

# VOE: Voice of the Exhibitor

Understanding How Exhibitor's Challenges Impact You

Research-based Insights and Benchmarks



**EXHIBIT  
SALES**  
ROUNDTABLE

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Presented by:  
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President



# What's EVOLIO Marketing All About?

EVOLIO: FOUNDED IN 2015


JOE: 25+ YEARS MEASURING EXHIBITS & EVENTS GLOBALLY

1,200+ EVENTS AND EXHIBITS MEASURED

980,000+ ATTENDEE AND EXHIBITOR SURVEYS COMPLETED

50+ BENCHMARKS BASED ON ATTENDEES, EXHIBITORS, AND SPONSORS

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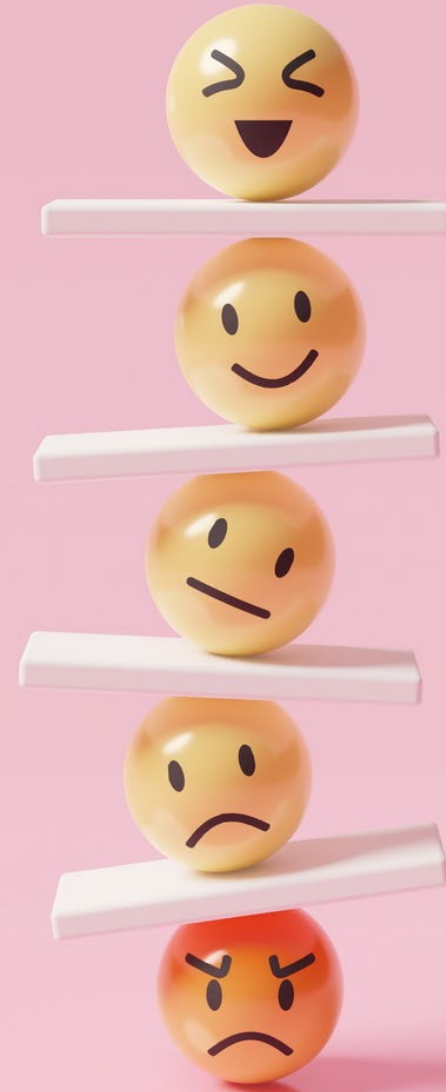
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# Feelings Aren't Facts®



# Feelings Aren't Facts®



intel.

servicenow.

SONY

Lenovo

DELL Technologies

SIEMENS  
Healthineers

Lilly

Canon  
CANON MEDICAL SYSTEMS USA

novo nordisk®

Pfizer

HENRY SCHEIN®

designs for health®

Miller.

Kubota

BOEING

241 responses

August - September 2024

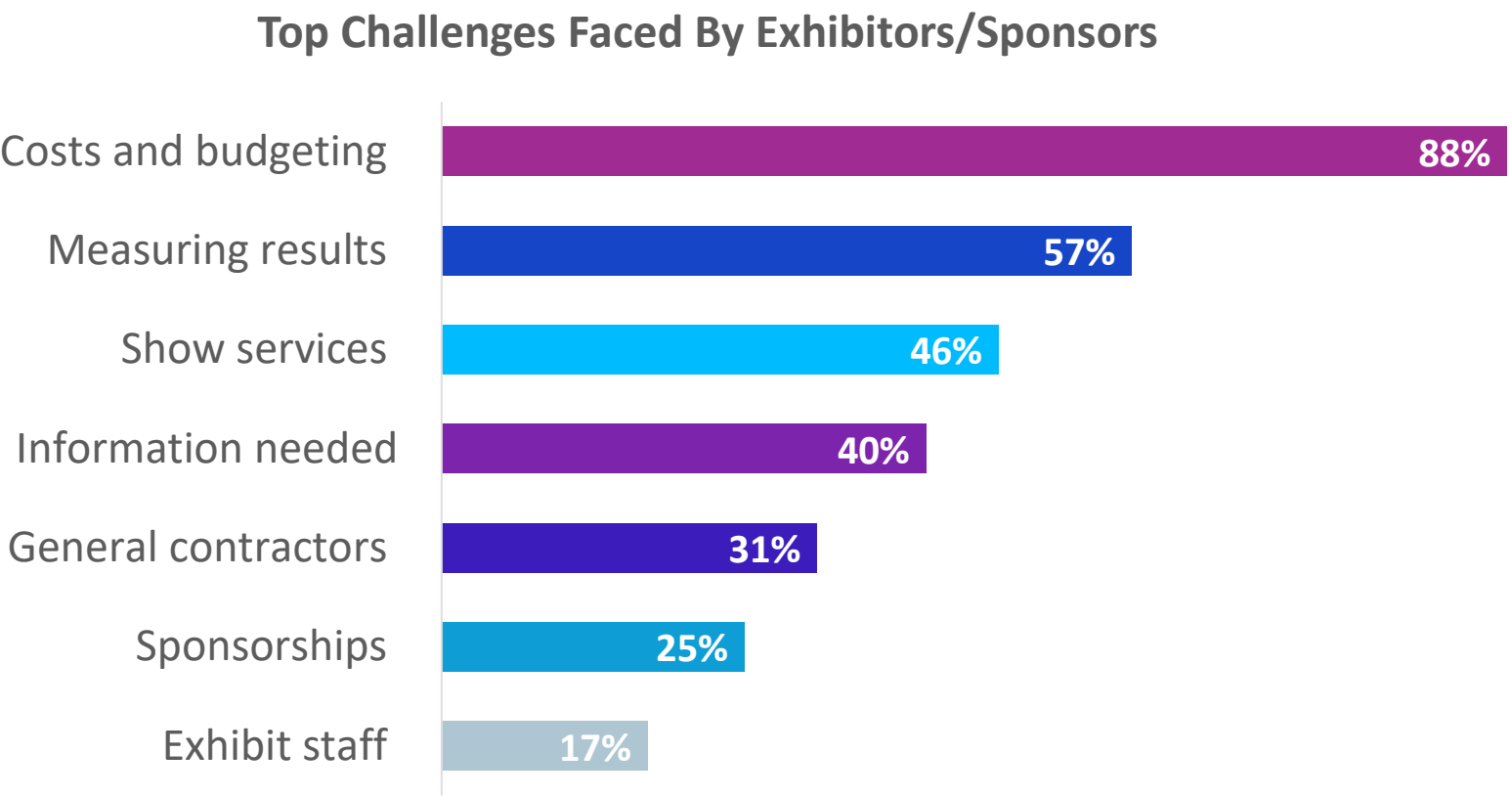
Exhibitors and event marketers

Average 16 years in event career

97% influencers of event selection and budget

58% decision-makers of event selection and budget

# Current Exhibitor Challenges



Question: Wha are your greatest challenges regarding your event marketing program?

# Show Services Cost is the Primary Pain Point for Exhibitors

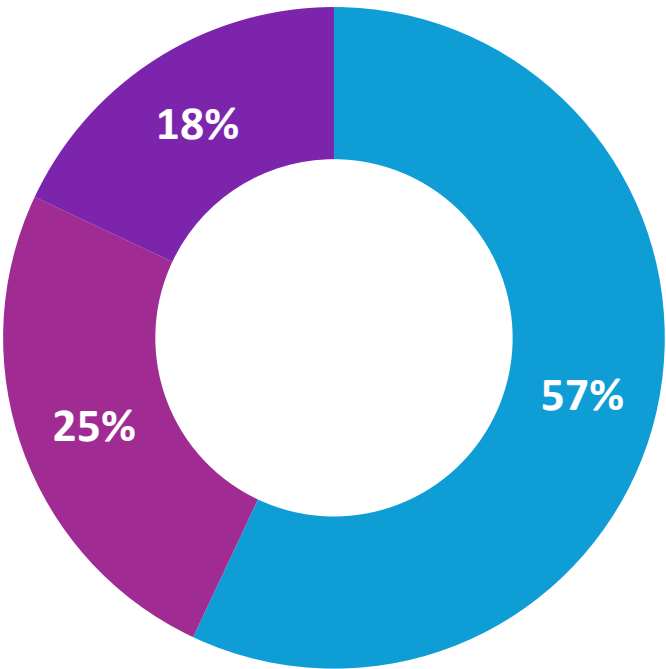
SPECIFIC COSTS AND BUDGETING CONCERNS		
Show services	82%	29% increase since 2017 <sup>(a)</sup> Other costs increased an average of 20% over same period
General contractor	60%	
Exhibit space	55%	50% orgs have increased space costs <sup>(b)</sup>
Travel	39%	20%+ increase since 2019 <sup>(c)</sup>
Difficulty negotiating rates	34%	
Breakdown on invoices	19%	
Managing my budget	18%	

Question: Select the concerns you have related to show services costs.

- (a) <https://www.perplexity.ai/search/on-average-and-in-general-what-GAhzNISTQQGyjkZqwop1Uw#1>
- (b) EVOLIO & Lippman Connect Spring 2024 Study (n=153 show organizers)
- (c) <https://www.perplexity.ai/search/on-average-and-in-general-what-GAhzNISTQQGyjkZqwop1Uw#3>

# Exhibitor Budgets Are Not Keeping Pace With Rising Costs

Budget Outlook Over Next 12 Months

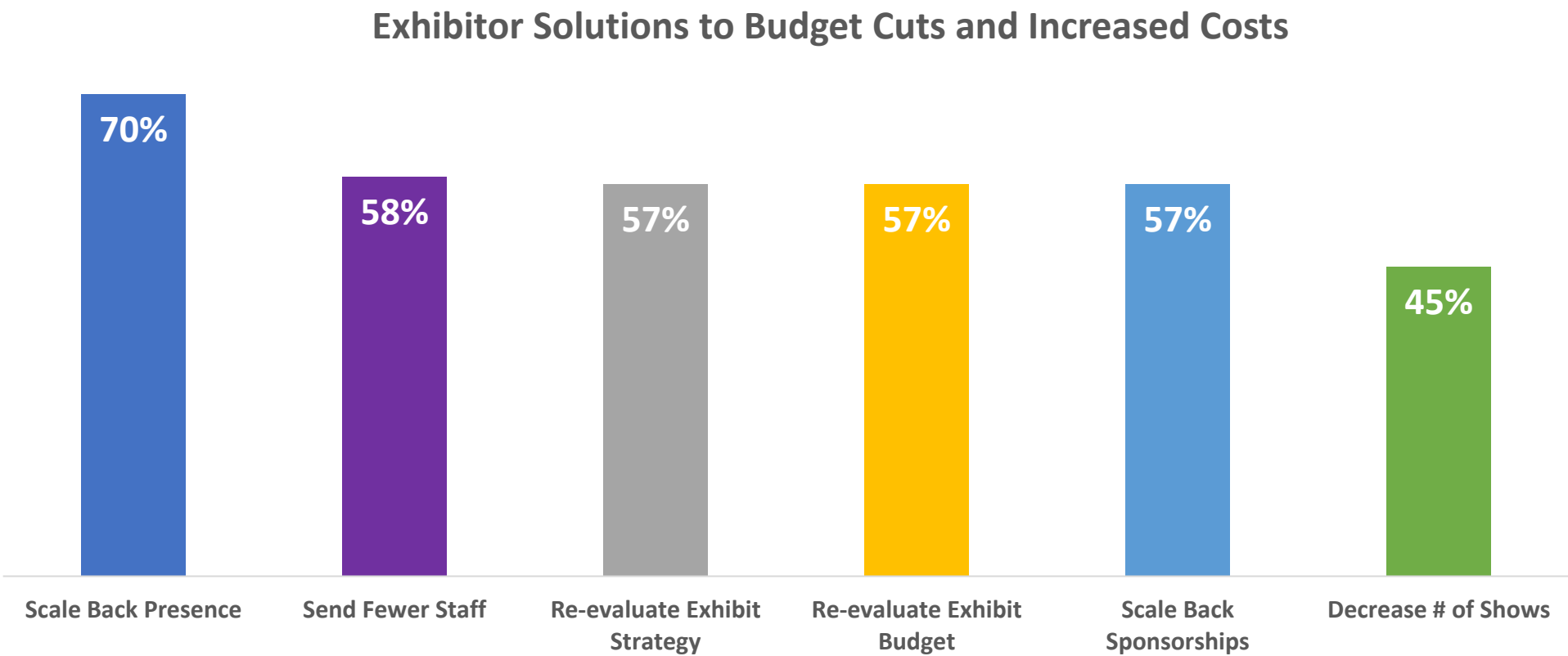


■ Same budget    ■ Increase budget    ■ Decrease budget

**75%**  
of exhibitors will have fewer dollars and resources in 2025.

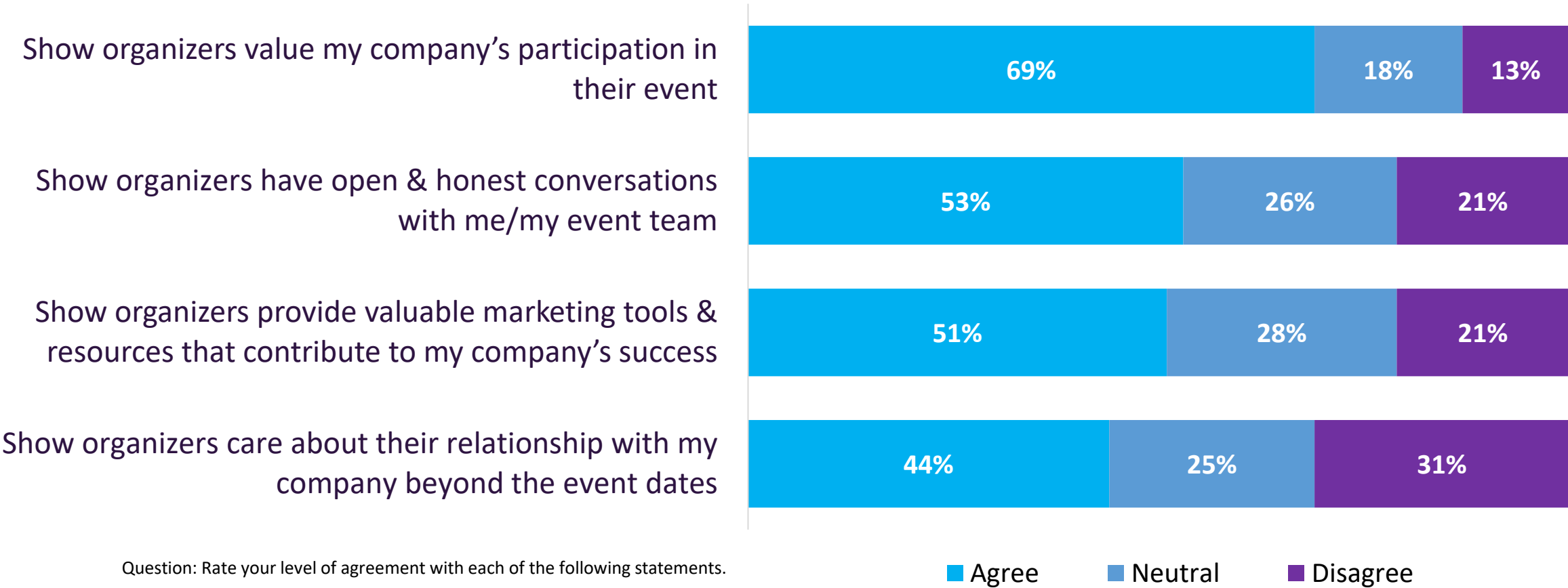
Question: How will you event marketing budget change over the next 12 months?

# Exhibitor Cost Challenge Primarily Impact the Show Organizer



Question: How has/will increased exhibiting costs impact your program?

# Exhibitors' Perception of Show Organizers



# Have an EAC

Exhibitor Advisory Committee

33%

Yes

64% among large shows

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

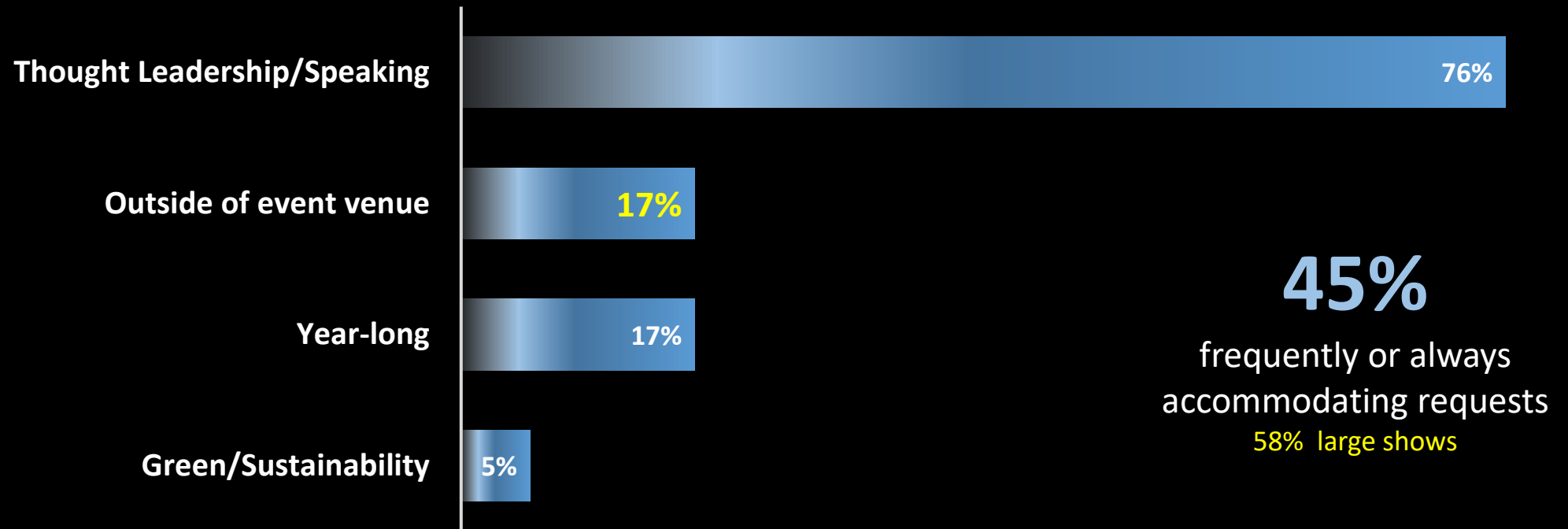


75%  
EAC is extremely or very  
valuable for strategic planning

66% among large shows

# Increasing Value of Sponsorships

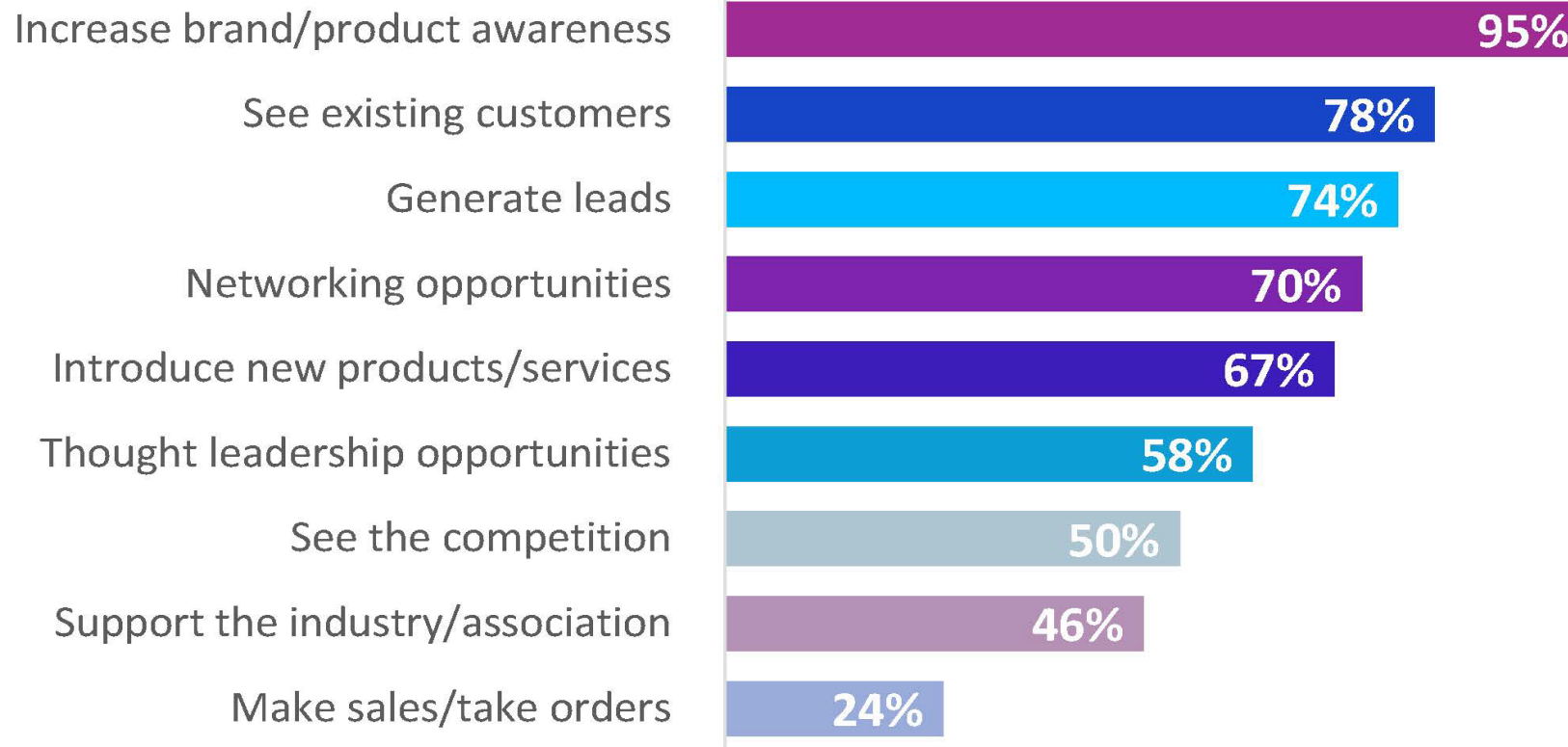
## MOST REQUESTED SPONSORSHIP TYPES



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.

# What's Next for Exhibitors?

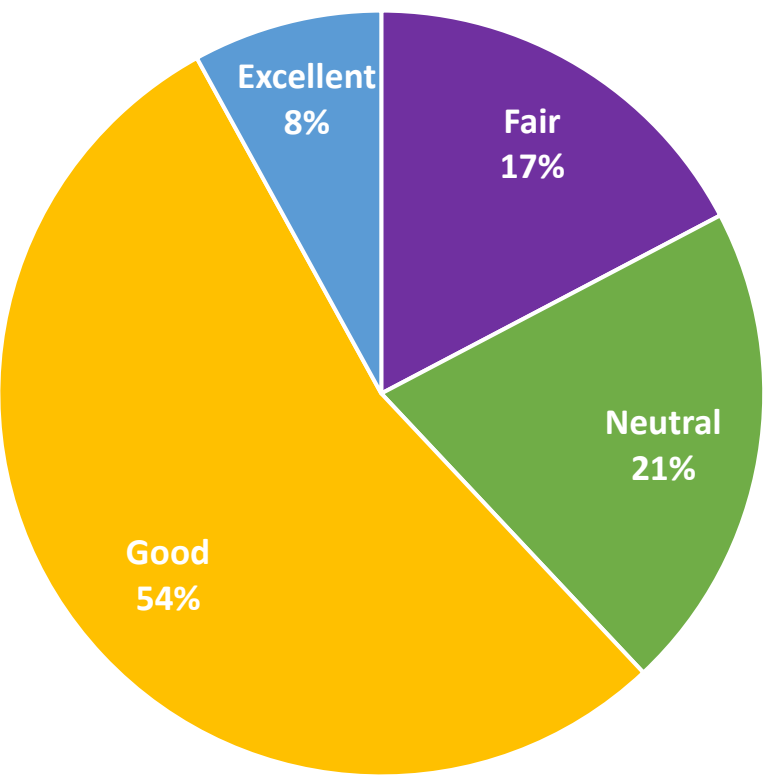
## Reasons for Participating in Tradeshows and Events



Question: What are your reasons for exhibiting at and/or sponsoring tradeshows/events?

# Exhibitor Sentiment Towards Events

Overall Value of Tradeshow Program



Question: Rate the overall value your company receives from exhibiting at and/or sponsoring tradeshows and events. What is the reason for your rating?

- “As an exhibitor, it feels like once the exhibit space is sold, we no longer matter.”
- “Reduce costs. Work on getting rid of the image of organizers ripping off the exhibitors.”
- “Stop charging us for everything little thing we try to do.”
- “Communicate with exhibitors. Understand their struggles.”
- “Actually care about the brands and not only the cash.”

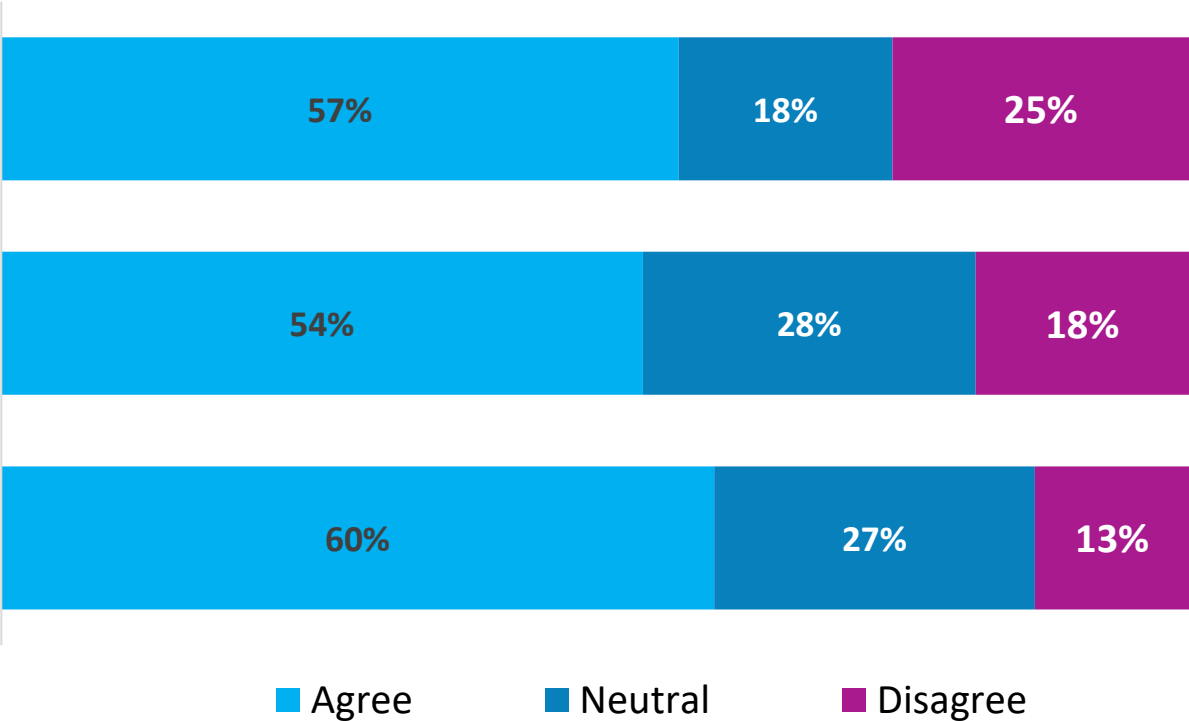
# Exhibitors' Perception of Trade Shows

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

Question: Rate your level of agreement with each of the following statements.



# Most Common Exhibitor and Sponsor Complaints

## SHOW ORGANIZERS' POINT OF VIEW

**64%**

Need greater  
ROI

**51%**

Exhibit space  
costs

**43%**

Move-in/out  
costs

**23%**

Sponsorship  
costs

**22%**

Rules &  
restrictions

**14%**

Lack of  
transparency



Tariff policies are expected to impact the trade show and event industry in 2025-2026

## Cost & Supply Chain Effects

- Tariffs on Chinese, Mexican and Canadian goods
- Higher costs for event materials and AV
- Supply chain disruptions

## Participation Concerns

- Potential decline in international participation
- Risk of exhibitors choosing alternative global venues
- Small businesses particularly vulnerable to cost increases

## Industry-Specific Challenges

- Corporate budget cuts if taxes increase
- Ongoing quality staffing shortages
- Impact on 'nearshoring' from Canada and Mexico suppliers

## Strategic Responses

Rethink event portfolio and selection  
Rethink sourcing strategies and materials (local/domestic)  
Develop cost-effective or lower-cost alternatives

ASANTE  
KIITOS ARIGATÔ MAAKE  
GRAZZI KIITOS TAKK  
UA TSAUG RAU KOJ  
MERCİ OBRIGADO DANKE  
THANK YOU  
MULTUMESC  
DANK JE  
KIA ORA  
TAKK  
GRAZZI  
MERCİ TACK  
DANKIE SPASIBO  
MATONDO TACK  
MERCİ  
KIITOS

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