

Total attendance (including exhibitors/buyers/others) at your largest event?

Under 5,000

14%

5,000 but under 10,000

11%

10,000 but under 20,000

11%

20,000 but under 40,000

23%

40,000 and more

41%

Total net square feet of your largest event?

Under 50,000 nsf 8%

50,000 to 125,000 nsf 9%

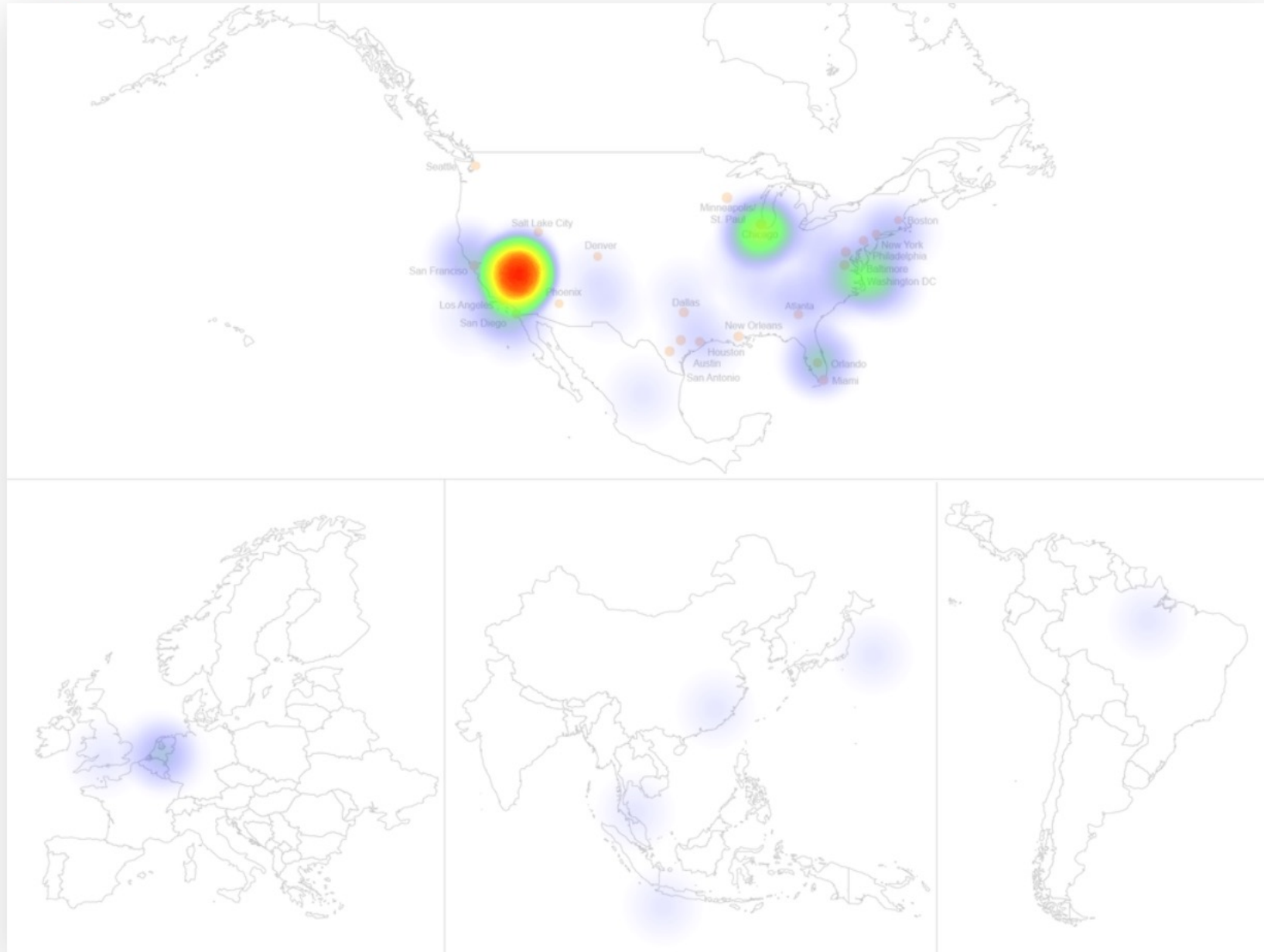
125,001 to 250,000 nsf 9%

250,001 to 400,000 nsf 19%

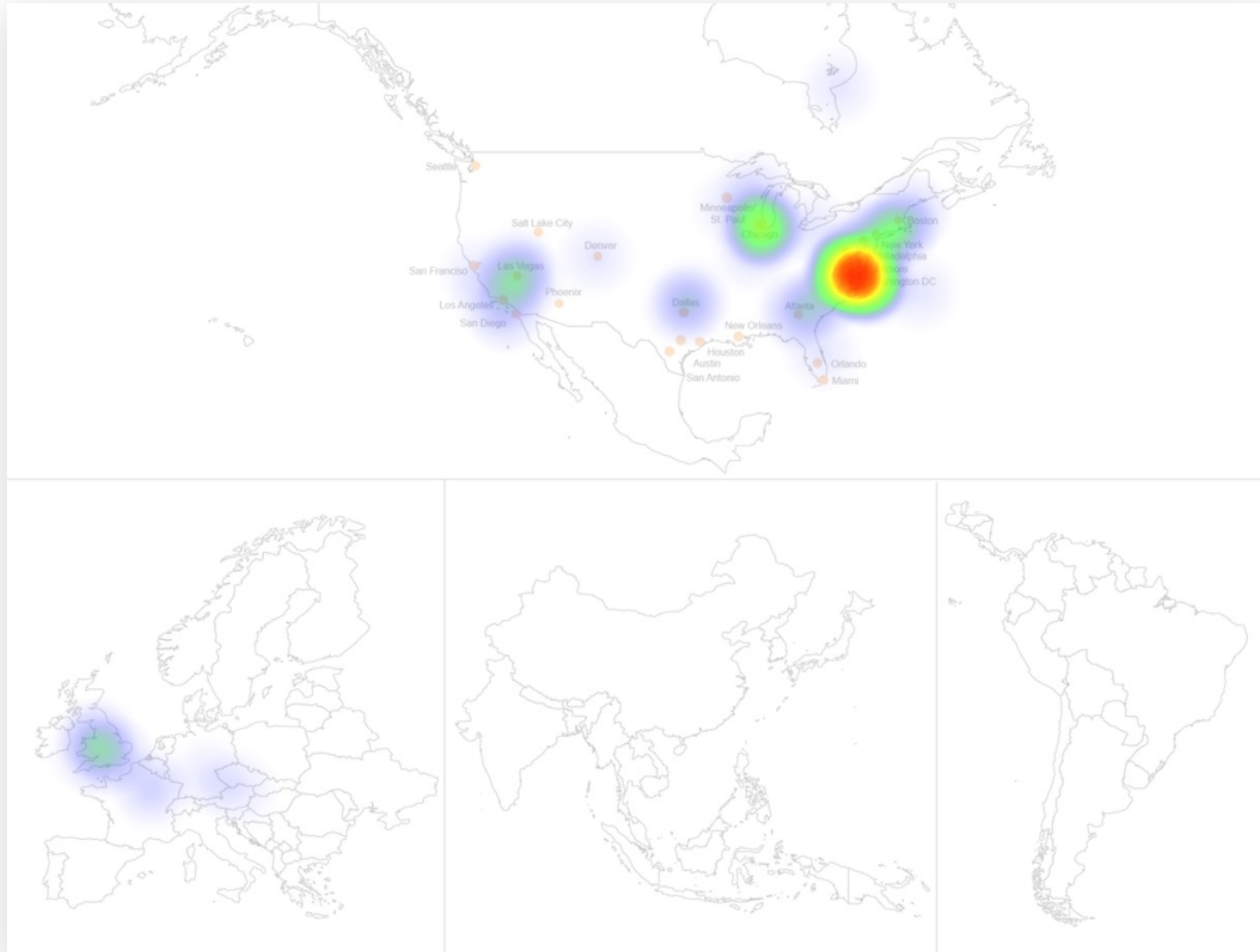
400,001 nsf and over 46%

Not applicable 8%

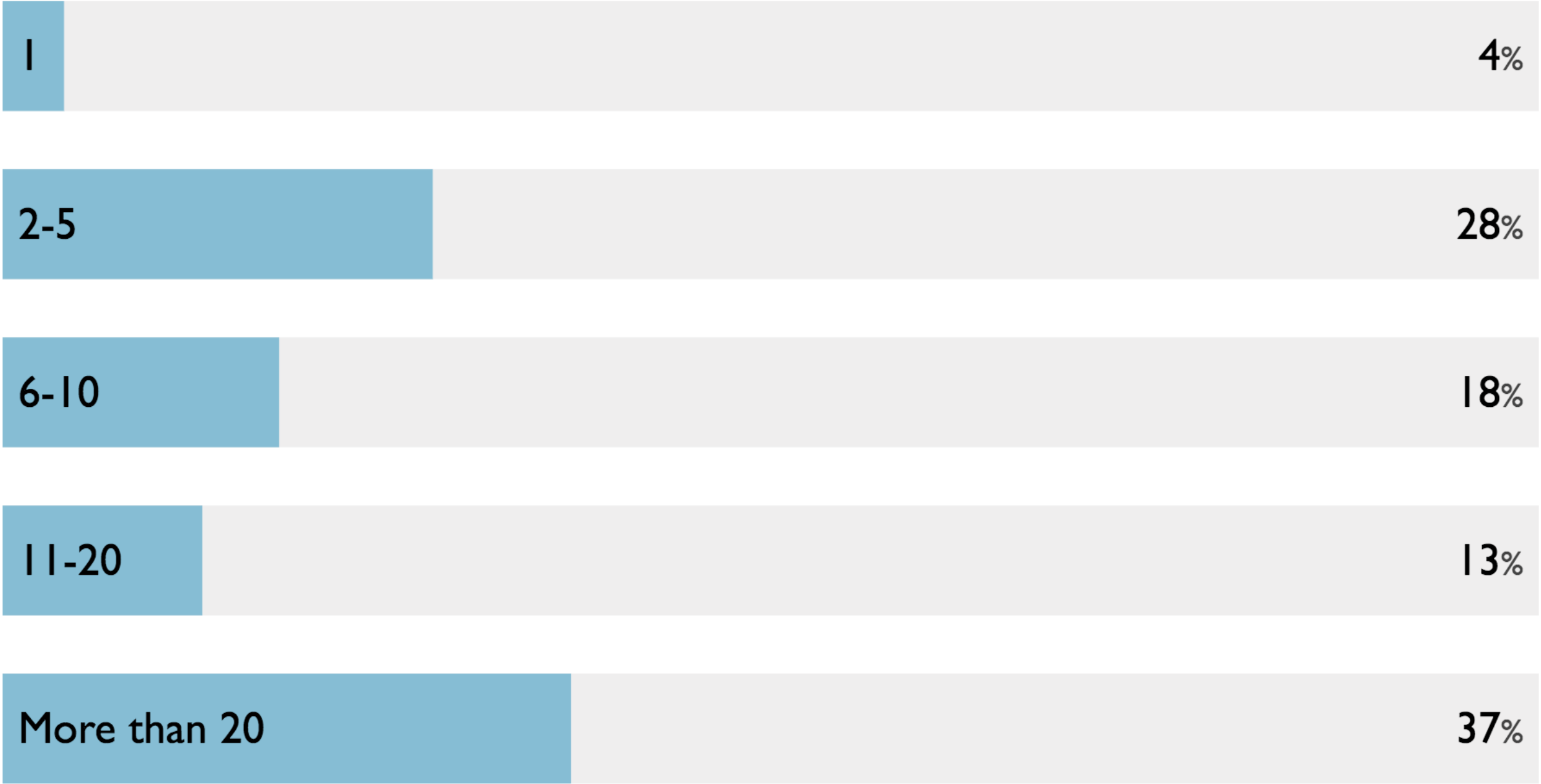
Location of your largest event?



Location of your headquarters office?



Number of events in your portfolio?



Where is the World Center of Gravity Today?

Much further to the West

13%

A little further to the West

17%

Pretty much stable

8%

A little further to the East

23%

Much further to the East

30%

Much, much further to the East

9%

If you want to launch a show abroad - which market would you choose?

Mexico

10%

Canada

6%

Latin America

14%

UK

12%

Middle East

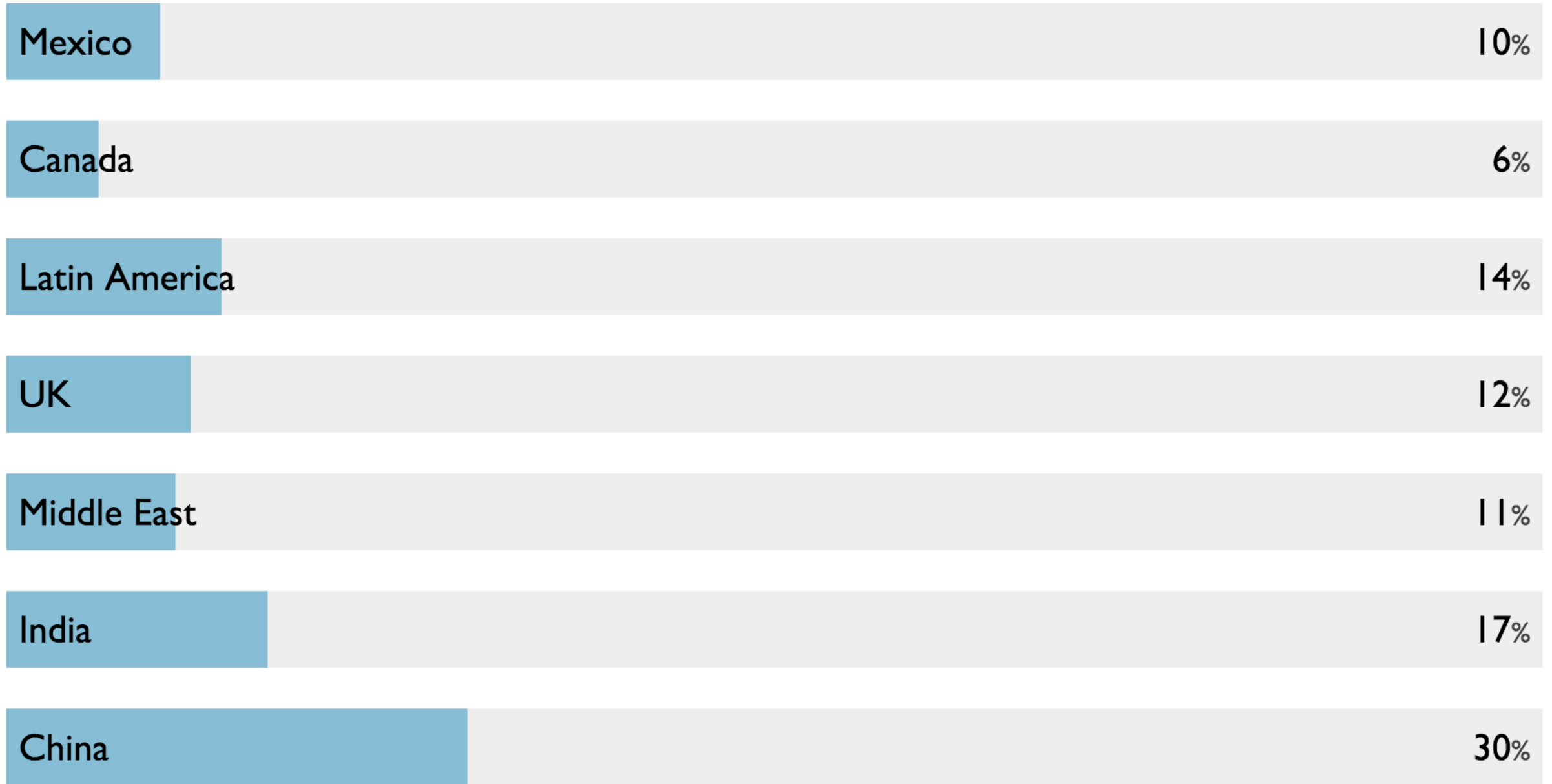
11%

India

17%

China

30%



If you want to launch a show abroad - Which approach would you prefer?

Launch on my own

9%

Launch with hosting venue

15%

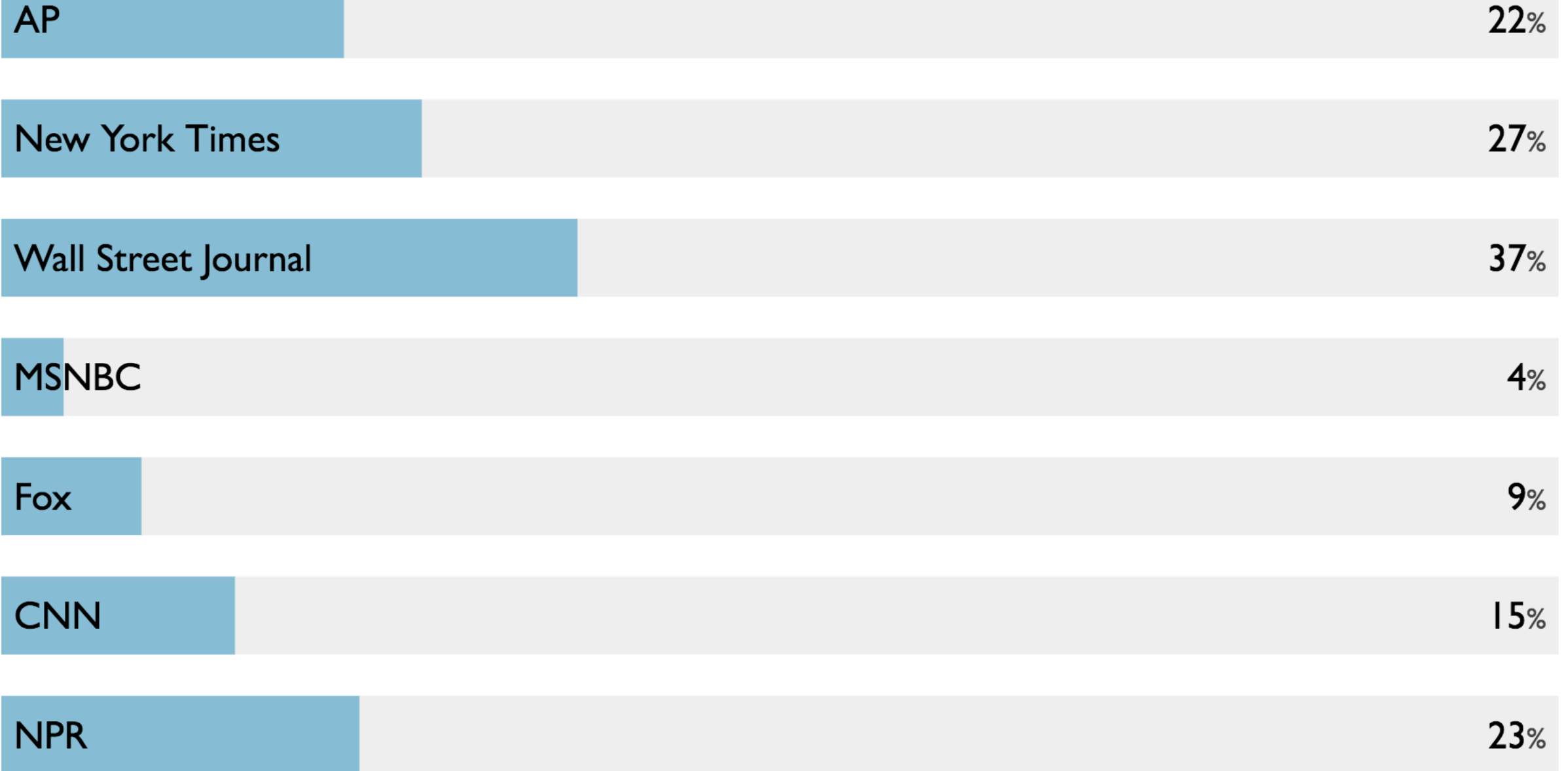
Buy existing show

15%

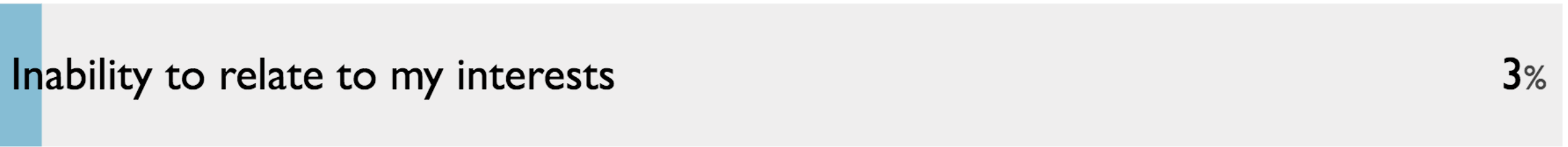
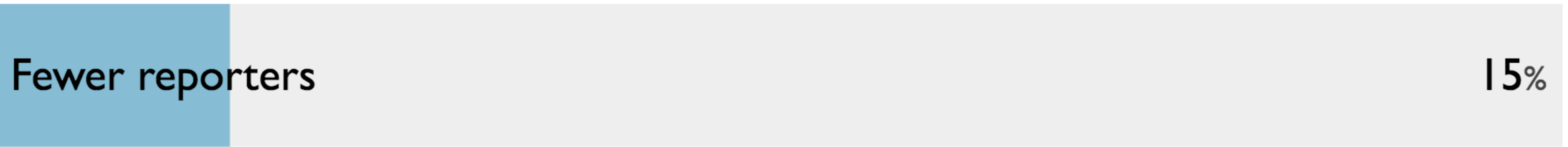
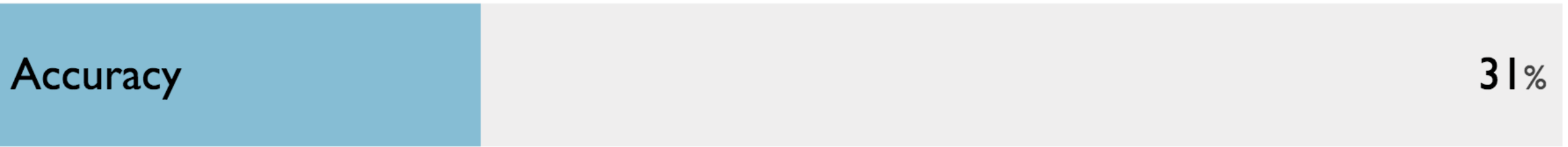
JV with local association / organiser

61%

Which of these outlets do you view as the most trustworthy?



What concerns you most about the media today?



Where do you engage with the news?

In print

16%

Online - apps, social media, websites

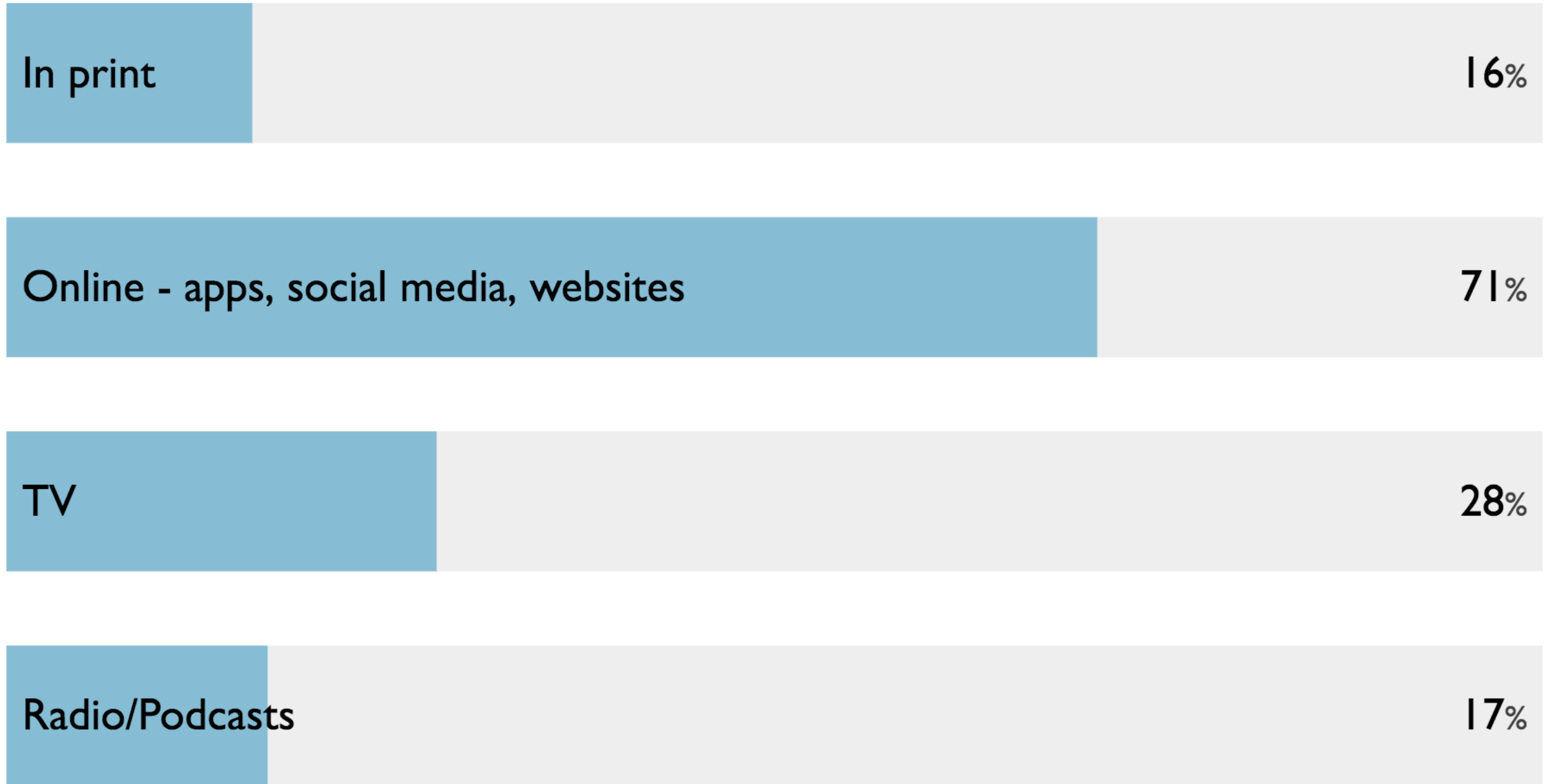
71%

TV

28%

Radio/Podcasts

17%



What is the Number 1 threat to exhibitions and events today?



What will be the Number 1 change to exhibitions and events in 5 years?



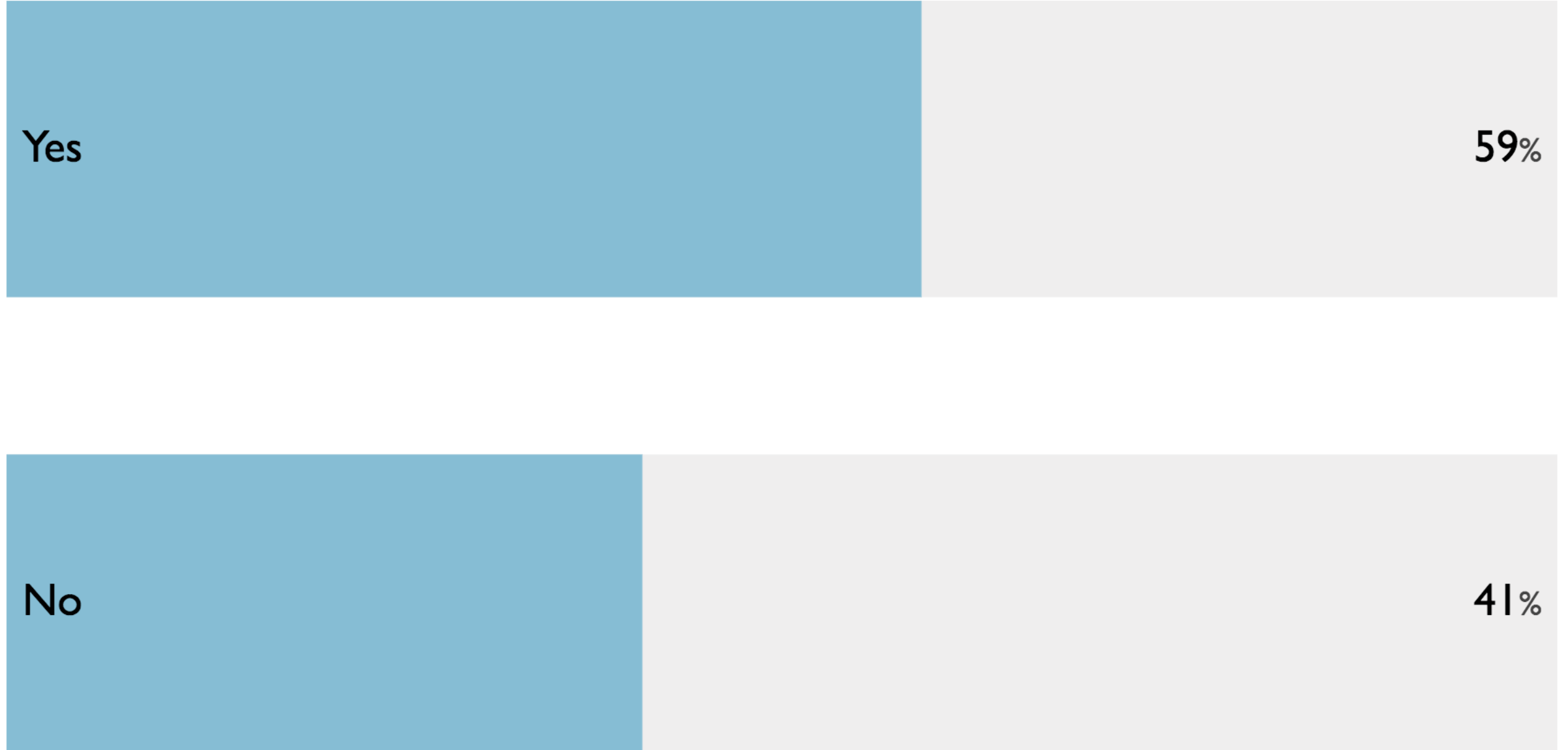
Were you aware of National Restaurant Association's partnership with Winsight Media prior to seeing the ECEF 2019 Program?

Yes

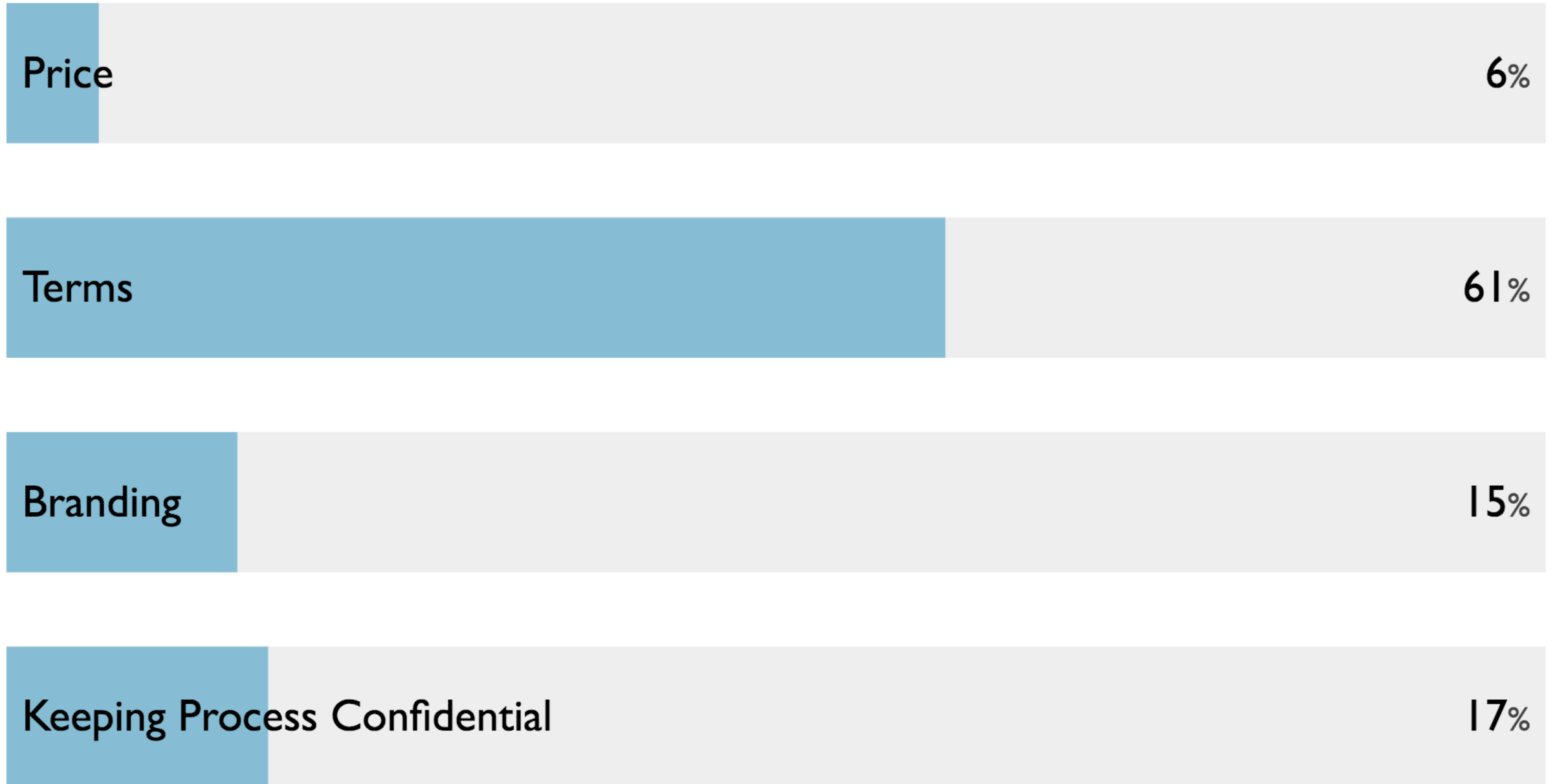
59%

No

41%



What was the biggest threat to the deal?



Association or Independent Organizer?

