



Exhibit Sales Data

For Evaluating Your Show



**EXHIBIT
SALES**
ROUNDTABLE

Presented by:

Joe Federbush
President

EVOLIO
marketing



Founded in 2015


25+ years measuring exhibits & events globally

Over 1,000 events and exhibits measured

Over 950,000 attendee and exhibitor surveys completed

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Feelings Aren't Facts®



2024 Show Organizer Study Results



Show Organizer Study

Based on...

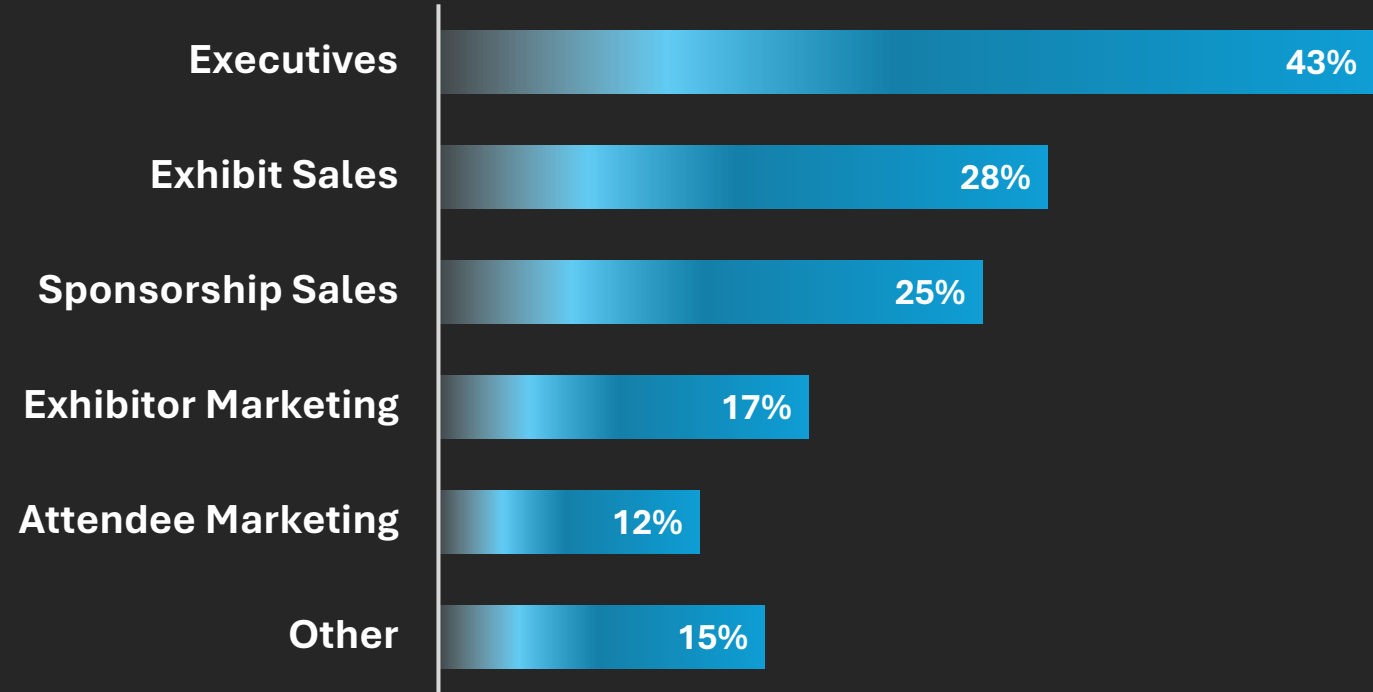
- **141** completed surveys
- **Wave 1: April – May 2024**
- Wave 2: Sept – Oct 2024
- Wave 3: January 2025



Scan to complete the survey

Respondent Profile

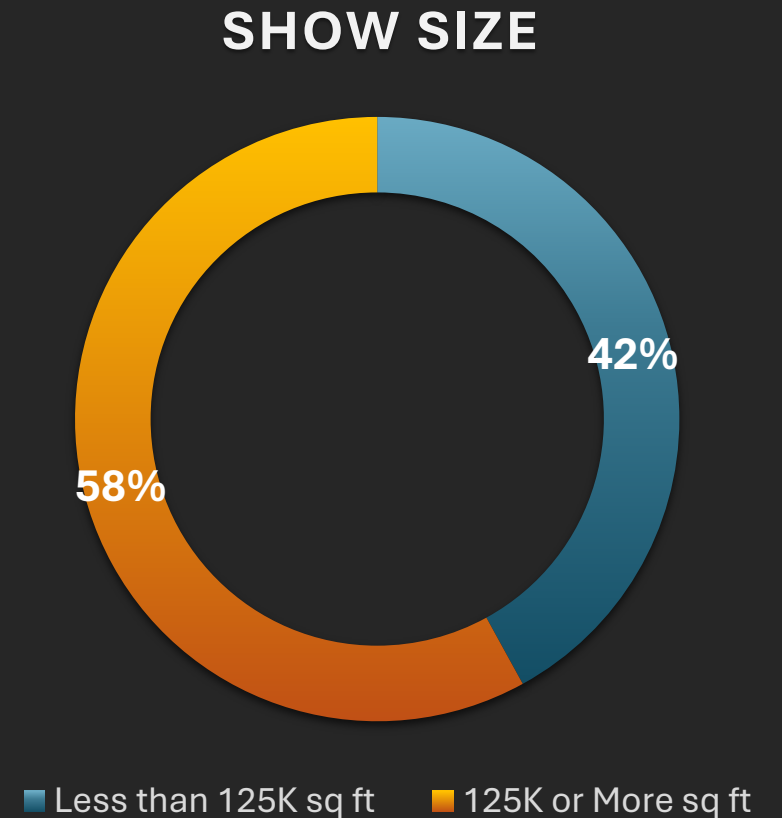
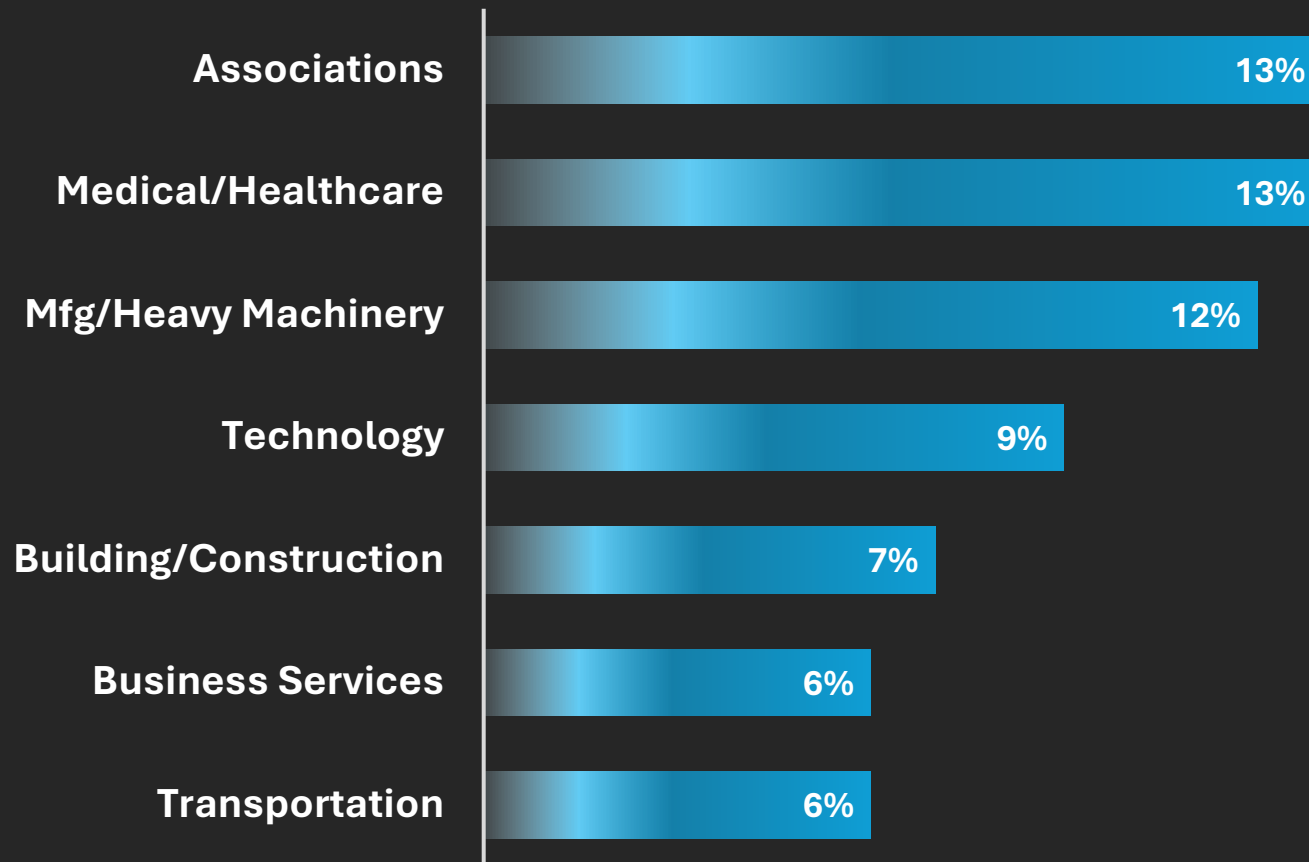
JOB ROLES



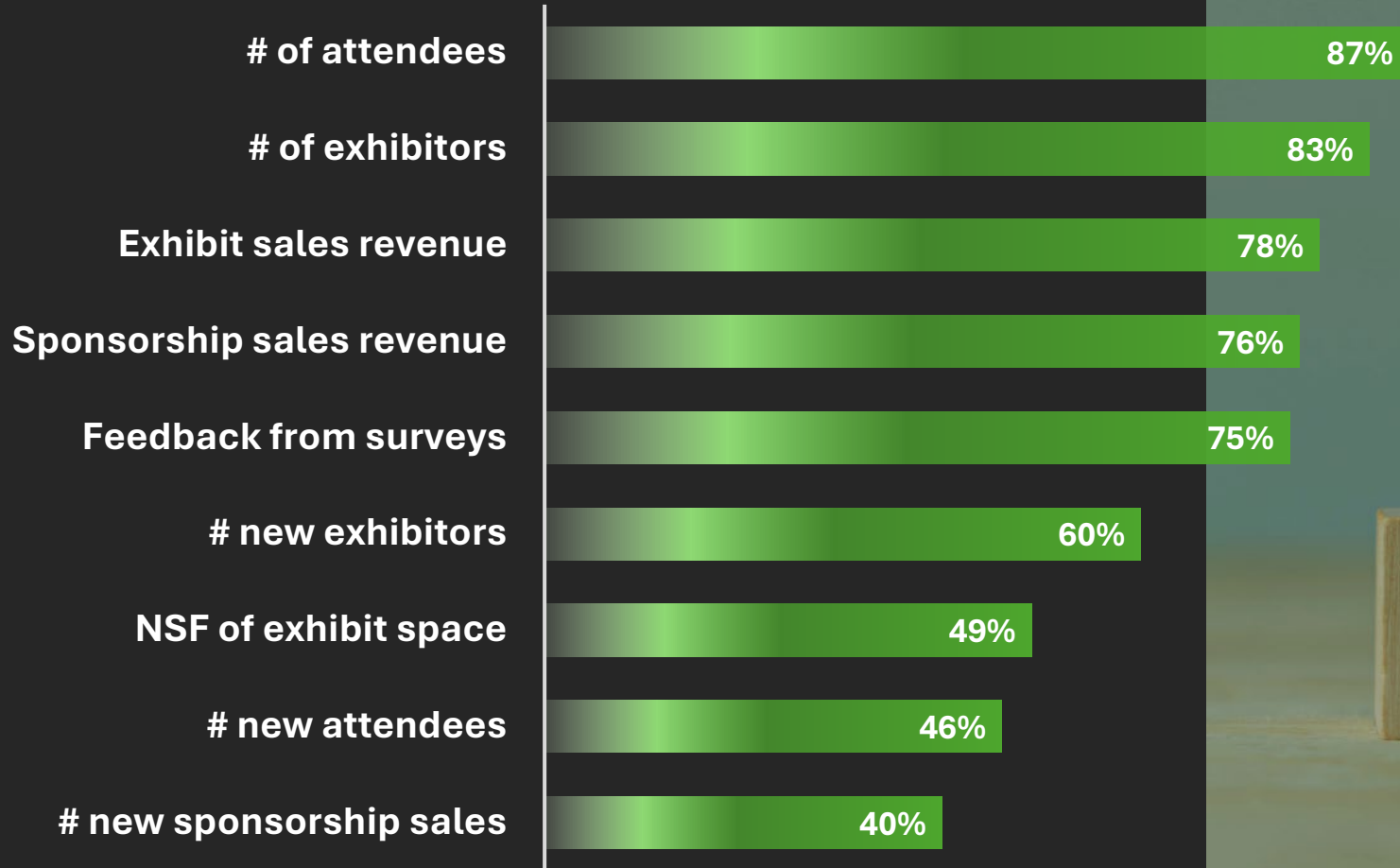
22 avg. years
in events

61% 5 events or
fewer per
year

Respondent Profile



KPIS USED TO MEASURE EVENT SUCCESS



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

Have an EAC

Exhibitor Advisory Committee

52% **Yes**

14%

No

But plan to

24%

No

Do NOT plan to

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

69%

EAC is extremely or very
valuable for strategic
planning

27% somewhat valuable
4% not valuable

Greatest Issues & Challenges Pertaining to Success of Events

Exhibitor/Sponsor POV:

"Our budget is flat but costs have increased by about 30%, so we have had to reduce our space by about 40% and our booth staff at some shows."

Rising Costs and Budget Constraints:

Increasing expenses across various aspects of events (i.e., general contractors, suppliers, labor rates, travel, facilities, F&B) are putting pressure on organizers and exhibitors/sponsors.

"Escalating costs continue to be a concern from food/beverage, labor, hotel room, and labor rate. Service levels have not fully returned to pre-pandemic levels which makes the price more difficult to justify."

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

Greatest Issues & Challenges Pertaining to Success of Events

Demonstrating ROI for Exhibitors and Sponsors:

There's increasing pressure to prove the value of participation to exhibitors and sponsors as their costs have increased significantly.

"Working with exhibitors on a different ROI than only sales - we are a national show / national buyers. We have a lot of competition at the local level (local buyers and sellers). Companies don't always see the ROI with our event because of their traditional method of ROI."

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

Greatest Issues & Challenges Pertaining to Success of Events

Attendee Acquisition and Retention:

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

"The age-old challenge of building attendee and exhibitor base and loyalty, all while keeping up with the ever-changing marketing arenas to help accomplish that."

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

Greatest Issues & Challenges Pertaining to Success of Events

Logistical and Planning Challenges:

Events are facing challenges from timing issues, industry consolidation, changing business models, competition from other events and platforms.

"Consolidation of industry on both the exhibitor and attendee sides. Reduced budgets related to inflation, poor economy and related sales. Competition with other meetings for attendees and sponsorship/exhibit dollars."

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

Greatest Issues & Challenges Pertaining to Success of Events

Logistical and Planning Challenges:

Events are facing challenges from timing issues, industry consolidation, changing business models, competition from other events and platforms.

"Not having attendees register until close to the conference dates, which makes it hard to know our numbers for food, tote bags, lanyards, seating, etc. Not knowing if the location is desirable or has a negative impact."

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

Greatest Issues & Challenges Pertaining to Success of Events

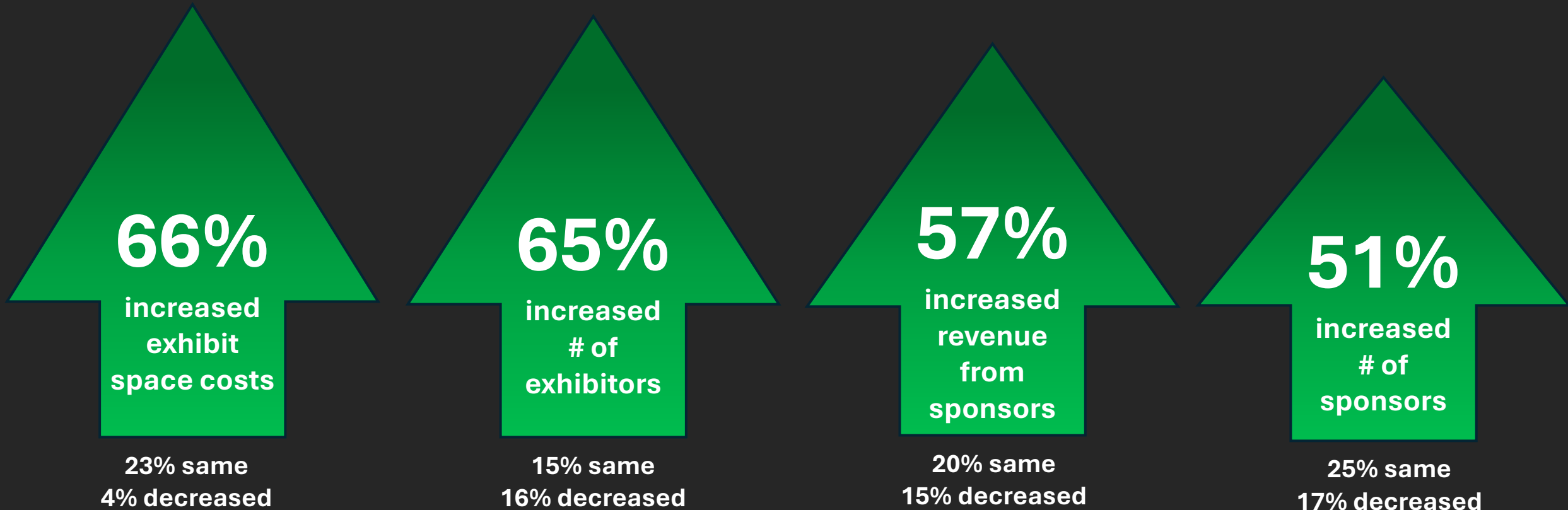
Balancing Innovation with Traditional Event Elements:

There's a need to innovate and incorporate new technologies while maintaining the core value of in-person events

"Slow pace of innovation in event design and business models. Technology - adapting to new ways of doing things can be an internal struggle. The age-old challenge of building attendee and exhibitor base, all while keeping up with the latest technologies, especially post-COVID."

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

Compared with 2 years ago...



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

Thought Leadership/Speaking

70%

Outside of event venue

18%

Year-long

14%

Green/Sustainability

11%

52%

frequently or always
accommodating
requests

39% occasionally

9% rarely/never

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

64%

Need greater
ROI

51%

Exhibit space
costs

43%

Move-in/out
costs

23%

Sponsorship
costs

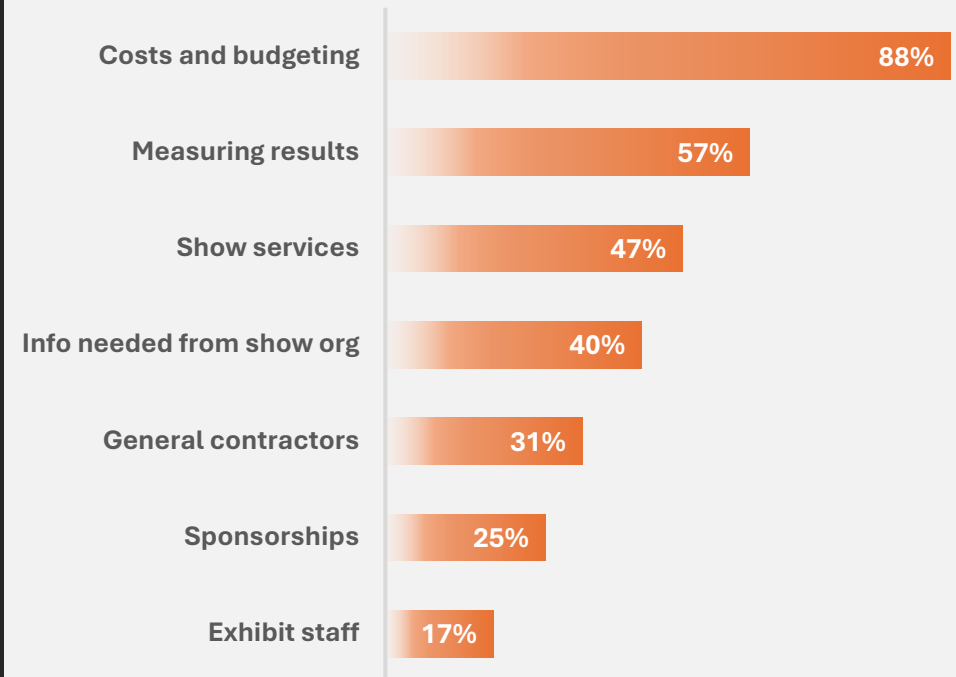
22%

Rules &
restrictions

14%

Lack of
transparency

EXHIBITORS' POV: GREATEST CHALLENGES



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

AUGUST 2024 INDUSTRY STUDY:

Identifying & Addressing Exhibit & Event Management Challenges

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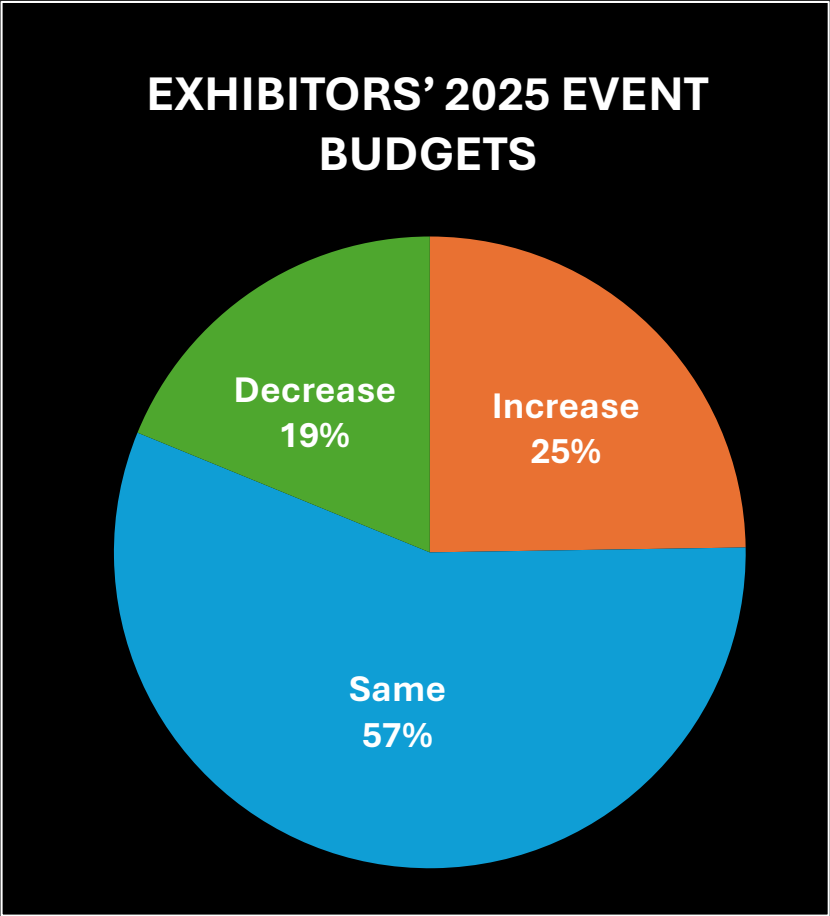
Conducted by



The Situation...

RESPONSE SUMMARY

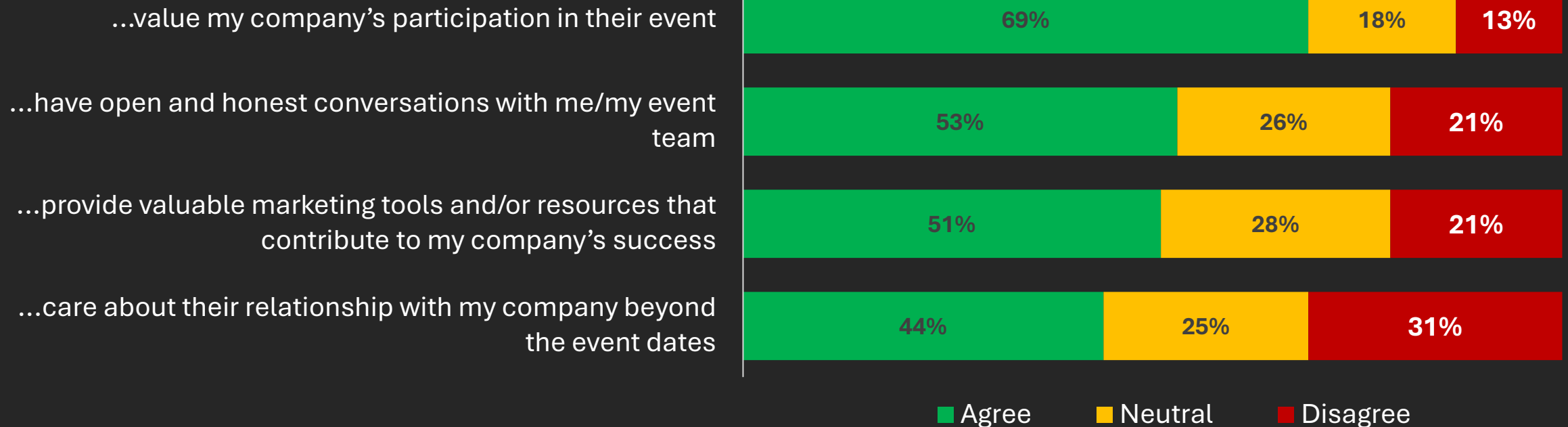
- 241 responses
- July-September 2024
- Exhibitors and event managers
- Average 16 years in event career
- 97% influencers of event selection and budget
- 58% decision-makers of event selection and budget



INCREASED EVENT COSTS IMPACT ON BUDGET	
Scale back on presence at shows	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%

Exhibitors' perceptions of show organizers...

Show organizers...

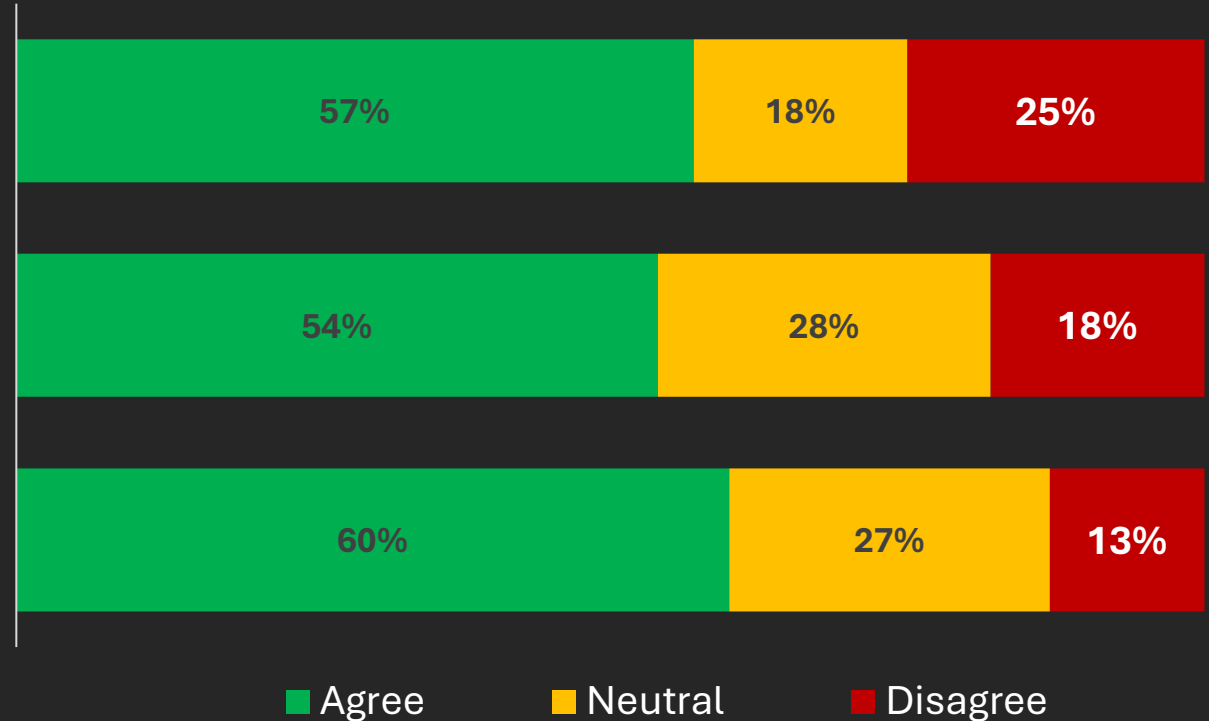


Exhibitors' sentiment towards events...

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



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

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Thank you sponsors!

