



REVERSING EXHIBITOR CHURN

Stop the leaky bucket before it drains
your show revenue.

Exhibit Sales Roundtable
June 25, 2026

THE SCALE OF THE PROBLEM

Average Show Loses 25-35% of Exhibitors Each Year

Up to 50% Churn at Some events

\$300K-\$1M in lost revenue per event cycle

25-35%

**Average annual
exhibitor churn**

Up to 50% at some events

\$300K+

**Typical revenue lost
per event cycle**

Millions at larger events

Silent

**Most churn goes
untracked**

No alert. No intervention.

WHY ISN'T CHURN A PRIORITY?

REBOOKING

High urgency. Highly visible. Measured by who comes back — not who quietly left.

CHURN PREVENTION

Low urgency. Low visibility. The silent leak that drains growth before anyone notices.

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The silent percentage — the ones who don't come back — often get overlooked. That's where the biggest growth opportunity sits.

Debbie Lee · Co-Founder, Benchmark Collective

CHURN ISN'T PREVENTABLE, BUT IS PREDICTABLE

THE KEY INSIGHT

- Most exhibitors want your event to work.
- Many know before they arrive whether this might be their last year.
- That window is your chance to intervene.

WHAT THIS CHANGES

- 01** Retention becomes proactive, not reactive
- 02** Sales teams act before exhibitors check out
- 03** Exhibitor lifetime value becomes a strategic metric

WHAT'S HOLDING ORGANIZERS BACK?

The barrier
isn't intent.
It's data.

IMAGINE THIS:

30–50 at-risk exhibitors flagged 6 weeks before your event.
Your sales team knows exactly where to focus — before it's too late.

MYS INSIGHTS PREDICTS REBOOKING

70%

**Predictive
Accuracy**

Before rebooking begins

Key Churn Signals Analyzed

Stand Size

Year-over-year reductions
signal retreat

Booking Timing

Late bookers vs. historically
early bookers

Portal Engagement

Disengagement precedes
departure

Payment Patterns

Delays or unusual behavior

Lead Performance

Results vs. category
benchmarks

Exhibitor Tenure

Length of relationship history

YOU DON'T NEED AI TO START

Sales teams already carry this knowledge. The challenge is capturing and acting on it.

01 First-Time Exhibitors

CEIR has reported that first-time exhibitors are your most vulnerable. Many won't return simply because they didn't know what success looked like.

02 Reduced Spend

Downsizing a booth or sponsorship is often the first visible sign of retreat.

03 Low Engagement

Stops opening emails. Stops updating the portal. Disengagement precedes departure.

04 Account Manager Instinct

Your team already knows when something feels off.

THE STRATEGIC PAYOFF

15–20%

*Lift in rebooking
results from
proactive engagement*

Buys time to improve your event proposition

Aligns exhibitor goals earlier in the lifecycle

Protects high-value revenue in your ecosystem

Creates positive momentum pre- & post-show

KEY TAKEAWAYS

01 Reframe churn as a predictive opportunity

Act before the event — not after. The window closes fast.

02 Build a basic at-risk list today

First-timers, reduced spenders, low engagement. No data science team required.

03 Use signals already in your tech stack

Booking timing, stand size trends, portal engagement — they're already there.

04 Invest in pre-show outreach

The highest-leverage retention touchpoint. 15–20% rebooking lift.



EXHIBITOR CHURN IS NO LONGER A MYSTERY PROBLEM. **IT'S A SOLVABLE ONE.**

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See MYS Insights
in action

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