

What Do Exhibitors Want?

MIDSIZE SHOW ROUND TABLE

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WHAT EXHIBITORS WANT

Agenda

- **Marketing considerations**
- **Current challenges**
- **Future outlook**
- **Trends**
- **Q&A**

We are always competing



How exhibitors evaluate show participation



**Right Events. Right Tactics.
Right Size. Right Investment.**

- Score event alignment against objectives
- Review and rank current events for objective alignment
- Identify new, relevant events and engagement tactics
- Quantify event value to your overall portfolio



Why invest in F2F?

95%

of respondents find value in exhibitions & F2F marketing that simply cannot be attained through other marketing channels

The average number of planned 2022 exhibiting events per company is 5, which is nearly equal to the 2019 average of 6 per year

80%

expect to have the same or larger budget than '21

Marketing

40%

of respondents feel exhibiting is the most valuable channel when it comes to achieving their marketing objectives:

- Brand Awareness
- New Product Launches
- Prospect/Attendee Interactions



Sales

31%

of respondents find exhibiting is the most valuable for achieving their sales objectives:

- Lead Generation
- Relationship Management
- Lead Qualification/Quality Measurement

Survey respondents agree that the most important stages of the sales process in a face-to-face environment are:

92%

Awareness Building

90%

Maintaining Relationships

82%

Evaluation

69%

Narrowing Choices

AN EXTRAORDINARY AND CHALLENGING INFLATIONARY ENVIRONMENT

Supply chain & pricing

The events industry has seen significant increases in pricing from 2019, these increases have started to stabilize.

Category	Change in Pricing 2019 to Q1 2022	Change in Pricing 2019 to Q3 2022	Trending
Drayage	30-40%	31%	Stabilizing
I&D	5-15%	10%	Stabilizing
Electrical	40-50%	37%	Stabilizing
Transportation	10-15%	55%	Increasing
Rigging Labor	10-20%	12%	Stabilizing
Overall	19-28%	19%	Stabilizing

	Europe/UK	North America
Shipping/Transport	+60%	+55%
Glass	+28%	+25%
Aluminum Profiles/Hardware	+470%	+40%
Carpet	+20%	+10%
Rental Furniture	+20%	+10%
Laminate	+25%	+35%
Lumber	+270%	+107%

May 2022 US inflation rate was 8.6% but some of the highest price increase have come in the areas impacting our industry the most



Ways to reduce cost



1 Create a plan for transshipping, & I&D. Pre-planning, can reduce costs and labor hours.



2 Go digital where it makes sense. Use iPads with e-literature instead paper handouts.



3 Incorporate battery systems for low power devices to cut down on overall electric costs.



4 Use lightweight material where possible. Consider using VR or 3D product modeling to create an experience without the additional weight physical items.



5 Choose a quality hanging sign that will install quickly to help avoid unnecessary labor hours.



6 Rethink spacing within your booth. Utilizing the same size exhibit with less properties can make your space feel larger and facilitate more intuitive wayfinding.



7 Incorporate in-booth meeting rooms within your exhibit to save on additional space purchases.

Event attendance

- Although the travel industry has noted a rapid resurgence of B2B travel, **average event attendance remains below 2019.**
- Attendance has been steadily increasing throughout the year and a number of events are exceeding their 2019 attendance figures.
- Despite decreased attendance, the **quality of attendees is significantly higher:**
 - 81-89% of attendees have a purchasing role
 - Vendors, guests, & attendees who don't fit the primary audience profile are not traveling for non-essential events



Event attendance

While the road to recovery has been challenging, the future is bright.

- In mid 2020, experts estimated our industry recovery would take until 2025.TM
- Research indicates that the industry's recovery has progressed much faster than expected.
- Current forecasts indicate:
 - industry revenue
 - net square feet of event space
 - # of exhibitors
 - overall attendance
 - will meet/exceed 2019 levels by the end of 2023
 - continued growth in 2024



Are you seeing close to the same investment level at your events post-pandemic?

What is changing?

Driving engagement

Drive awareness and desired target audience actions with a fully integrated marketing plan



THINK

Our thinking comes from the lens of our experiences.
INTELLECTUAL

WHAT DO WE WANT OUR GUESTS TO THINK?



FEEL

Our feelings result from our thoughts.
EMOTIONAL

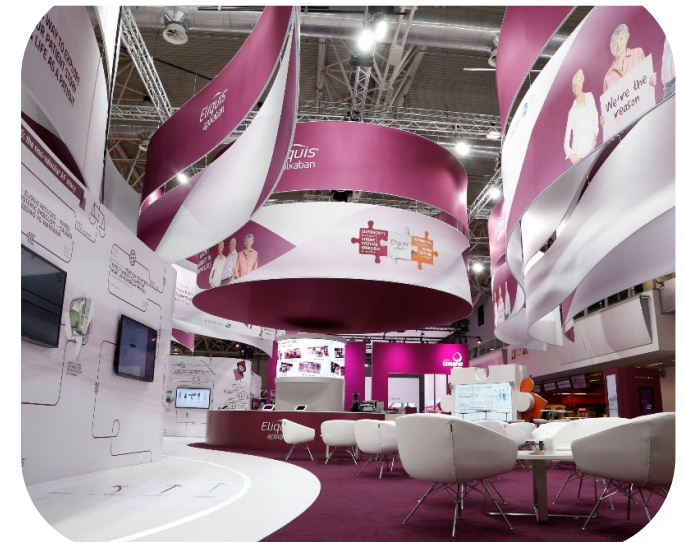
WHAT DO WE WANT OUR GUESTS TO FEEL?



DO

Our actions are based upon what moves us.
PHYSICAL

WHAT DO WE WANT OUR GUESTS TO DO?



Data is king

Examples of data exhibitors want to see include:

- # attendees
- # registrations
- # exhibit hall visitors
- Attendee demographic information
- Peak attendance times
- Avg time in the exhibit hall
- Daily attendance #s
- Heatmap/RFID location or behavioral data

During the pandemic:

- Data reporting was high
- Immediate availability and integrated metrics available in virtual platforms.

As the industry has shifted back to in-person:

- Data reporting rates have dropped significantly.
- **Even basic reporting of attendees drop significantly**
- **Receiving data from only 25-35% of organizers.**

In order for tradeshow & F2F events to maintain value they need to:

- Prioritize data literacy & capabilities
- Develop a data & reporting infrastructure
- Provide metrics that demonstrate the value of tradeshow investments



**How are you providing exhibitors
with useful data?**

**What are your biggest challenges
regarding data & measurement?**

Defining & Leveraging hybrid

How Associations Defined Hybrid – Three Archetypes

Mirroring Content

- Primary focus on the in-person experience
- Virtual helps reach attendees who can't participate live
- All content will be livestreamed

Immersive Experience

- In-person and virtual platforms complement one another
- Each has its own attendee journey with exclusive content
- Virtual does not simply mimic the in-person event

Post-event Platform

- The primary focus remains on the in-person experience
- Select event elements are shared virtually
- Content is consumed virtually & provided on-demand



54% of Associations

▼ 21.7%

14% of Associations

▼ 30%

7% of Associations

▼ 36%

Marketing tactics to attract attendees

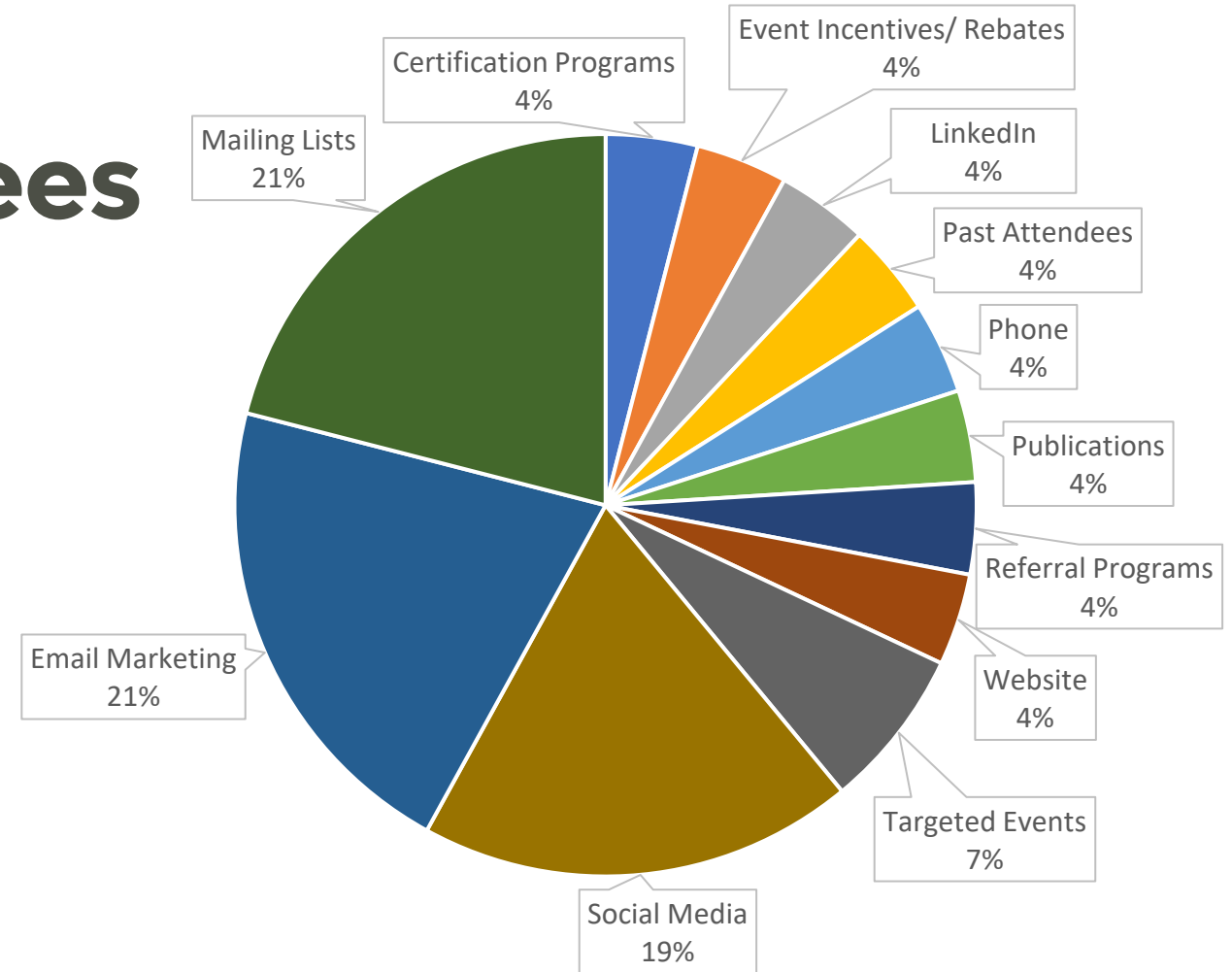
Associations are thinking outside the box!

The need to innovate has expanded and, in many cases, required an ideological shift in how associations and organizers approach their entire way of attracting members.

While old standbys like email marketing and mailing lists still exist substantial focus on:

- social media
- targeted events
- incentive/rebate programs can be viewed as creative avenues for growth.

Associations' Primary Marketing Strategies



- Certification Programs
- LinkedIn
- Phone
- Referral Programs

- Event Incentives/ Rebates
- Past Attendees
- Publications
- Website

A new approach to integrated sponsorship

Associations' approach to the events has shifted since the pandemic, largely in response to exhibitors' needs. Not only are they attracting members via different outreach tactics, but they are also adjusting their approach to sponsorship strategies.

We asked associations to share new sponsorships they've added to help exhibitors better reach their intended audience.

20%

have added virtual or digital sponsorships

15%

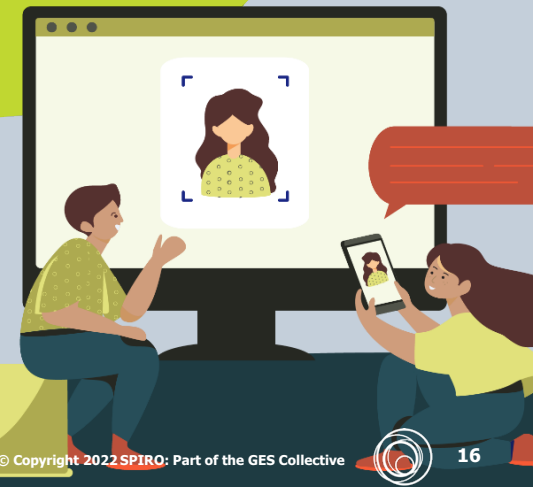
have started working with exhibitors on custom sponsorships

7%

have started to leverage lounges, outdoor activations, podcasts, association planned events (e.g., concerts/entertainment events), event podcasts, and keynote speakers

10%

have incorporated sponsored live streams, event apps, fitness or wellness activities, and social mixers & networking events



A focus on sustainability

Sustainability has become an omnipresent topic in all areas related to events, from booth, transportation through to hospitality and giveaways.

Research shows that attendees more favorably view the brands who incorporate sustainable practices

Many exhibitors now find themselves being required to implement sustainable practices as a program objective.




Environmental Initiatives

Are you creating hybrid events?

**If so, do they fall in line
with one of these 3 archetypes?**

**How have you changed your marketing
or approach to sponsorships?**

**How are you addressing
sustainability objectives?**

A futuristic cityscape composed of glowing green particles and light trails. In the center, a figure stands holding a glowing orb. The background is dark with scattered stars and a faint Wi-Fi symbol.

**As the global economy shifts
and the needs of exhibitors and sponsors
continue to change –
how else are you evolving?**

Thank you!



Part of the GES Collective

