Large Show Roundtable | April 2024

Large Show Research Roundup

Research-based Insights and Benchmarks

Presented by

EVOLIO
marketing

Joe Federbush, President & Chief Strategist
EVOLIO Marketing
joe.federbush@evoliomarketing.com

Large Show Strategy & Outlook Study

Research Overview and Objectives

- 95 respondents (so far)

- Data collection: April 10-15, 2024. Survey will close on April 23

- Whitepaper will be produced based on results and compared with concurrent exhibitor/sponsor survey

Qualitative research designed to….

- Understand organizers issues and challenges

- Identify attendee acquisition marketing techniques used, and their effectiveness.

- Understand changes in exhibit space, sponsorship, revenue, and registration prices.

- Understand the resiliency of events over the past 2 years

- Identify drivers of success for sponsors to help them achieve greater ROI.

Top Issues and Challenges for Event Success

01

Budget and Cost Management

- **Rising Costs:** Rising costs as a significant issue, impacting everything from venue to food and labor costs.

"

- *"Costs! While locking in certain fixed costs with long-term contracts, it's the peripherals that hurt. Food, housing, transportation - all have skyrocketed."*
- *"Proving value and being profitable is becoming more and more difficult while our exhibitors assume we are the greedy ones."*

02

Attendee and Exhibitor Engagement

- **Retaining and Attracting Attendees/Exhibitors:** Challenges in keeping attendees interested and attracting enough exhibitors or sponsors to make the events viable were frequently mentioned.

"

- *"Challenges are having the right mix of buyers attending and walking through the Expo Hall."*
- *"Making sure the last day as strong as the first two; enforcing no early tear down."*

Top Issues and Challenges for Event Success

03
Competition and Market Positioning & Planning

- **Competing Events:** Many organizers are facing stiff competition not just from other similar events but from smaller, more targeted conferences & corporate events.

"

- *"Competition with other events - not necessary tradeshows of like size but smaller target audience conferences/events."*

- *"We have a lot of competition at the local level (local buyers and sellers)."*

04
Marketing and Promotion Challenges

- **Effective Marketing Strategies:** Concerns over finding effective ways to market events and measure ROI, especially in a shifting digital landscape.

"

- *"Post-COVID decline in exhibit and attendee numbers; shift in marketing spend toward social media and alternative experiential events."*

Top Issues and Challenges for Event Success

05
Logistical Issues

- **Event Timing and Scheduling:** Selecting the right date and managing the event schedule to avoid conflicts with other events or holidays is a recurring problem.

"

- *"Event Timing - our event being the week before a holiday and other timing factors depending on exhibitor products."*
- *"Attendee and exhibitor decisions to attend or exhibit have now gotten delayed so much and so close to the show dates."*
- *"Too many shows in our space with conflicting schedules."*

06
Strategic Planning & Technological Adaptations

- **Incorporating Technology:** There is a need to better integrate technology in managing and enhancing the attendee experience but also challenges in adapting to these technologies.
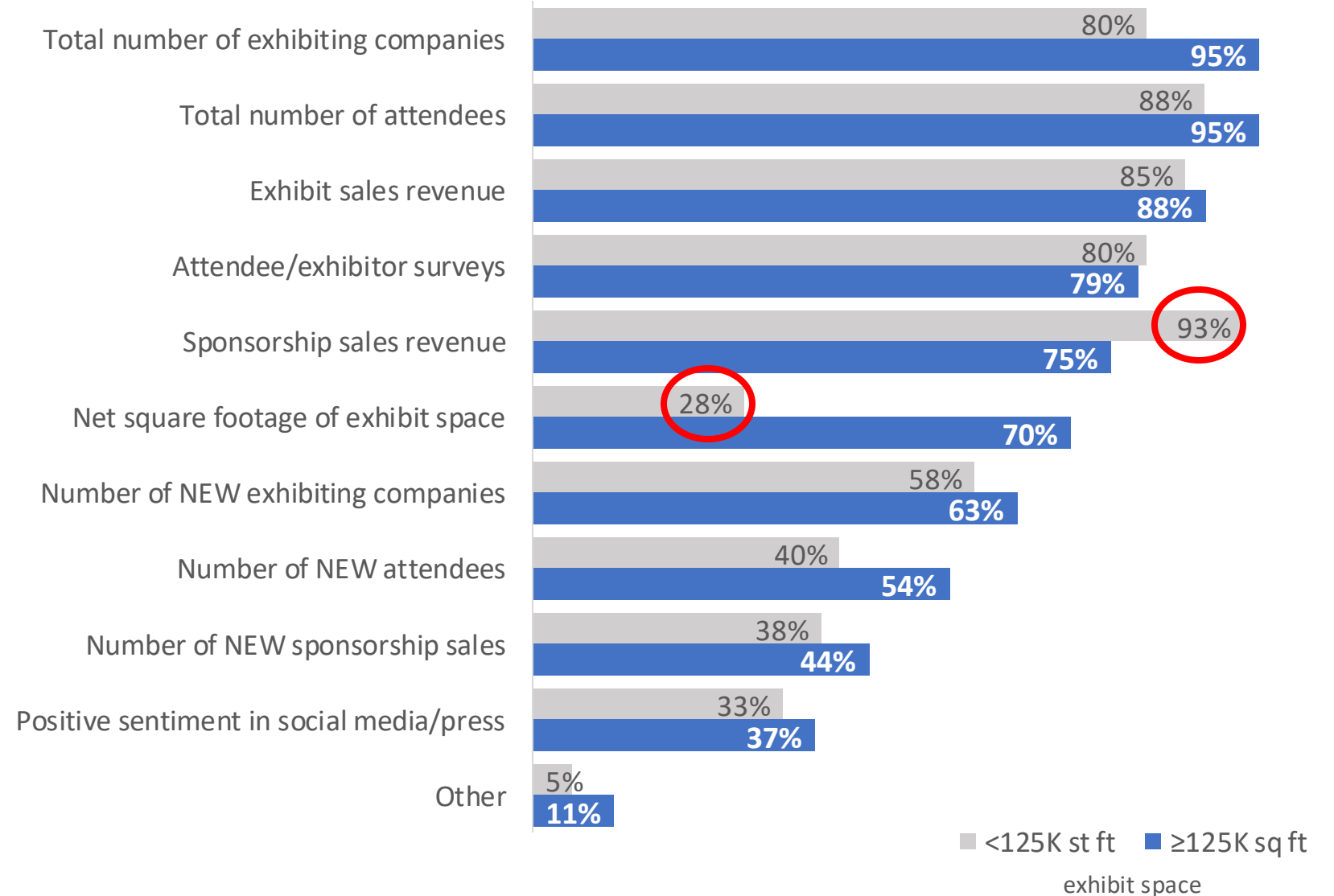
"

- *"Technology - adapting to new ways of doing things can be an internal struggle."*
- *"Meeting app usage - what works? Team focused on operations need focus on growth and M&A."*
- *"Slow pace of innovation in event design and business models."*
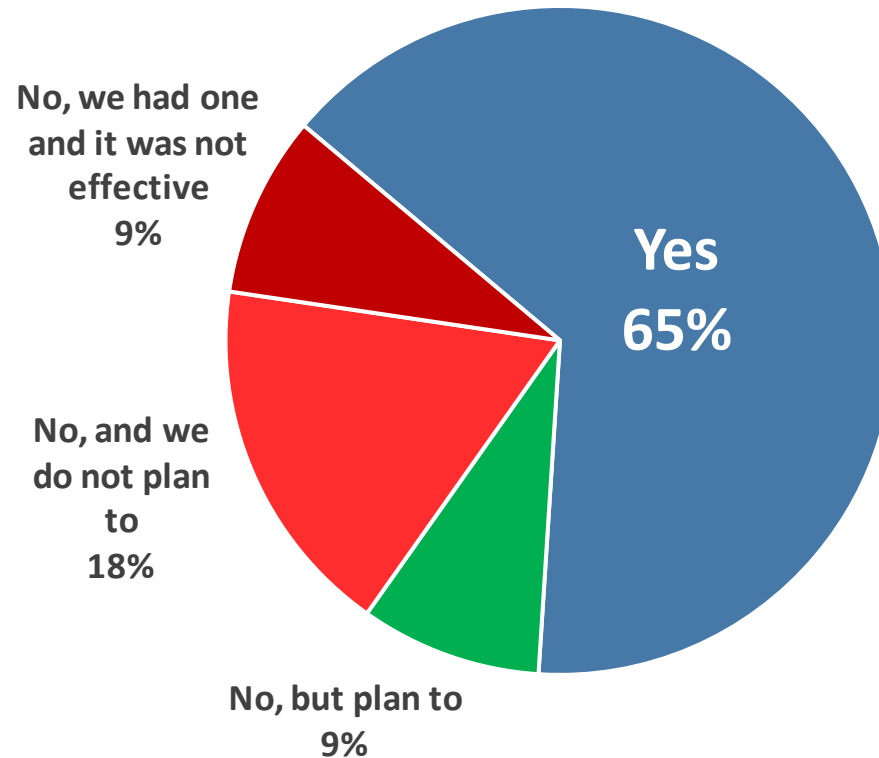
Two-thirds have an EAC and most organizers feel they are valuable to help shape the future event strategy

Have an Exhibitor Advisory Committee (EAC)

- Yes **65%**
- No, we had one and it was not effective **9%**
- No, and we do not plan to **18%**
- No, but plan to **9%**

Only 30% among small and medium shows

62%
See high value of EAC in Assisting with Future Event Strategy

Extremely valuable	24%
Very valuable	38%
Somewhat valuable	35%
Not very valuable	3%
Not at all valuable	0%

Compared with 2 years ago, three-quarters of large shows have increased exhibit space costs and have increased their number of exhibiting companies
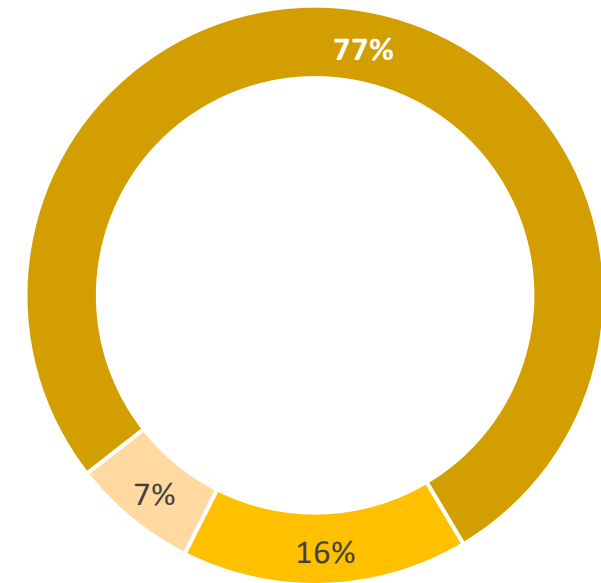
Exhibit Space Costs

75%

7%

2%

16%
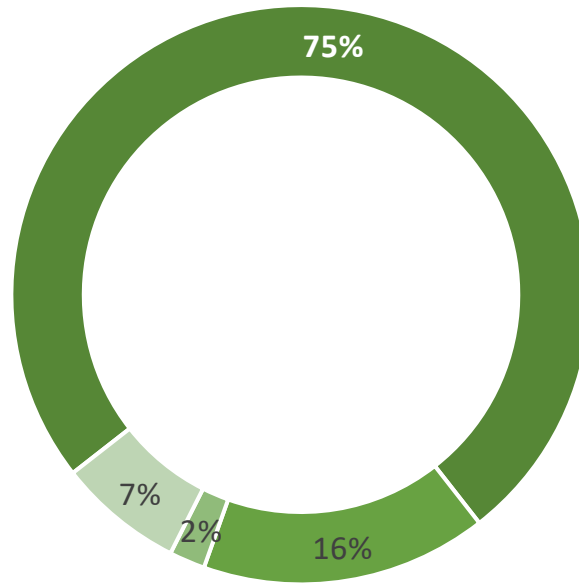
- Increased
- Same
- Decreased
- N/A or Not Sure

53% increased space costs among small and medium shows

Number of Exhibiting Companies

77%

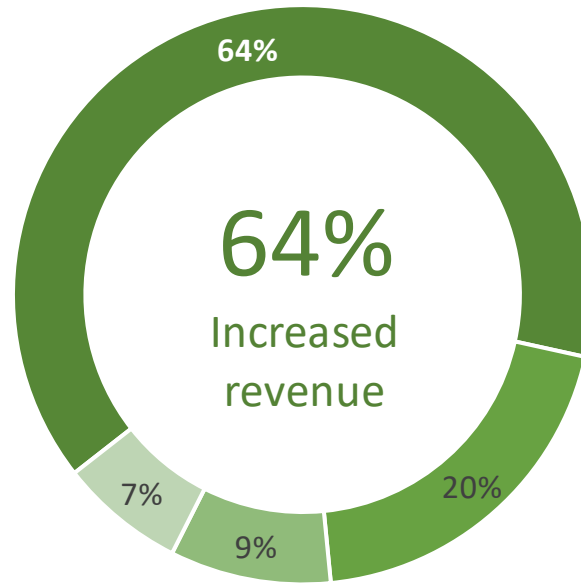7%

16%

- Increased
- Same
- Decreased

44% increased # exhibiting companies among small and medium shows

EVOLIO marketing

Large Show Roundtable

10

Compared with 2 years ago, two-thirds of organizers have increased revenue from sponsors, and more than half have increased the number of sponsors
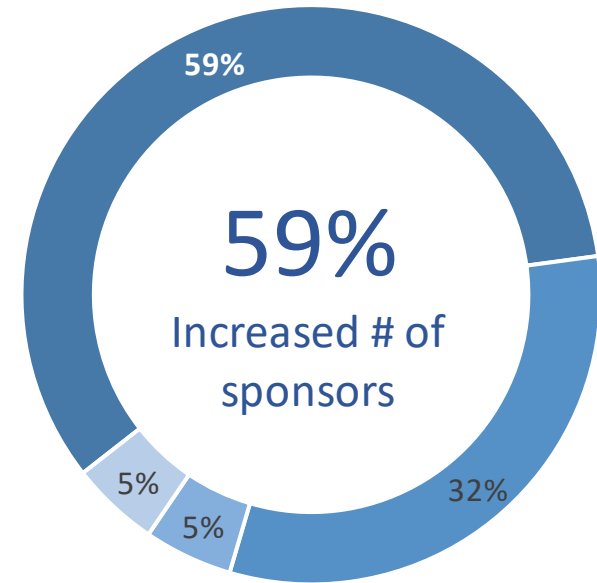
Revenue from Sponsors

64%

64%
Increased revenue

20%

9%

7%

■ Increased ■ Same ■ Decreased ■ N/A or Not Sure

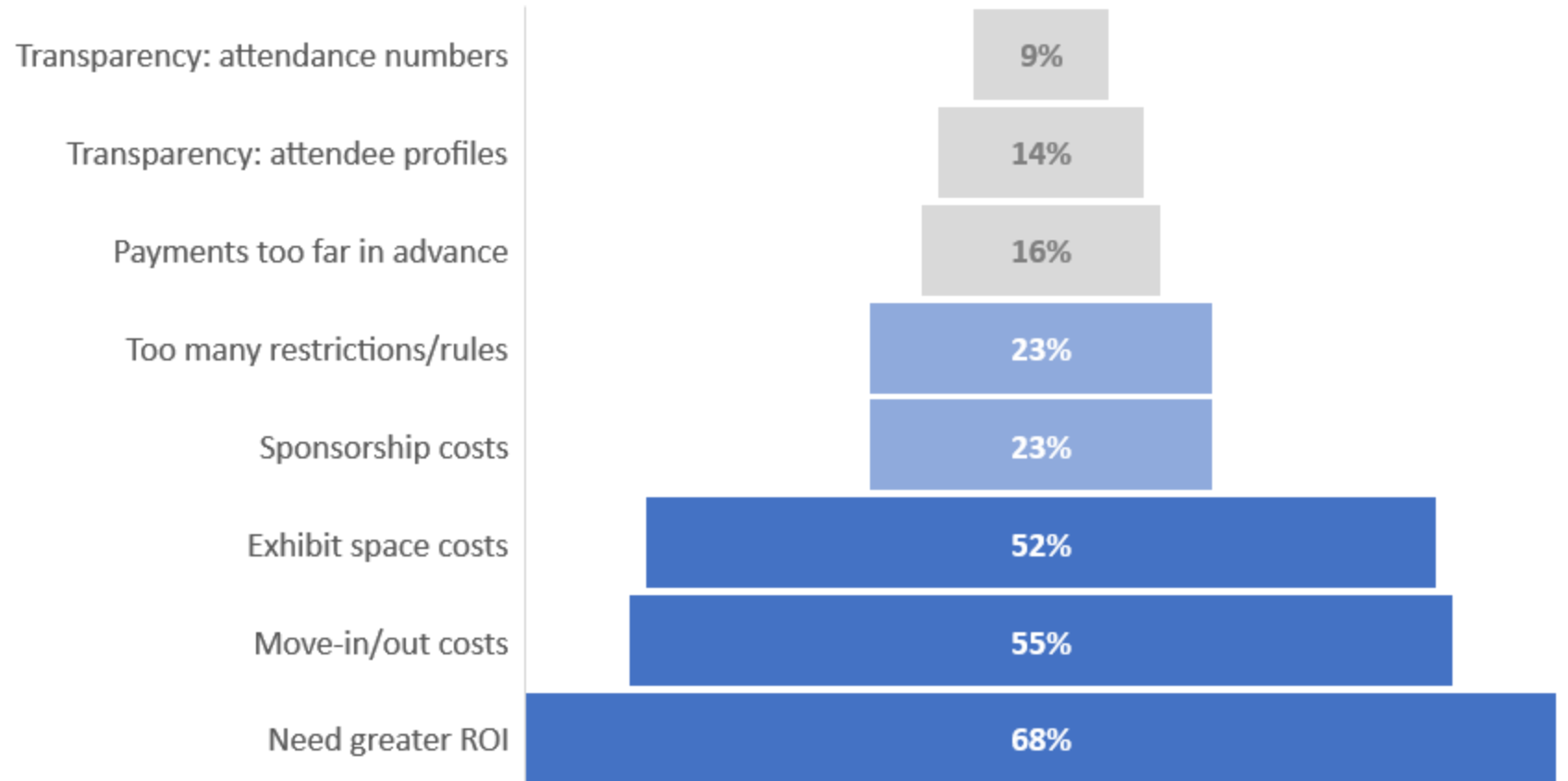42% increased revenue among small and medium shows

Number of Sponsors

59%

59%
Increased # of sponsors

32%

5%

5%

■ Increased ■ Same ■ Decreased ■ N/A or Not Sure

33% increased # sponsors among small and medium shows

EV●LIO
marketing

Large Show Roundtable

11

Proving ROI and costs are the most common exhibitor/ sponsor complaints

7% do not receive complaints

Most Common Exhibitor & Sponsor Complaints

| Complaint	Percentage
Transparency: attendance numbers	9%
Transparency: attendee profiles	14%
Payments too far in advance	16%
Too many restrictions/rules	23%
Sponsorship costs	23%
Exhibit space costs	52%
Move-in/out costs	55%
Need greater ROI	68%

Sponsors want a variety of options that go beyond traditional brand (logo placement) sponsorships compared with 2 years ago

Types of Sponsorship Requests

63% likely to accommodate the request

- 61% — Thought leadership/speaking sponsorship
- 39% — Custom sponsorship
- 16% — Sponsorship outside of venue
- 14% — Green/sustainability sponsorship
- 11% — Year-long sponsorship
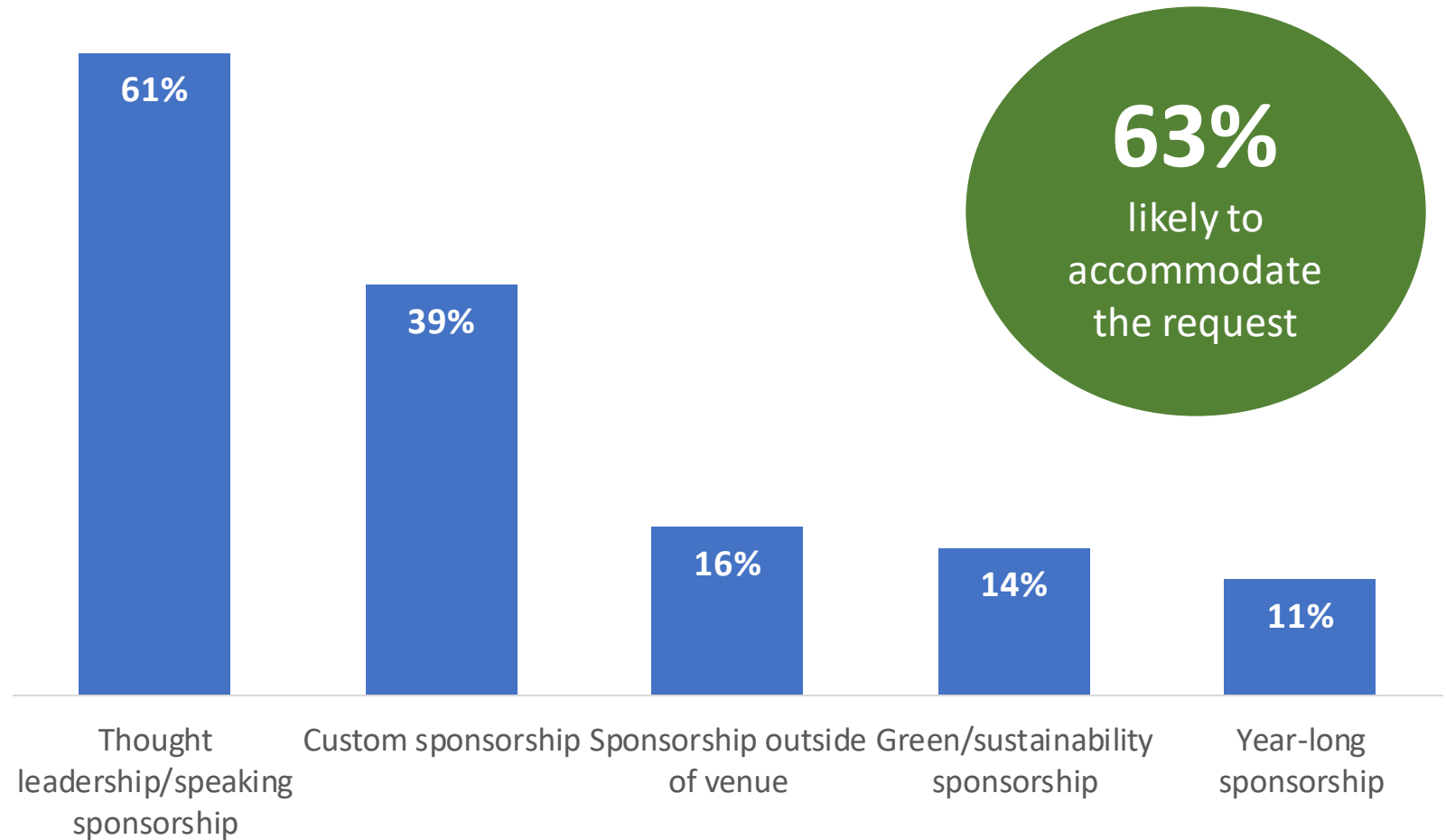
Compared with 2 years ago, attendance has increased significantly, and only about half have raised attendee registration fees

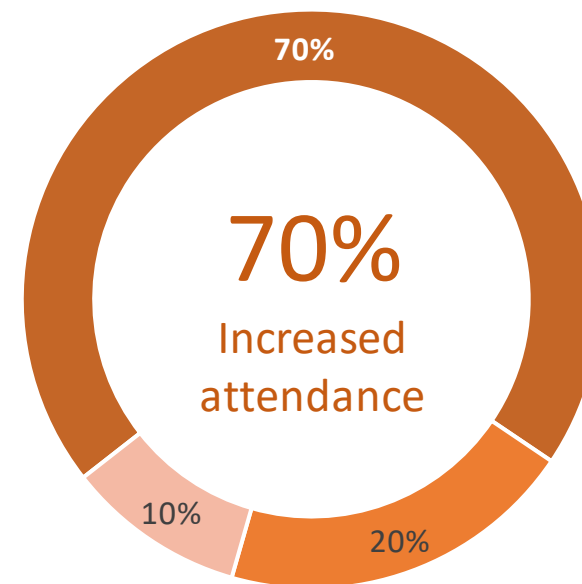## Attendee Registration Fees

53%

53%
Increased registration fees

40%

3%

3%
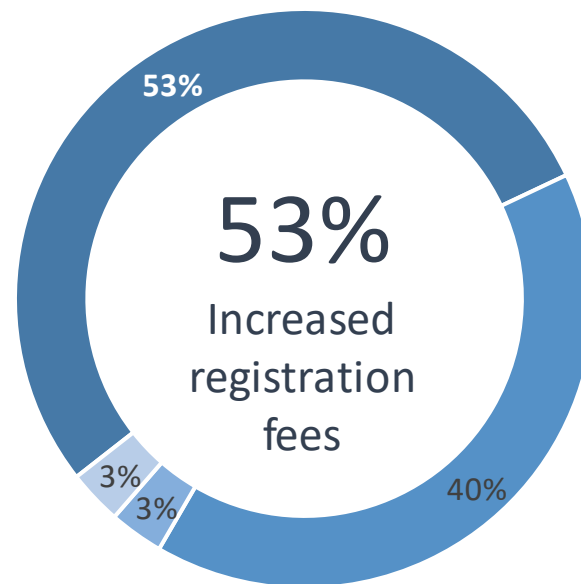
■ Increased ■ Same ■ Decreased ■ N/A or Not Sure

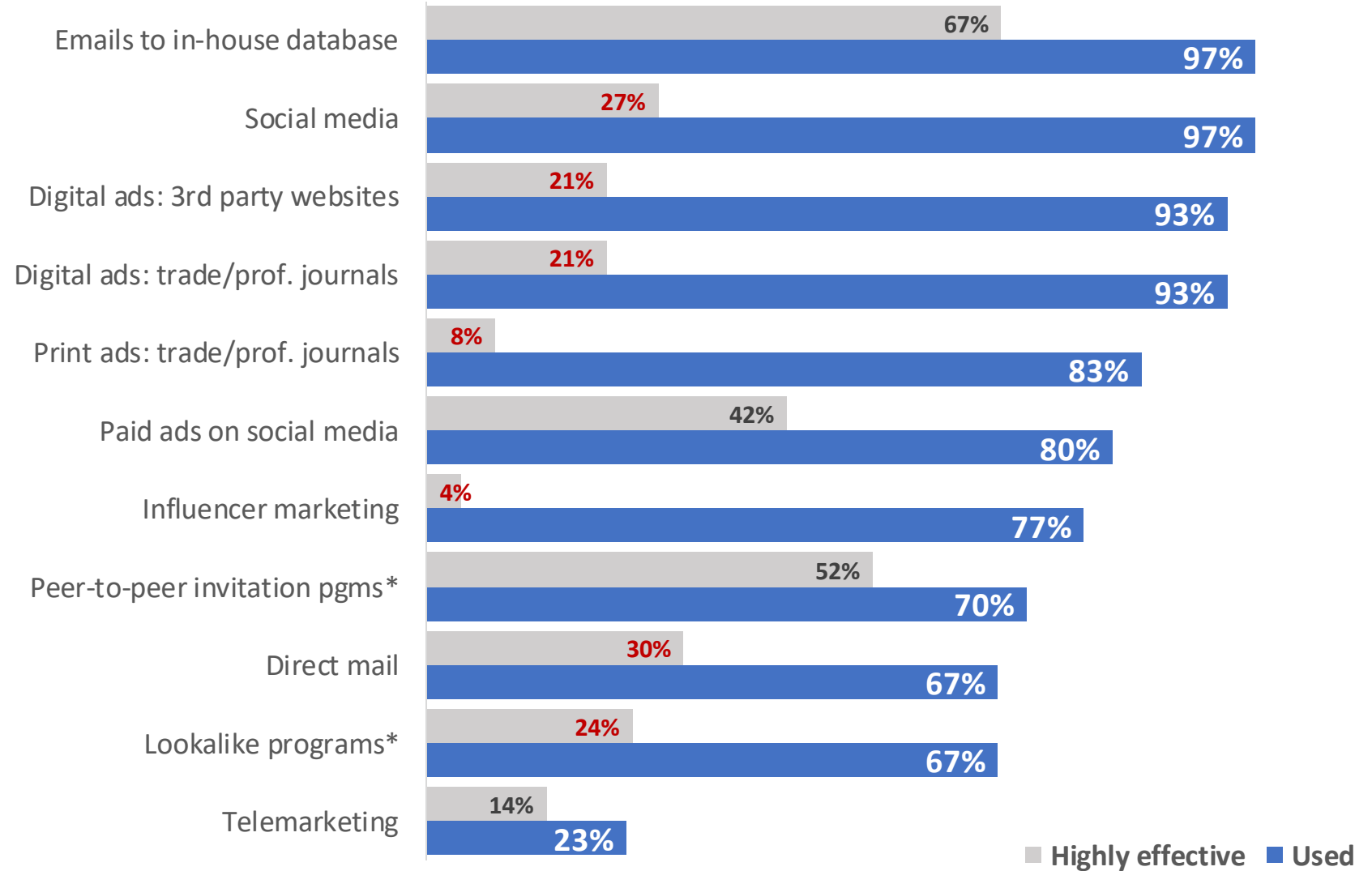43% increased fees among small and medium shows

Number of Attendees

70%

70%
Increased attendance

20%

10%

■ Increased ■ Same ■ Decreased

48% increased attendance among small and medium shows

EVOLIO
marketing

Large Show Roundtable

An average of 6 marketing techniques are used by organizers, yet only a few are deemed highly effective

* Peer-to-peer programs such as Gleanin; Lookalike programs: ads/emails that match target demographics

EVOLIO marketing

Large Show Roundtable

Attendee Marketing Techniques Used

Technique	Highly effective	Used
Emails to in-house database	67%	97%
Social media	27%	97%
Digital ads: 3rd party websites	21%	93%
Digital ads: trade/prof. journals	21%	93%
Print ads: trade/prof. journals	8%	83%
Paid ads on social media	42%	80%
Influencer marketing	4%	77%
Peer-to-peer invitation pgms*	52%	70%
Direct mail	30%	67%
Lookalike programs*	24%	67%
Telemarketing	14%	23%

■ Highly effective ■ Used

15

Top Attendee Acquisition Challenges

#1
Attracting the right **quality** attendees

32% ranked #1
52% ranked 1st or 2nd

#2
Attracting high **quantity** of attendees

28% ranked #1
52% ranked 1st or 2nd

#3
Finding **new** prospective attendees

26% ranked #1
70% ranked 1st or 2nd

#4
Increasing **repeat/ alumni** attendees

10% ranked #1
28% ranked 1st or 2nd

#5
Attracting **Millennial & Gen Z** attendees

4% ranked #1
8% ranked 1st or 2nd

Future Attendees

How important are "next generation event goers"* to the success of your event?

Why are "next generation event goers"* important?

* Freeman term: https://www.freeman.com/resources/freeman-trends-report-q1-2024/

EVOLIO
marketing

Take the survey!

AI & Information for Attendance Growth
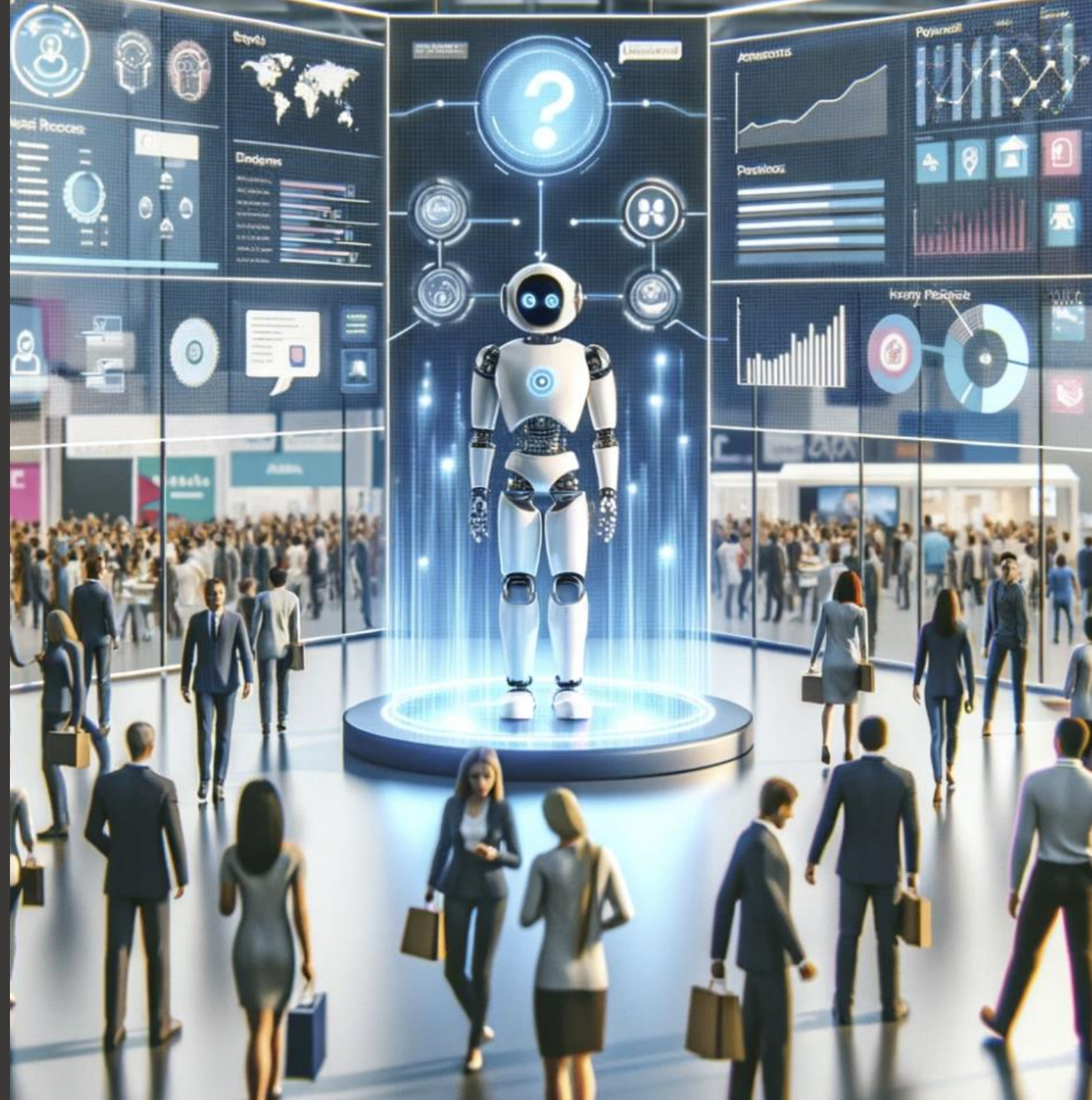
AI & Data for Attendee Growth

Major Pharmaceutical Company (exhibitor)

- Predictive analytics and generative AI to determine which HCPs will be attending
- Reps contact HCPs ask/invite/confirm
- Schedule meetings before/during/after convention
- Track prescribing habits post-event

70%
accuracy

>25%
more meetings

Increased ROI; Optimized exhibit and meeting space

AI & Data for Attendee Growth

EV●LIO CASE STUDY
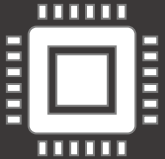
Major Technology Company (corporate event)

- Account-based and marketing-based attendee acquisition
- Revenue analysis from top customers and others
- Marketing activity from top individuals' activities
- Personal outreach with attendance goal-setting & target

89%
attendee satisfaction

+35%
sponsor satisfaction YoY

Increased attendee quality/ROX/ROE

Information for Attendee Convenience: Back to Basics

Tips

Look at your site and posts from prospective attendee perspective

Responsive design for web, tablet, mobile

Exhibit and conference dates, not just the overall event dates

Specific location/venue, not just city

Sizzle reel from last event and what to look forward to this year

Hours and days of exhibits, key moments (keynotes), etc.

EVOLIO
marketing

AI & Data for Attendee Growth

What data do you have (or need) to identify attendee growth opportunities?

What marketing tools will you use (or need) to reach different segments?

EVOLIO
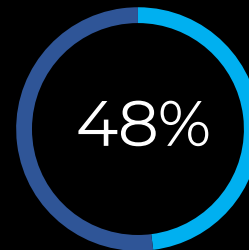marketing

B2B Tradeshow Benchmarks
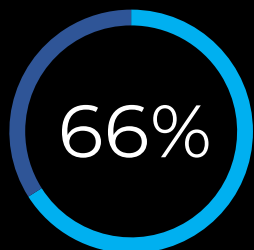
EVOLIO EXHIBITOR BENCHMARKS

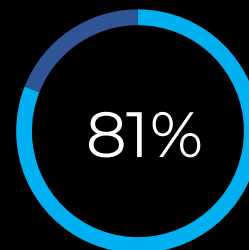*NEW!* Source: EVOLIO Marketing Post-event Exhibitor Surveys conducted in 2019 – 2023, n=2,986
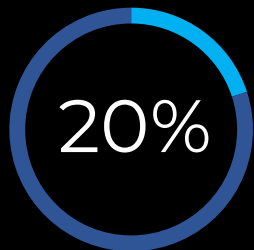
20% FIRST TIME EXHIBITORS

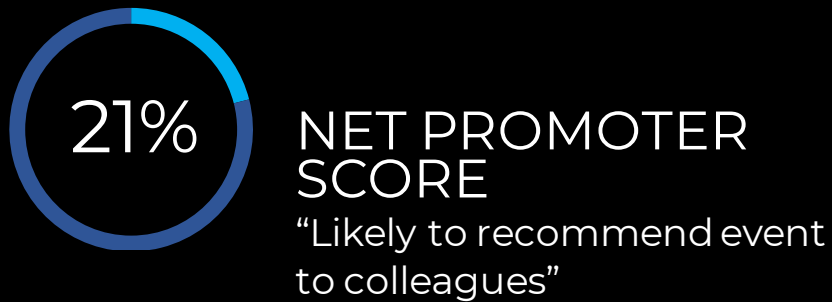**48%** VALUE OF INVESTMENT
Excellent/Very Good

66% EVENT SATISFACTION
Extremely/Very Satisfied

81% LIKELY TO EXHIBIT IN NEXT SHOW
Extremely/Very Likely

EVOLIO EXHIBITOR BENCHMARKS

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

21% NET PROMOTER SCORE
"Likely to recommend event to colleagues"

57% HIGHLY SATISFIED WITH QUALITY OF LEADS
Extremely/Very Satisfied

65% HIGH SATISFACTION WITH AUDIENCE QUALITY
Extremely/Very Satisfied

TOP REASONS FOR EXHIBITING

92% Generate Leads

**87%** Visibility in Industry

49% Showcase New Products

EVOLIO marketing

EVOLIO ATTENDEE BENCHMARKS

NEW!

Source: EVOLIO Marketing Post-event & Onsite Attendee Surveys conducted in 2021 – 2023, n=21,269

51% FIRST TIME ATTENDEES

77% VALUE OF ATTENDING
Excellent/Very Good

83% BUYERS/INFLUENCERS
32% Decision-makers

73% LIKELY TO ATTEND NEXT SHOW
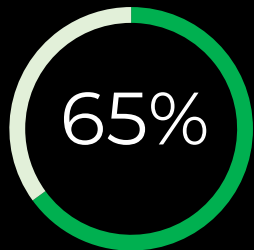Extremely/Very Likely

EVOLIO ATTENDEE BENCHMARKS

NEW!

Source: EVOLIO Marketing Post-event & Onsite Attendee Surveys conducted in 2021 – 2023, n=21,269
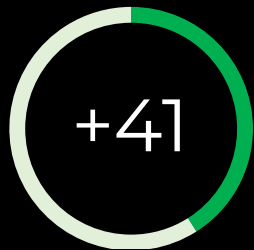
+41 NET PROMOTER SCORE
"Likely to recommend event to colleagues"
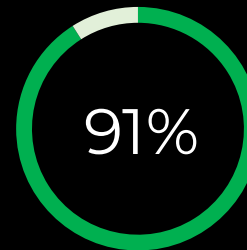
91% PLAN TO TAKE ACTION WITH EXHIBITORS
FOLLOW, REQUEST INFO, MEETING, PURCHASE

65% HIGH SATISFACTION WITH AUDIENCE QUALITY
Extremely/Very Satisfied
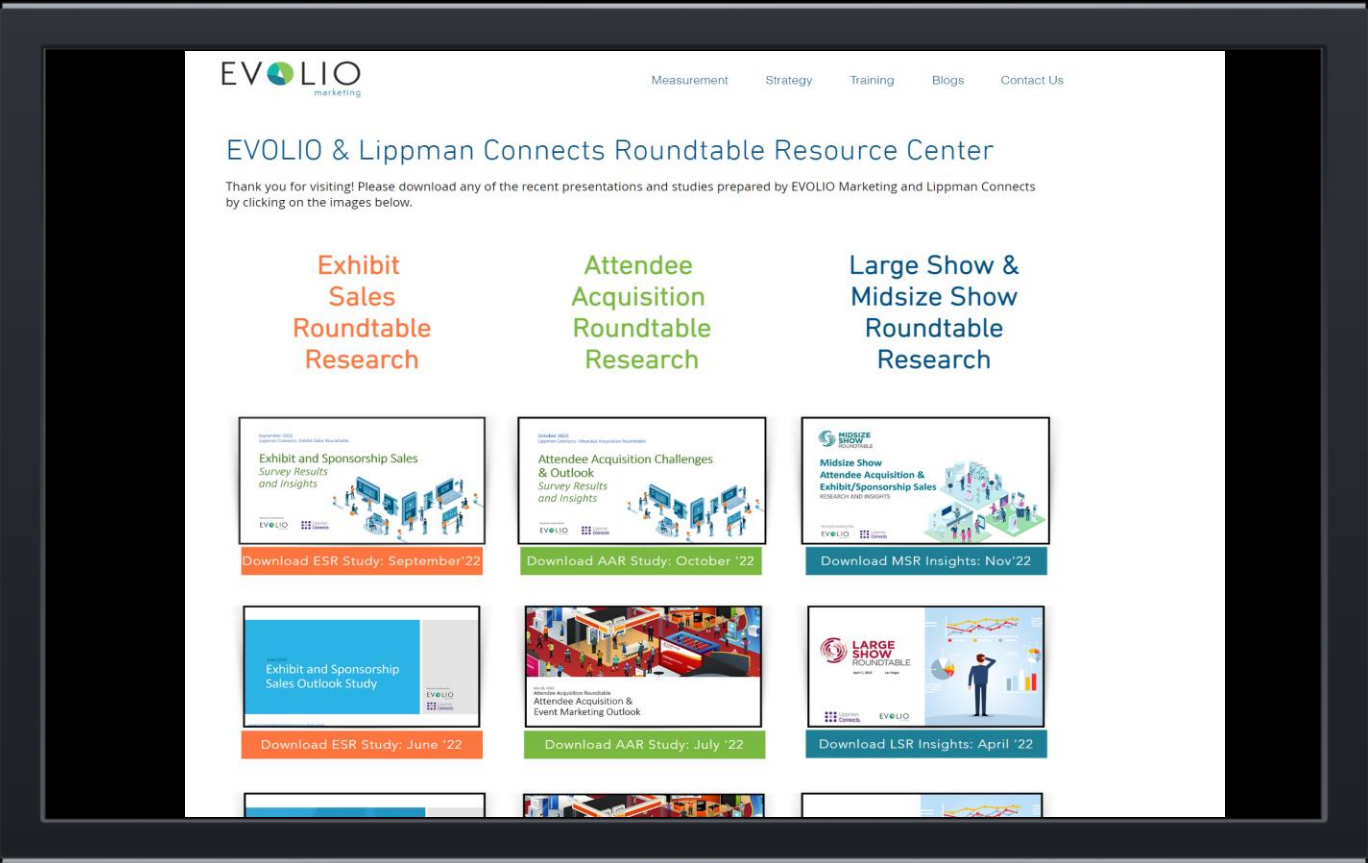
TOP REASONS FOR ATTENDING

81% See new products

74% Industry trends

71% See specific products

53% Networking

ADDITIONAL RESEARCH AND RESOURCES

**For access, email
joef@evoliomarketing.com**

Thank you!

Joe Federbush
President & Chief Strategist
joef@evoliomarketing.com