

Exhibit Sales Roundtable | February 29, 2024

What Exhibitors Need **Now!**

Research-based Feedback and Benchmarks

Research conducted by
EVOLIO
marketing



AGENDA



WHAT'S NEW?



WHAT
EXHIBITORS
NEED NOW



BENCHMARKS



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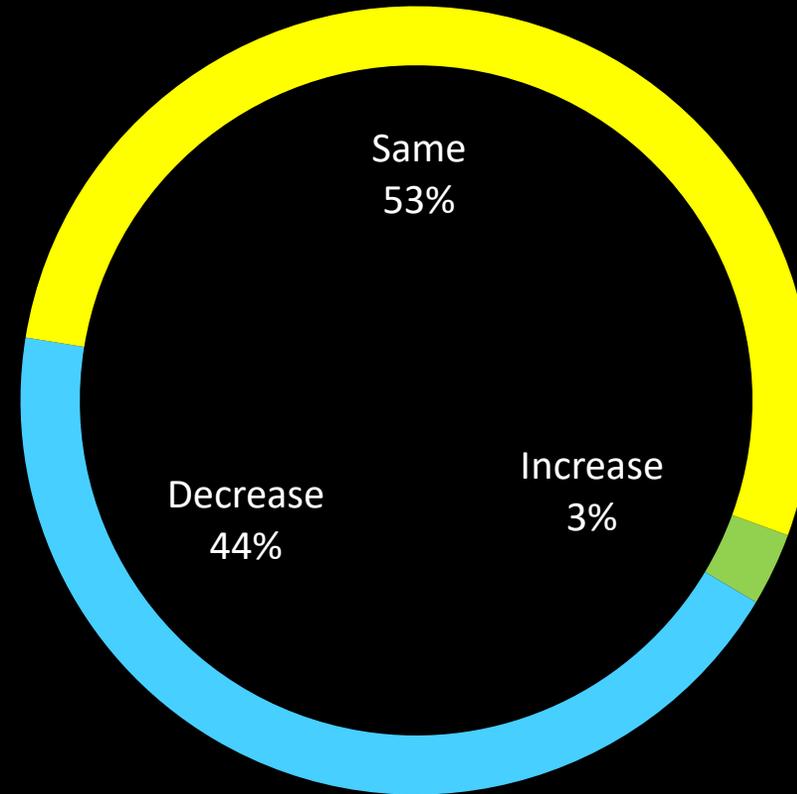


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Exhibit & Sponsorship Budgets (compared with previous year)

**EXHIBITOR
BUDGETS
ARE MOSTLY
FLAT OR
DECREASING**



**WORDS/PHRASES USED BY EXHIBITORS TO
DESCRIBE THEIR CHALLENGES WITH TRADE SHOWS**

**EXHIBITORS'
NEEDS &
CHALLENGES**

Ambiguity
Drayage
Rising Costs
Relationships
Hidden Costs
Do more with less
Lack of transparency
Shipping costs

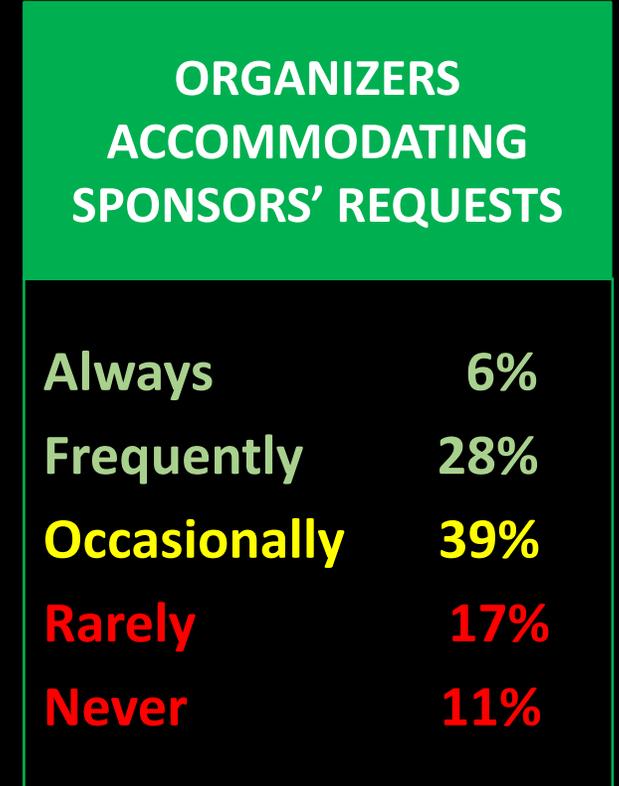
NEW!

Source: EVOLIO Marketing
N=170 exhibitors
February 25-27, 2024

SPONSORS' CHALLENGES:

Sponsors want
cost-effective,
transparent,
new/unique
sponsorship
opportunities

Source: EVOLIO Marketing
February 25-27, 2024, n=170 exhibitors



NEW!

Source: EVOLIO Marketing & Lippman Connects, April 2023, n=44

EXHIBITORS NEED **EASILY** **ACCESSIBLE,** **ACTIONABLE** **DATA**

CHECKLIST EXHIBITORS NEED NOW

- ✓ Event dates and specific location(s)
- ✓ Exhibit hours/dates
- ✓ **Detailed** Attendee Profile Information
 - ✓ # of attendees (excluding exhibitors)
 - ✓ Job roles/levels/professional positions
 - ✓ Industries/type of practice
 - ✓ Company size (revenue or # employees)
 - ✓ Buying role breakout (DMs, influencers, etc.)
 - ✓ Repeat vs 1st-timers
 - ✓ Age breakouts
 - ✓ Geo/state/country
 - ✓ # Press/Media/Analysts
- ✓ Sponsorship opps **based on goals/objectives**

NRF RETAIL'S BIG SHOW

Event Demographics

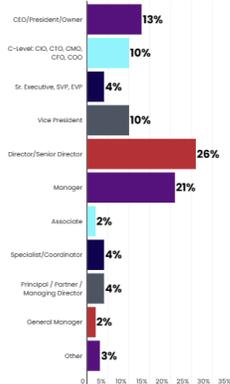
Exhibit/Sponsor Overview | Become an Exhibitor | 2025 Floor Plan | Sponsor Levels | Attendee Demographics | Special Programs | Foodservice Innovation Zone | Who Attends

NRF Retail's Big Show attracts the top industry leaders from across all of retail.
Click here to view a list of registered companies from NRF 2024.

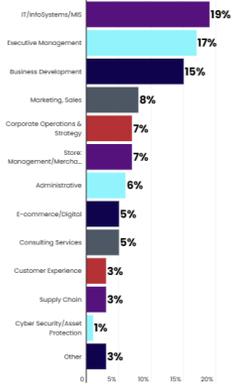
Registrant Demographics



Attendees represent all professional levels



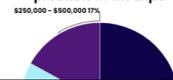
Attendees have a wide range of responsibilities



88% of attendees play a role in purchasing decisions



Attendees plan to spend on products in the Expo



NRF RETAIL'S BIG SHOW

Sponsorship Levels

Exhibit/Sponsor Overview | Become an Exhibitor | 2025 Floor Plan | Sponsor Levels | Attendee Demographics | Special Programs | Foodservice Innovation Zone | Who Attends

Chairman's Circle

\$325,000

For more information on Chairman's Level sponsorship, please contact Tami Sakell, VP, Exhibit & Sponsorship Sales at 202-661-3044.

Platinum Level

\$100,000

- Sponsorship contribution range is \$100,000 and up
- Recognition in conference marketing material beginning upon receipt of signed sponsorship agreement
- Promotion on the NRF event website, with a hot link to the sponsor's company profile, via the conference sponsorship listings
- Inclusion in the general conference Platinum signage
- Inclusion on the Platinum/Gold sponsor hanging banner in the Convention Center registration area
- 6 full conference registrations which give sponsor access to the Expo and all educational sessions

Gold Level

\$75,000 - \$99,999

- Sponsorship contribution range is \$75,000 to \$99,999
- Recognition in conference marketing material beginning upon receipt of signed sponsorship agreement
- Promotion on the NRF event website, with a hot link to the sponsor's company profile, via the conference sponsorship listings
- Inclusion in the general conference Gold signage
- Inclusion on the Platinum/Gold sponsor hanging banner in the Convention Center registration area
- 4 full conference registrations which give sponsor access to the Expo and all educational sessions

Silver Level

\$50,000 - \$74,999

- Sponsorship contribution range is \$50,000 to \$74,999
- Recognition in conference marketing material beginning upon receipt of signed sponsorship agreement
- Promotion on the NRF event website, with a hot link to the sponsor's company profile, via the conference sponsorship listings
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- 3 full conference registrations which give sponsor access to the EXPO and all educational sessions

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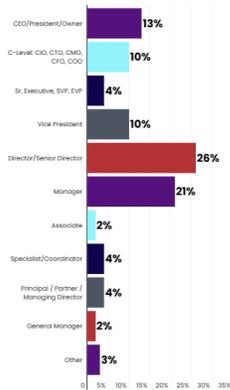
Registrant Demographics



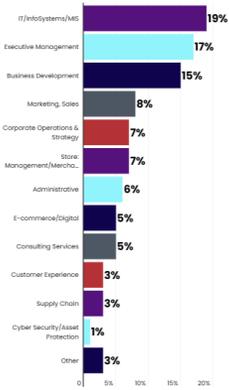
86 of the NRF Top 100 Retail Companies were represented at NRF 2024

20 of the NRF Hot 25 Retail Companies were represented at NRF 2024

Attendees represent all professional levels



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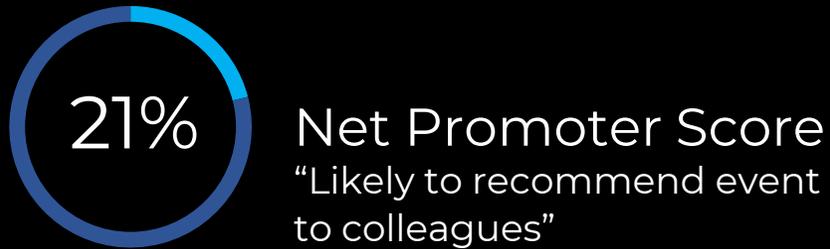
EXHIBITOR BENCHMARKS

NEW! Source: EVOLIO Marketing Post-event Exhibitor Surveys conducted in 2019 – 2023, n=2,986



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ADDITIONAL RESEARCH AND RESOURCES

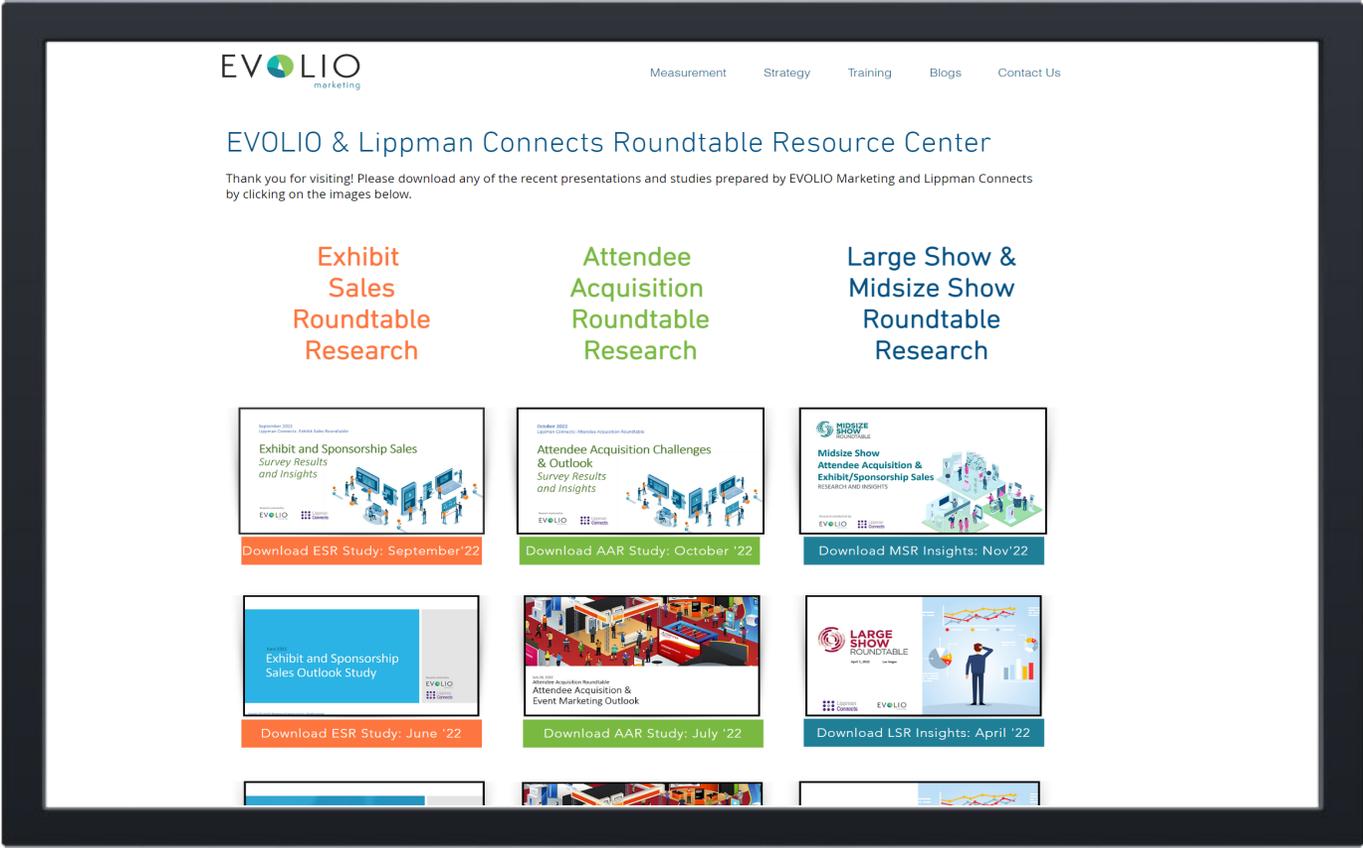


2022 Material Handling & Labor Rate Report

- 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 which far outpaces increases in prices compared with most other business services.
- Electrical labor has the greatest increase at 32% compared with installation & dismantle labor (26%) and material handling (28%).

UPDATED 2023 REPORT COMING SOON!

ADDITIONAL RESEARCH AND RESOURCES



For access, email joef@evoliomarketing.com



Thank you!

Joe Federbush

President & Chief Strategist

joef@evoliomarketing.com