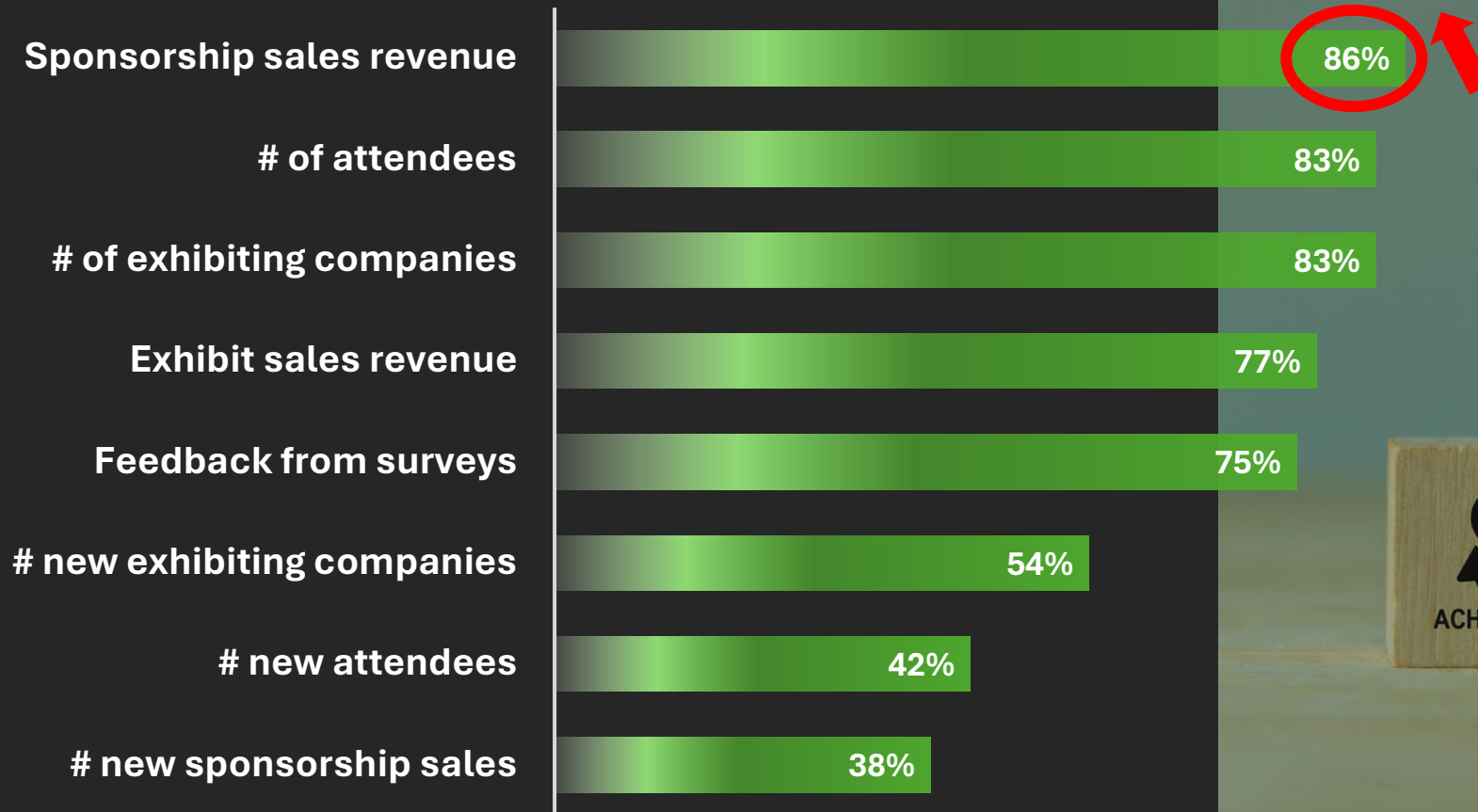
INDUSTRIES



SHOW SIZE



KPIs Used to Measure Success



Question: What KPIs (key performance indicators) does your organization use to measure the success of your event(s)? Select all that apply.



Exhibit & Sponsorship Sales Challenges

Have an EAC

Exhibitor Advisory Committee

33%

Yes

64% among large shows

Question: Do you have an Exhibitor Advisory Committee (EAC) for your event(s)? Select one.

75%

EAC is extremely or very
valuable for strategic
planning

66% among large shows

Organizers' Greatest Challenges

Rising Costs & Budget Constraints

General contractors, suppliers, labor rates, travel, facilities, F&B are putting pressure on organizers and exhibitors/ sponsors

ROI for Exhibitors & Sponsors

Increasing pressure to prove the value of participation to exhibitors and sponsors as their costs have increased significantly

Attendee Acquisition & Retention

Attracting new attendees, maintaining attendance levels, repeat attendance, and engaging attendees effectively are significant challenges.

Logistical and Planning Challenges

Registration timing issues, industry consolidation, changing business models, competition from other events and platforms

Question: What are your greatest issues and/or challenges when it comes to the success of your event(s)?

Compared with 2 years ago...

50%

increased
exhibit
space costs

73% large shows

45%

increased
of
exhibiting
companies

82% large shows

43%

increased
revenue
from
sponsors

65% large shows

38%

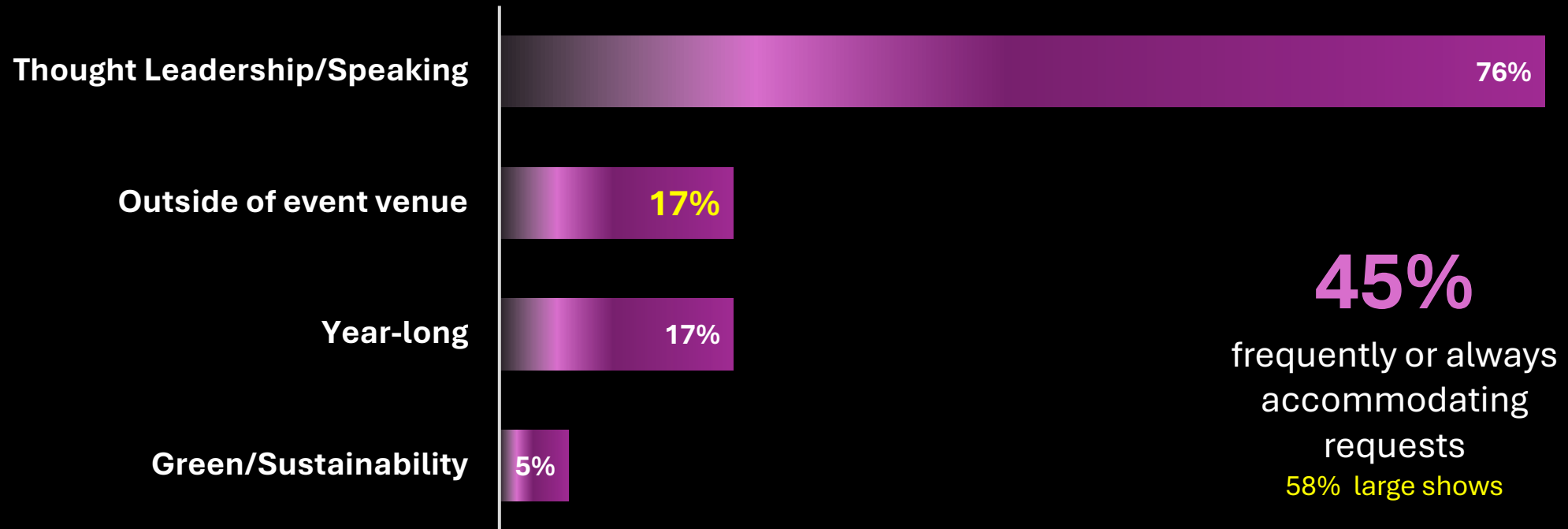
increased
of
sponsors

62% large shows

Question: Compared with 2 years ago, how have each of the following changed for your most recent event(s)?

New Opportunities: Sponsorship Requests

MOST REQUESTED SPONSORSHIP TYPES



Question: Over the last 2 years, which of the following requests are you, or your team, regularly getting from exhibitors and/or sponsors? Select all that apply.

Most common exhibitor & sponsor complaints

SHOW ORGANIZERS' POV

64%

Need greater ROI

51%

Exhibit space costs

43%

Move-in/out costs

23%

Sponsorship costs

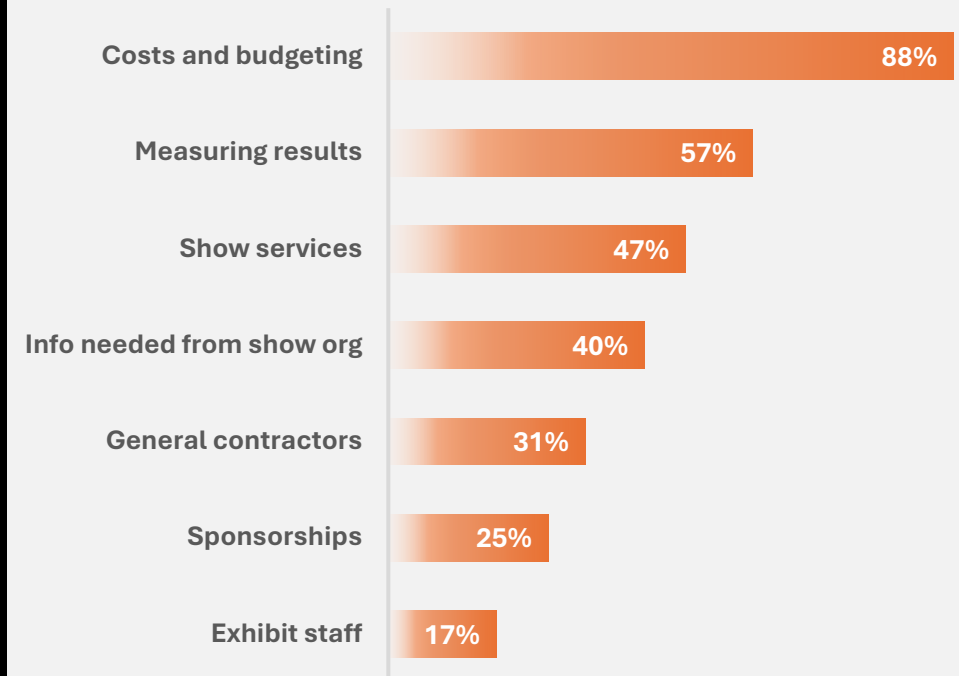
22%

Rules & restrictions

14%

Lack of transparency

EXHIBITORS' POV: GREATEST CHALLENGES



Question: What is the most common complaint you typically hear from your exhibitors/sponsors?



Attendee Growth Challenges

Should You Raise Your Registration Fees?

Compared with 2 years ago...

54%

increased
attendee
registration
fees

50% large shows

50%

increased
of
attendees

70% large shows

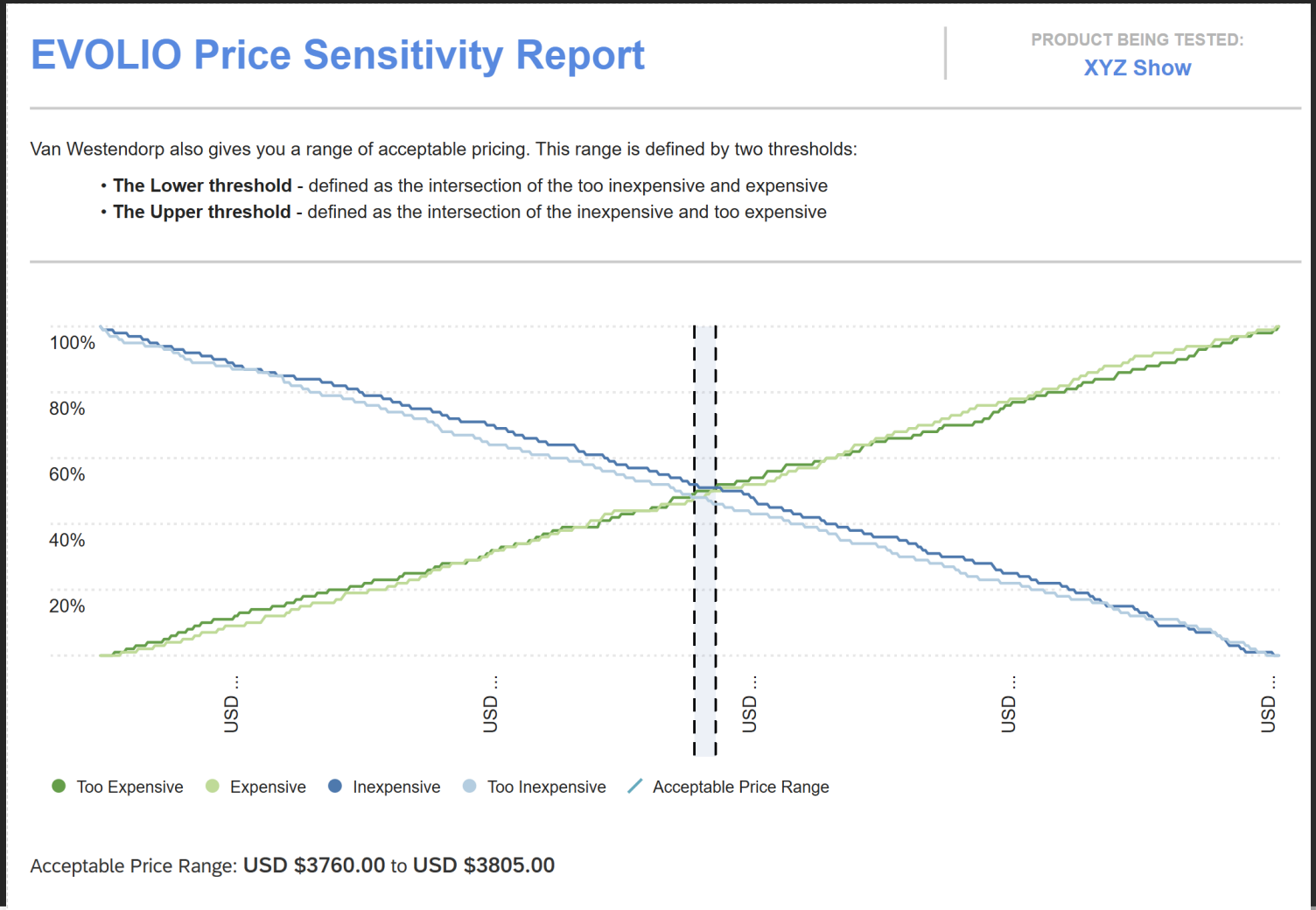
Price-point Sensitivity Testing: Van Westendorp Model

- 1 At what price do you think the event fee is priced so low that it makes you question its quality?
- 2 At what price do you think the event fee is a bargain?
- 3 At what price do you think the event fee begins to seem expensive?
- 4 At what price do you think the event is too expensive?

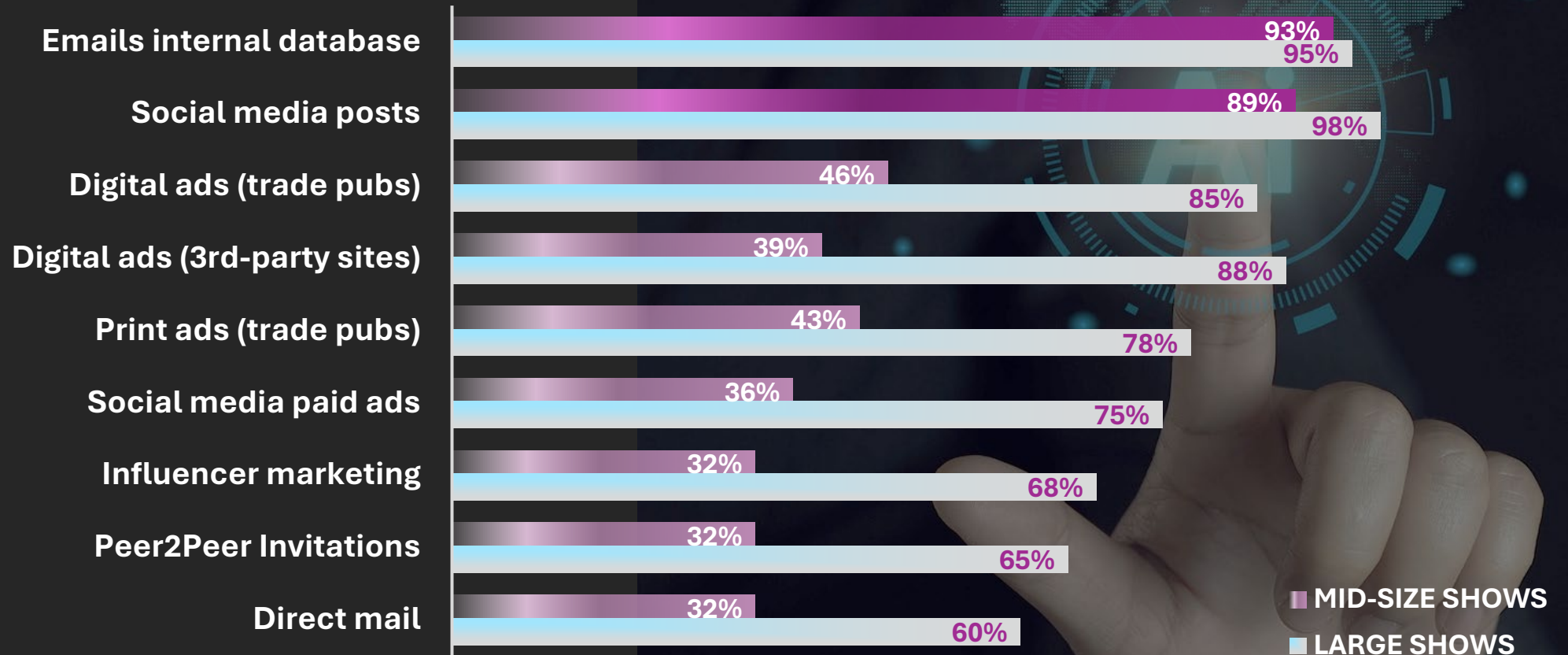
Question: What tactics are used for your attendee acquisition campaigns? Select all that apply.

Try the Van Westendorp Model

- Identify the range that most attendees would be willing to pay to attend your event if the prices were to increase
- Understand willingness to pay for special VIP experiences, custom packages, and upsell opportunities
- Determine at what point are you asking for too much



Marketing Tactics Used

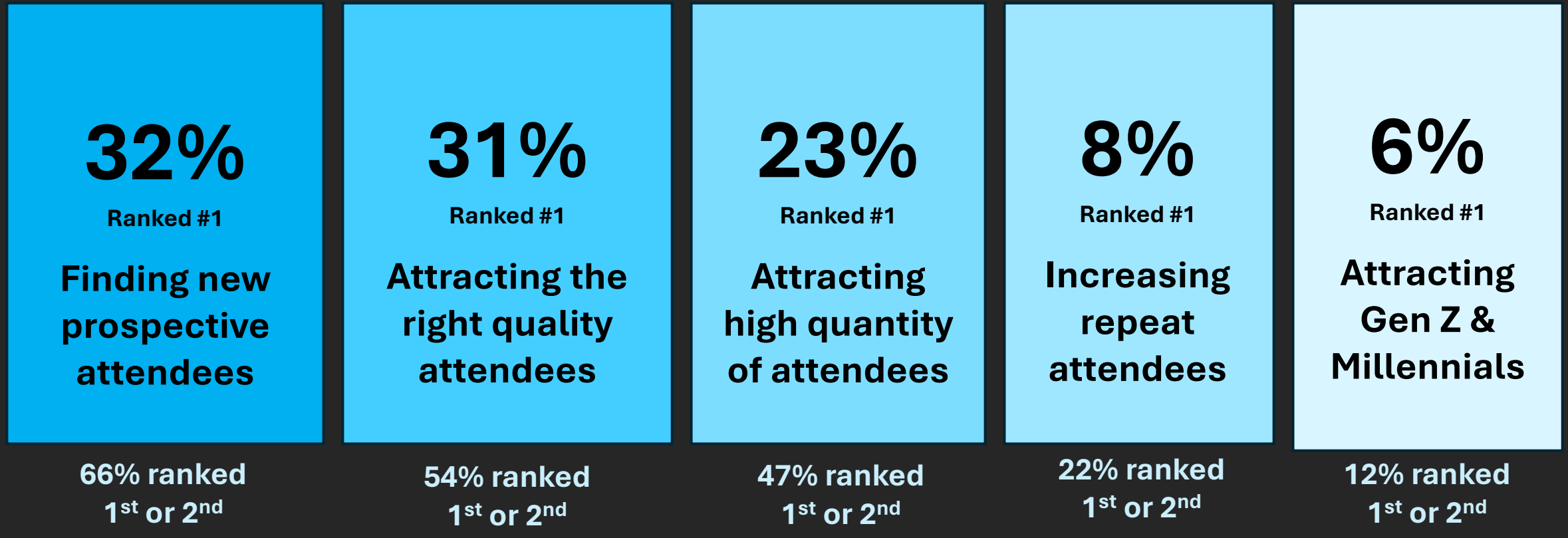


Question: Which attendee acquisition tactics are most effective? Select up to 3.



Using AI to Help Solve Your Challenges

Greatest Attendee Acquisition Challenges (ranked)



Question: Rank order your top attendee acquisition challenges.

Leveraging AI

Predictive Analytics

Personalized & Narrowband Marketing

Smart Networking

Persona Development

AI Chatbots

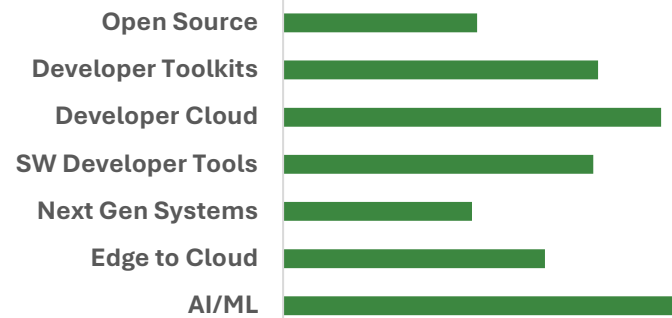
Dynamic Pricing Strategies

“Innovator Alex” - The Tech Enthusiast Developer

Attendee Profile

Job Roles: Software or Hardware Developers
Attendee Type: Technical professional
Gender: 85% Male
Age: 26 to 40 years old
Comms: Email, Text, Reddit
Geo: Predominantly West coast

Tech Interests



Attendee Quality

Buying role: 68% decision-makers
Alumni: 32% at least 3 times
Event NPS: +54 (64% promoters, 10% detractors)

Experience Satisfaction



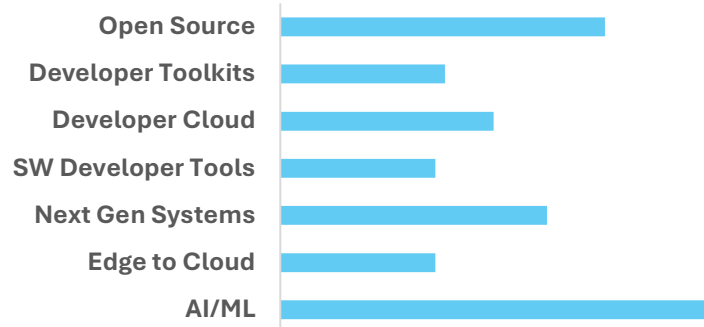
SAMPLE DATA TO BE USED FOR ILLUSTRATIVE PURPOSES ONLY

"Data-Driven Dave" - The AI-Focused Data Scientist

Attendee Profile

Job Roles Hardware Engineer, Academia, Professor
Attendee Type Technical professional, Academia
Gender 54% female
Age 18 to 30 years old
Comms: Instagram, Text, Email
Geo Predominantly CA, IL, TX, NY, NJ, MA

Tech Interests



Attendee Quality

Buying role 41% decision-makers
Alumni 11% at least 3 times
Event NPS +60 (74% promoters, 14% detractors)

Experience Satisfaction



SAMPLE DATA TO BE USED FOR ILLUSTRATIVE PURPOSES ONLY

Blunt Data About What Exhibitors' Challenges and What They Are Saying About Events

INTRODUCTION

The Exhibitor Advocate and EVOLIO Marketing joined forces to conduct this research on the event industry, and the challenges being faced by exhibitors. Specific objectives for

- Provide a comprehensive analysis of the current state of event marketing from the perspective of exhibit and event marketers.
- Identify the driving forces behind key challenges facing exhibitors and understand how these challenges are negatively impacting their overall event programs.
- Explore the evolving relationship between exhibitors and show organizers to address the challenges within the event ecosystem (i.e., rising costs, negotiations, competitive pricing, etc.).

KEY FINDINGS

The event industry has not been impervious to rising costs, leaving exhibitors having to pay more for services. In fact, the event industry has seen costs rise higher than recent inflation rates – particularly for marketing services – which is a major pain point for most exhibitors. This challenge, combined with the shift from almost half of exhibitors towards show organizers, has created a challenging and

The Critical Importance of Measurement: Beyond C

In today's competitive business landscape, exhibit marketing companies to showcase their products, services, and brand in these exhibits lies not just in their execution, but in our ability to measure success comprehensively. As we delve into the world of exhibit success, moving beyond rudimentary metrics is crucial for exhibit and event marketers. Innovative approaches, like those employed by EVOLIO Marketing, offer a more holistic view of exhibit performance.

The Evolution of Exhibit Measurement: From Basic Metrics to

Traditionally, exhibit success has been measured using basic metrics such as booth traffic counts, number of leads collected, and literature distributed. While these metrics provide some insight, they fail to capture the full impact of an exhibit. Enter the era of holistic measurement, where sophisticated techniques paint a more comprehensive picture of exhibit performance.

The Triad of Modern Exhibit Measurement

Top 5 Ways to Incorporate AI in Exhibit and Event Measurement

In today's rapidly evolving business landscape, artificial intelligence (AI) is revolutionizing the way we conduct market research and measure exhibit and event performance. Joe Federbush, President of EVOLIO Marketing, a leader in exhibit and event measurement and strategy, recognizes the potential of AI to enhance traditional research methods and here are five opportunities.

“Your prompts play an extremely important role for accuracy and reliability. Effective prompt engineering is crucial for market research AI analysis as it ensures you extract relevant insights rather than generic or misaligned data interpretations. Well-crafted prompts can help AI understand industry-specific context, terminology, and nuances, leading to more accurate and actionable market intelligence.”, states Federbush. “By structuring prompts to include specific parameters, constraints, and desired output formats, you can guide AI to deliver consistent, targeted analysis that aligns with your research objectives while filtering out irrelevant information and hallucinations.”

Here are seven suggested ways to incorporate AI into your exhibit and event market research and measurement efforts:



How are you
utilizing **AI** for your
attendee
acquisition efforts?

AUGUST 2024 INDUSTRY STUDY:

Identifying & Addressing Exhibit & Event Management Challenges

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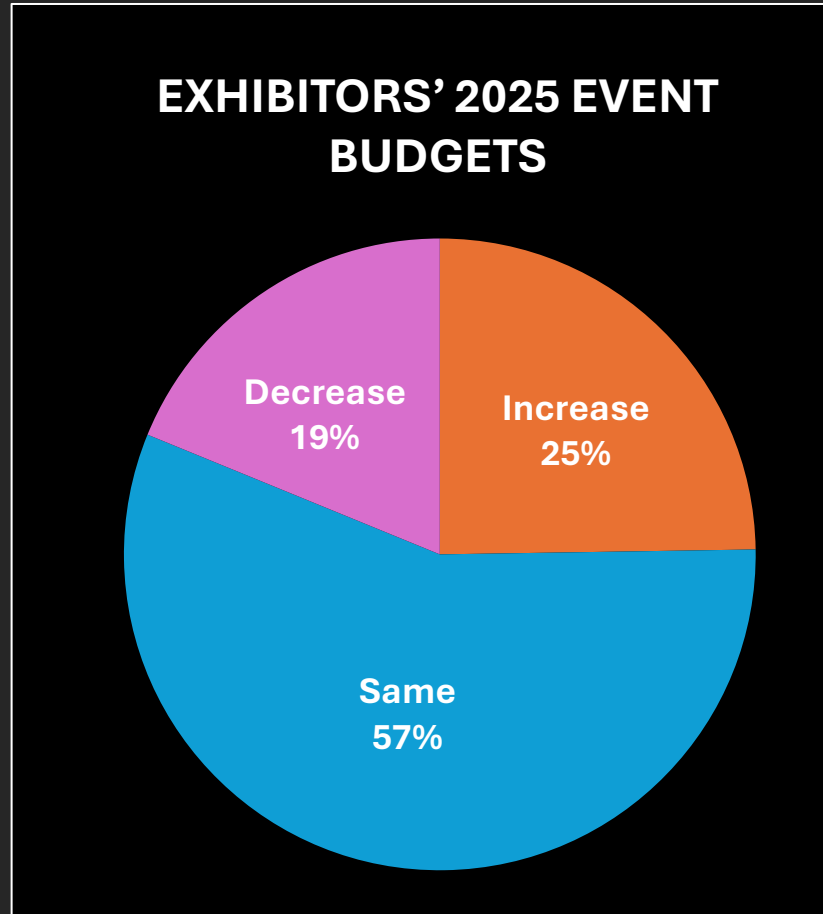
Conducted by



The Situation: Exhibitors' POV

RESPONSE SUMMARY

- 241 responses
- July-September 2024
- Exhibitors and event managers
- Average 16 years in event career
- 97% influencers of event selection and budget
- 58% decision-makers of event selection and budget



INCREASED EVENT COSTS IMPACT ON BUDGET

| | |
|----------------------------|-----|
| Decrease presence | 72% |
| Send fewer staff | 61% |
| Re-evaluate our strategy | 58% |
| Scale back on sponsorships | 58% |
| Re-evaluate budgets | 58% |
| Decrease # of shows | 45% |
| Assess our event portfolio | 37% |

Exhibitor POV: Sentiment Towards Events

At some tradeshows, holding our own offsite activities is preferred instead of exhibiting



Overall, increased costs of event marketing are outweighing the value of the investment



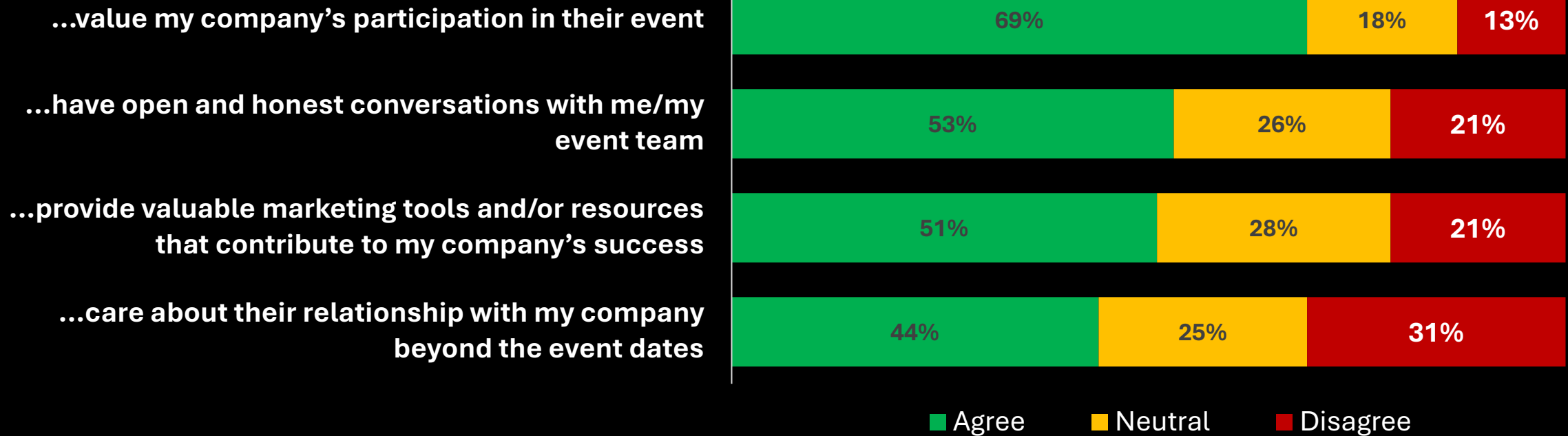
Show organizers provide options that align with my company's objectives when participating in their event



■ Agree ■ Neutral ■ Disagree

Exhibitors' perceptions of show organizers...

Show organizers...



If you would like your
exhibitors & sponsors to
participate in this survey so you
can compare your results,
contact

Joe Federbush

EVOLIO Marketing

joe.federbush@evoliomarketing.com

+1 512 635 7477





TIPS: Your Event Website



Look at your site and posts from prospective attendee perspective



Responsive design for web, tablet, mobile



Easy to find tradeshow and conference dates, exhibit hours, and venue and hotel details



Exhibit hall floorplan in the app



Number and types of registration questions

ASANTE
KIITOS ARIGATÔ MAAKE
GRAZZI KIITOS TAKK
UA TSAUG RAU KOJ
MERCİ DANKE
OBRIGADO
THANK YOU
MULTUMESC
GRAZZI XIÈXIÈ GRAZZI
DANK JE KIA ORA TAKK GRAZZI
MERCİ TACK DANKON SPASIBO TACK
DANKIE MATONDO
MERCİ
KIITOS



Joe Federbush

President

EVOLIO Marketing

joef@evolio.co

+1 512 635 7477



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