

# VOE: Voice of the Exhibitor

Understanding How Their Issues and Challenges Impact You

Research-based Insights and Benchmarks

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Presented by



# What's EVOLIO Marketing All About?

EVOLIO: FOUNDED IN 2015

JOE: 25+ YEARS MEASURING EXHIBITS & EVENTS GLOBALLY

1,800+ EVENTS AND EXHIBITS MEASURED

995,000+ ATTENDEE AND EXHIBITOR SURVEYS COMPLETED

50+ ATTENDEE, EXHIBITOR, AND SPONSOR BENCHMARKS

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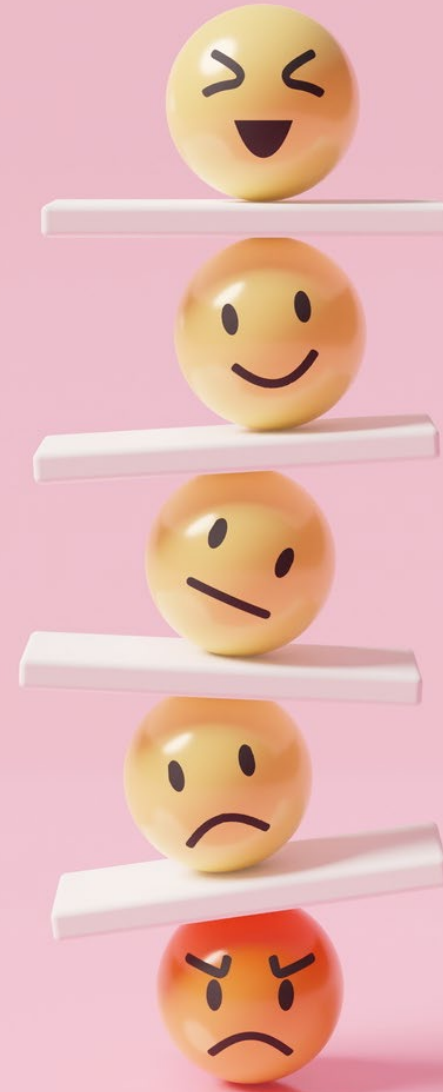
EVOLIO\_MARKETING



JFEDEVOLIO



# 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

Exhibitors and event marketers

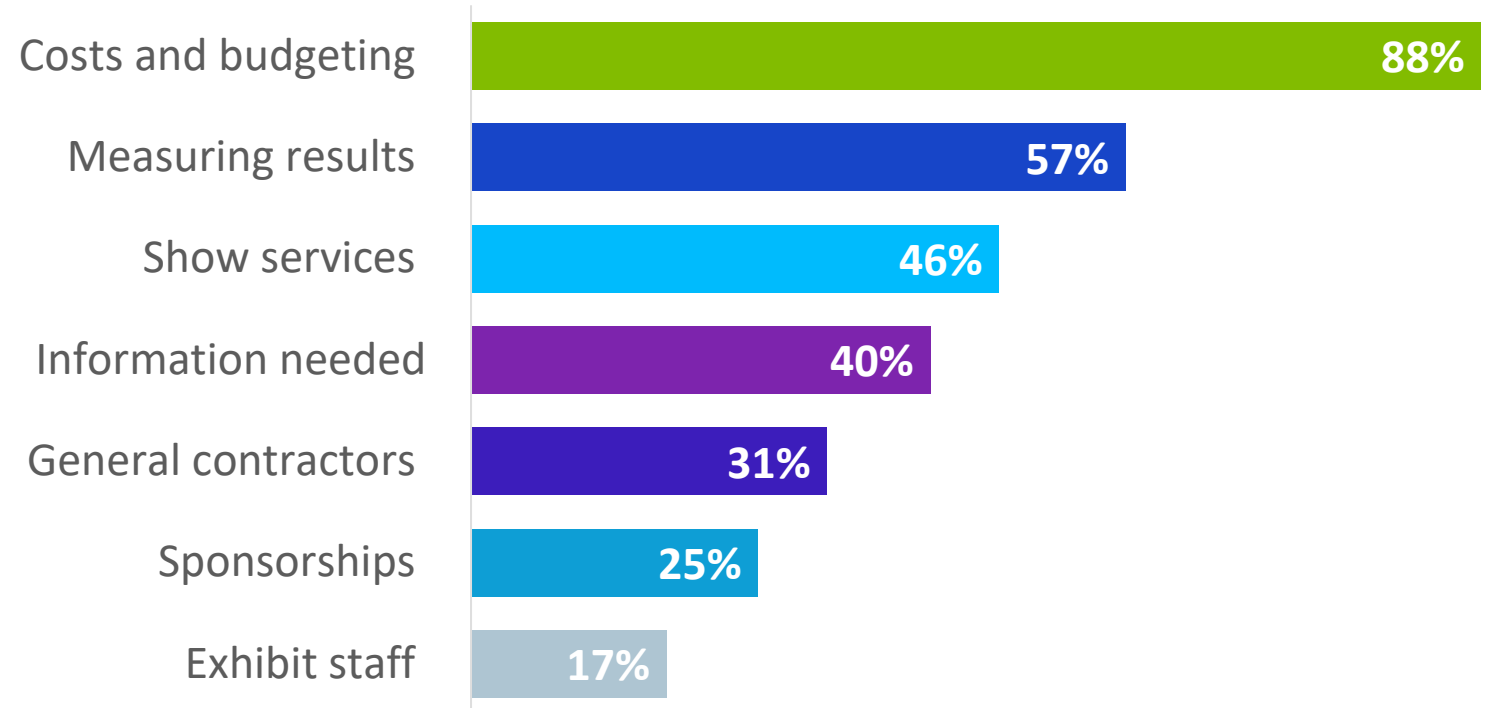
Average 16 years in event career

97% influencers of event selection and budget

58% decision-makers of event selection and budget

# Exhibitors' Greatest Challenges: It is Not Only Costs

## Top Challenges Faced By Exhibitors/Sponsors



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

# Show Services Costs are the Primary Pain Point for Exhibitors

SPECIFIC COSTS AND BUDGETING CONCERNS		
Show services	82%	38% increase since 2019 <sup>(a)</sup> Other business costs increased 24% 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.



# Time for a Poll

**Do you negotiate prices to lower your exhibitor costs?**

**If yes: What are the results? How far in advance do you negotiate?**

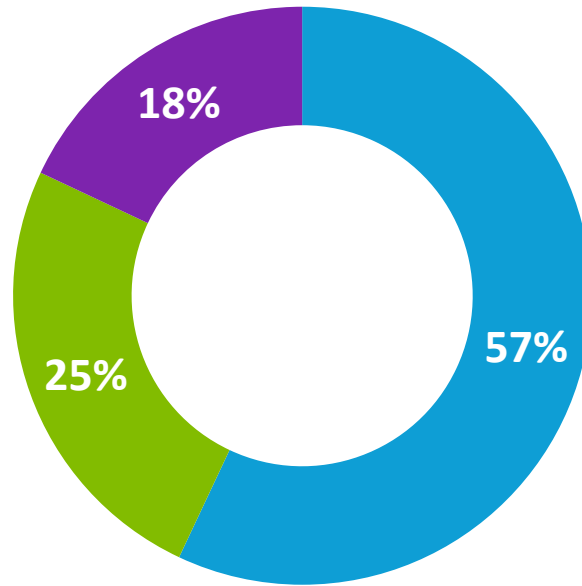
**Discussion: How are you asking?**

**Brainstorm ways to package exhibitor services needed from the venue, venue's exclusives, GSC, and other official contractors to reduce costs**



# Exhibitor Budgets: Not Keeping Pace With Rising Costs

Budget Outlook Over Next 12 Months



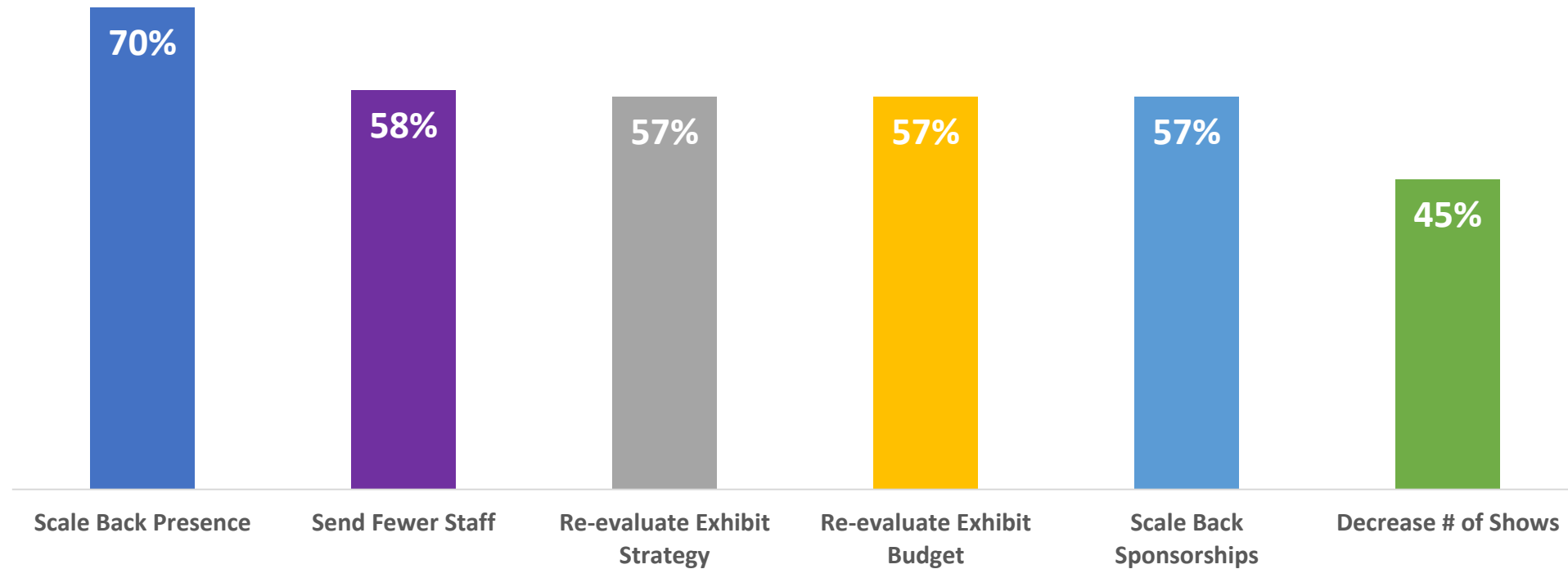
■ Same budget ■ Increase budget ■ Decrease budget

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

**75%**  
of exhibitors will have  
fewer dollars and  
resources in 2025-2026.

# Exhibitor Cost Challenge Primarily Impact the Show Organizer

How Exhibitors Will Cuts Event Budgets Due to Increased Costs



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

# Exhibitors' Perceptions of Show Organizers

Show organizers value my company's participation in their event

69%

18%

13%

Show organizers have open & honest conversations with me/my event team

53%

26%

21%

Show organizers provide valuable marketing tools & resources that contribute to my company's success

51%

28%

21%

Show organizers care about their relationship with my company beyond the event dates

44%

25%

31%

Agree

Neutral

Disagree

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



# SPONSORSHIPS:

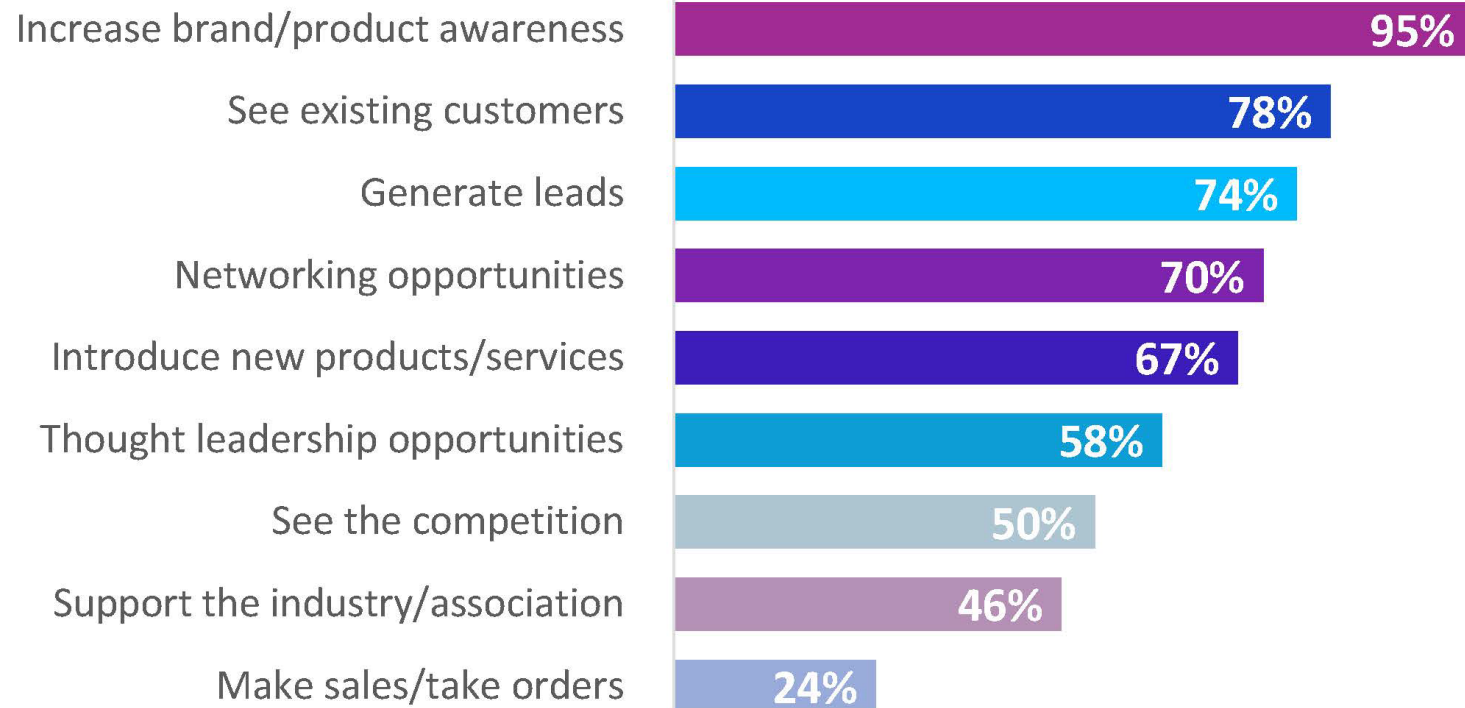
## Time for a Poll

**Are you seeing sponsorships and NSF purchases decreasing as costs rise?**

**Are you noticing a reduction in the number of exhibitor staff as travel and hotel costs rise?**

# Do You Really Understand Your Exhibitors' Objectives?

## Reasons for Participating in Tradeshows and Events





# What can be done to build stronger relationships?

## Have an EAC

Exhibitor Advisory Committee

33%  
Yes

64% among large shows

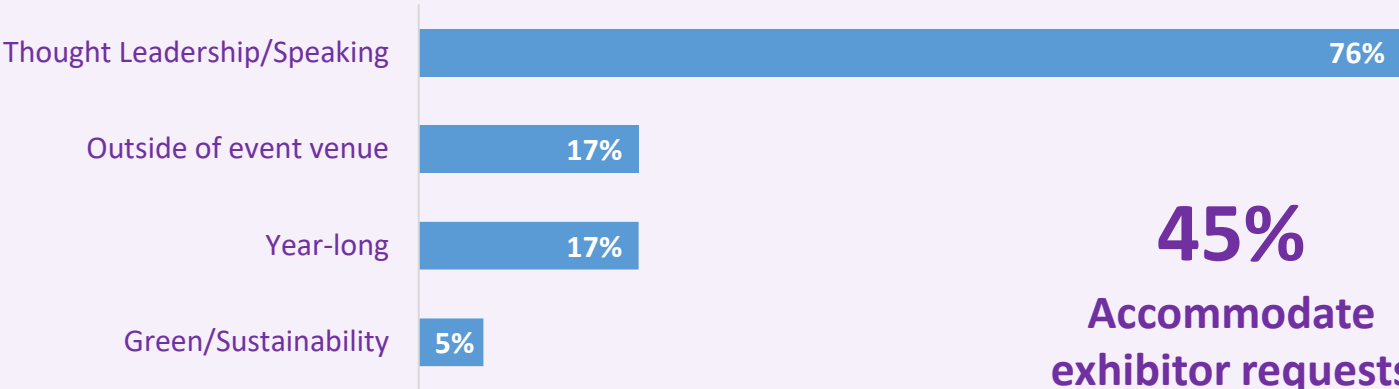
## EAC is Valuable

for Strategic Planning

75%

66% among large shows

### MOST REQUESTED SPONSORSHIP TYPES

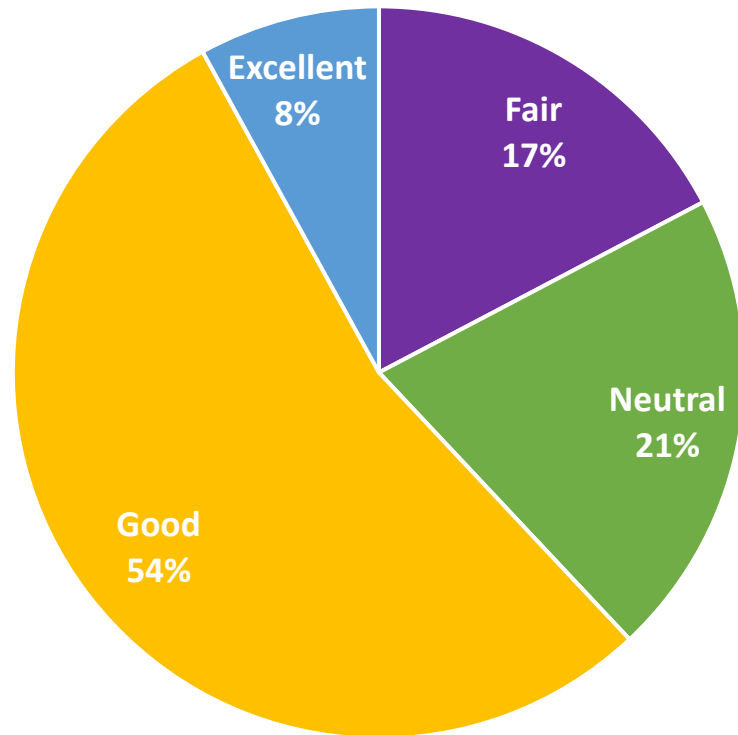


45%  
Accommodate  
exhibitor requests



# Exhibitors Still Value Tradeshow, But Sentiment Can Be Improved

Overall Value of Tradeshow Program



“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.”

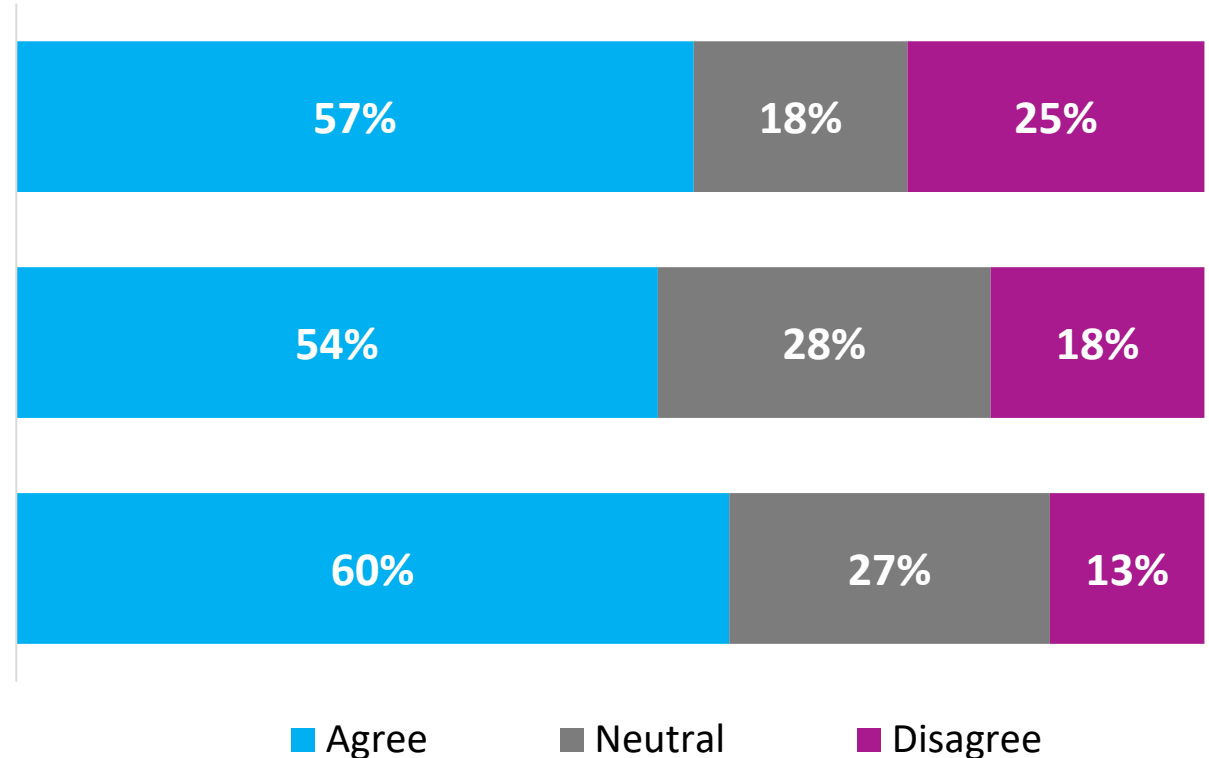
“Actually care about the brands and not only the cash.”

# Exhibitors' Perception of Trade Shows May be in Jeopardy

**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**

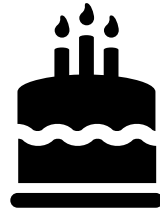


Question: Rate your level of agreement with each of the following statements.

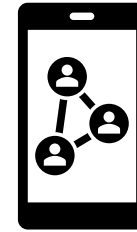
# Understanding Your Customers: Who Are Exhibit Managers Today?



**76%  
female**



**39 years old**



**Digital/Social Media Focus**

**Not to replace events**

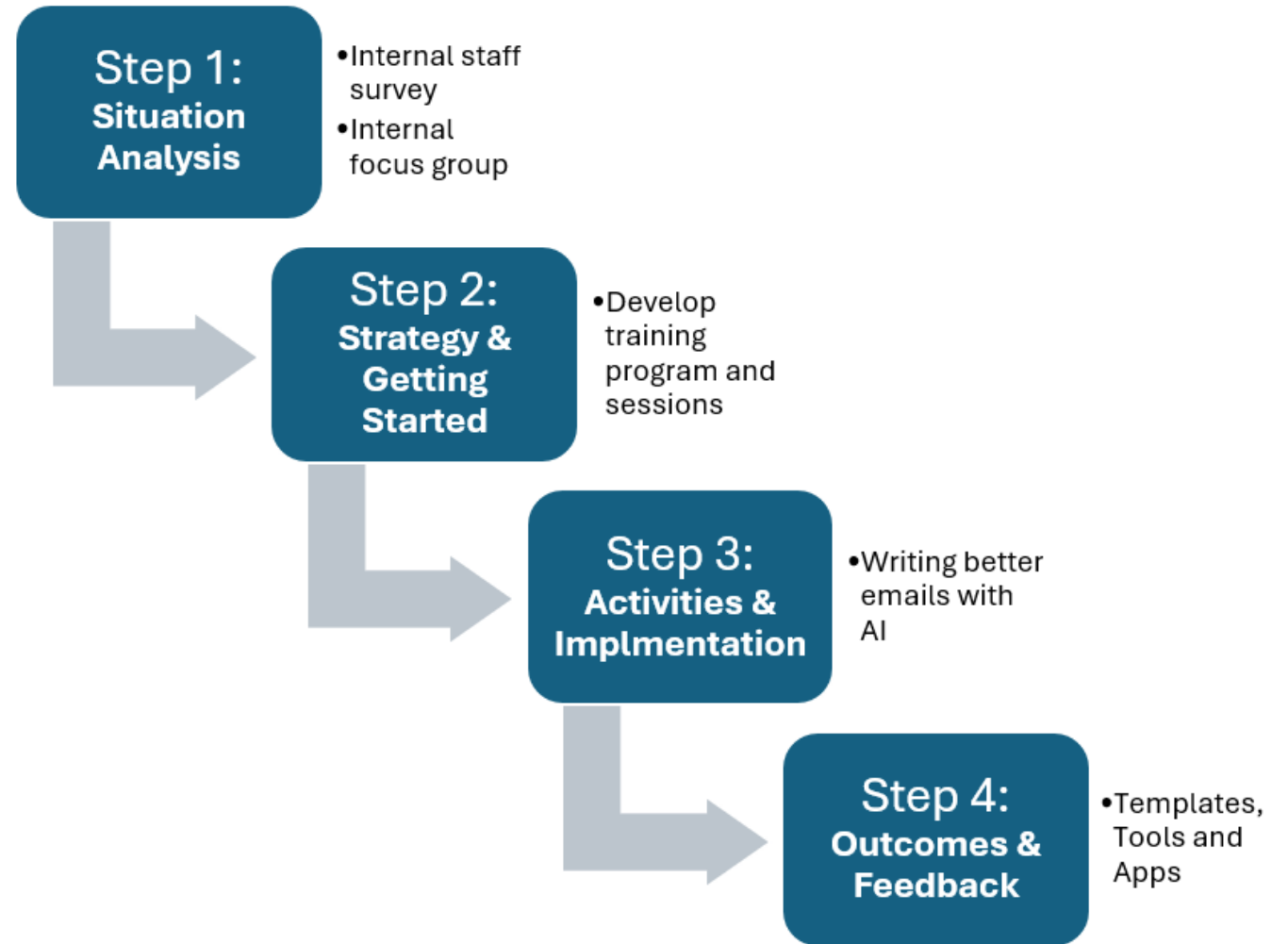
**44% Over 40  
39% 30 to 40  
17% 20 to 30**

**Value digital fluency as much as or  
more than traditional event  
planning skills**

# Using AI to Assist With Sales



# Using AI to Assist With Sales



# Using AI to Assist With Strategic Sales & Due Dilligence

## Hewlett Packard Enterprise (HPE) Global In-Person Event Marketing Strategy: 2023–2025



### Executive Summary

Hewlett Packard Enterprise (HPE) has strategically leveraged global in-person events between 2023 and 2025 to showcase its edge-to-cloud solutions, with a strong emphasis on AI, hybrid cloud, and networking innovations. By participating in major industry events such as HPE Discover, Mobile World Congress (MWC), and various Gartner conferences, HPE has positioned itself as a leader in delivering integrated hardware and services solutions. Their marketing messages consistently highlight the capabilities of the HPE GreenLake platform, AI advancements, and the integration of hardware with cloud services.

### Detailed Event Participation Table (2023–2025)

Event Name	Date	Location	HPE Role	Key Focus Areas
HPE Discover 2023	June 19–23, 2023	Las Vegas, NV	Host	AI, Hybrid Cloud, Edge Computing, HPE

## Event Strategy Research Prompt

As a strategic marketing analyst, can you please conduct in-depth research to provide insights and analysis on the company's global in-person (non-virtual) event marketing program and approach, specifically regarding events such as trade shows, corporate events, and conventions worldwide. What are they saying at these events?

What products/solutions are they promoting/exhibiting at the events?

What are their specific marketing campaign messages and themes at these events?

What kind of attention-getting techniques or wow factors do they have in their exhibits that go beyond demos?

If they are a sponsor, what level of sponsorship do they have?

Can you research specific details of what is happening in the exhibits?

This is very important: In a table, can you provide a detailed list of all the specific events, trade shows, conventions, conferences, etc. that they exhibit, speak, and/or sponsor between 2023 and 2025? Please include their booth size as well.

Please also provide any deep research and insights into what they do well and what they can improve upon or do better.

I am also interested in deep research and understanding on how \_\_\_\_\_ completes against \_\_\_\_\_. Can you also provide details and conduct deep research on \_\_\_\_\_ strengths and weaknesses, as well as areas for improvement?

Also, a SWOT analysis on \_\_\_\_\_ compared with \_\_\_\_\_.

I'd also like to understand how many attendees represent their specific target audience, which is \_\_\_\_\_ (primary), and their secondary targets \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

What else do you need from me to produce the results?



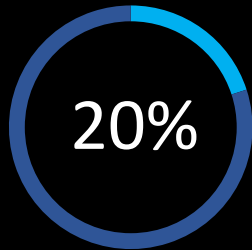
# Just a Small Sample of AI Tools Used in Sales

Tool/App	Main Purpose	Key Benefit	Sales Stage(s)
Gong	Conversation analytics, deal intelligence	Improves rep performance and deal insights through call analysis	Nurturing, Proposals, Closing
Salesforce Einstein	AI-powered CRM enhancements	Predictive analytics, lead scoring, and opportunity insights	All stages (esp. Forecasting, Closing)
HubSpot Sales Hub (w/ AI)	CRM, email tracking, lead scoring	AI helps with timely follow-ups and deeper lead insights	Prospecting, Nurturing, Closing
Outreach	Sales engagement and workflow automation	Personalized, scalable outreach and cadence optimization	Prospecting, Nurturing
Chorus.ai	Conversation intelligence	Analyzes calls to improve communication and sales messaging	Nurturing, Proposals, Closing
Apollo.io	Lead generation and sales prospecting	Identifies ideal leads with automated outreach tools	Prospecting
Drift	Conversational marketing/chatbots	Real-time engagement with website visitors to capture and qualify leads	Prospecting, Nurturing
Seamless.ai	Sales prospecting and lead enrichment	Builds accurate prospect lists automatically	Prospecting
ZoomInfo with Copilot	Sales prospecting and lead enrichment	Builds accurate prospect lists automatically	Prospecting
Crystal Knows	Personality AI for communication	Tailors messaging based on personality profiles	Prospecting, Nurturing
Lavender	AI email assistant	Real-time coaching for effective cold and follow-up emails	Prospecting, Nurturing
Regie.ai	AI copywriting and sequence creation	Personalizes outbound campaigns with AI-generated content	Prospecting, Nurturing
Refract (Allego)	Call coaching and feedback	Helps train sales reps through real call reviews	Nurturing, Proposals, Closing
Clari	Revenue operations and forecasting	AI-driven deal tracking and forecasting accuracy	Forecasting, Proposals, Closing
Tact.ai	Voice assistant and CRM interface	Voice-controlled CRM input and task execution	All stages (esp. Nurturing, Closing)
Conversica	AI sales assistant	Automates lead follow-ups and re-engagement	Prospecting, Nurturing
People.ai	Revenue intelligence platform	Captures and analyzes sales activity for insights and pipeline health	Forecasting, Proposals, Closing

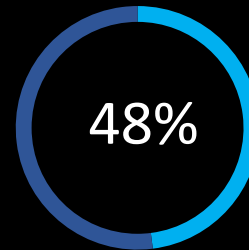


# EVOLIO EXHIBITOR BENCHMARKS

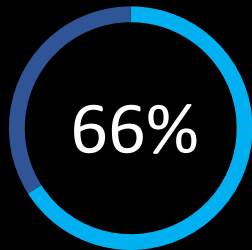
Source: EVOLIO Marketing Post-event Exhibitor Surveys conducted in 2019 – 2024, n=2,309



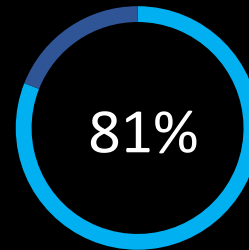
FIRST TIME EXHIBITORS



VALUE OF INVESTMENT  
Excellent/Very Good



EVENT SATISFACTION  
Extremely/Very Satisfied



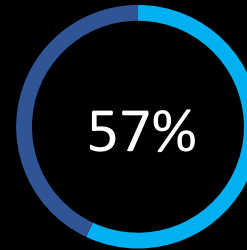
LIKELY TO EXHIBIT IN  
NEXT SHOW  
Extremely/Very Likely

# EVOLIO EXHIBITOR BENCHMARKS

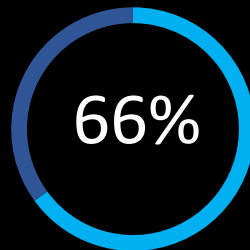
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**NET PROMOTER SCORE®  
(NPS)**  
“Likely to recommend event to  
colleagues”



**ROX: HIGHLY SATISFIED  
WITH QUALITY OF LEADS**  
Extremely/Very Satisfied



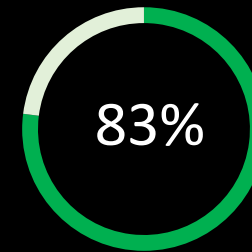
**ROX: HIGH SATISFACTION  
WITH AUDIENCE QUALITY**  
Extremely/Very Satisfied

# EVOLIO ATTENDEE BENCHMARKS

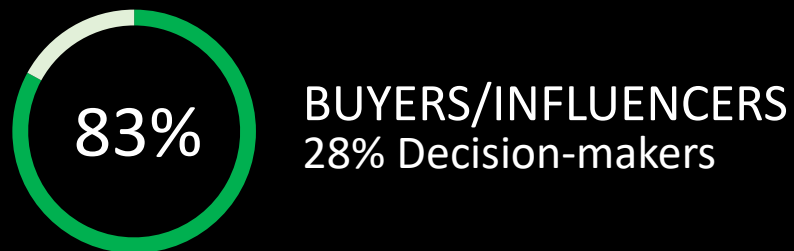
Source: EVOLIO Marketing Post-event & Onsite Attendee Surveys conducted in 2019 – 2024, n=63,811



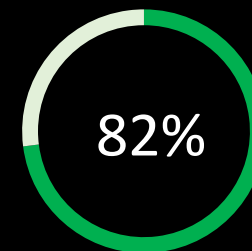
FIRST TIME ATTENDEES



VALUE OF ATTENDING  
Excellent/Very Good



BUYERS/INFLUENCERS  
28% Decision-makers

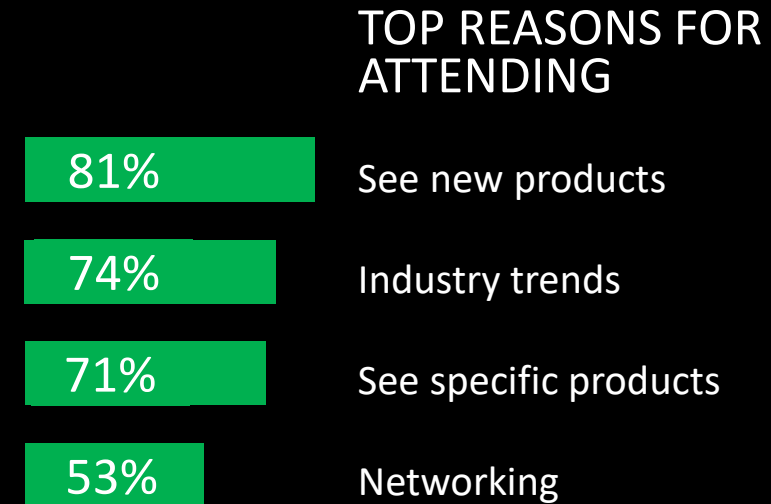
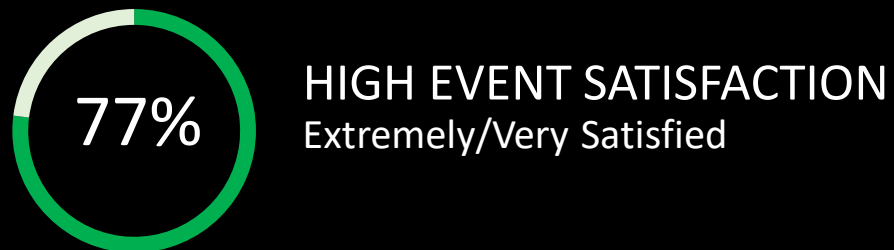
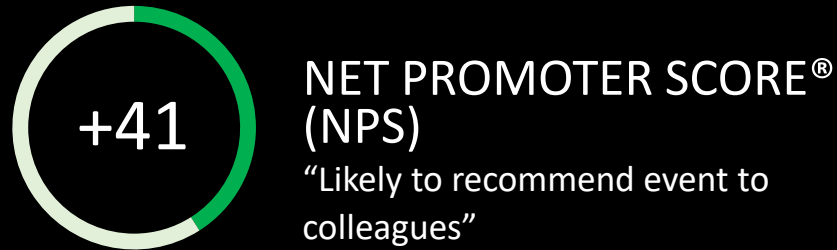


LIKELY TO ATTEND NEXT  
SHOW  
Extremely/Very Likely



# EVOLIO ATTENDEE BENCHMARKS

Source: EVOLIO Marketing Post-event & Onsite Attendee Surveys conducted in 2019 – 2024, n=63,811



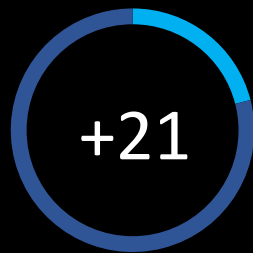


# ATTENDEE & EXHIBITOR ALIGNMENT

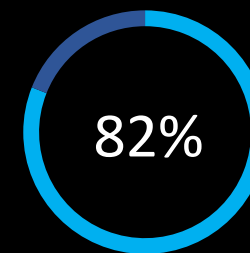
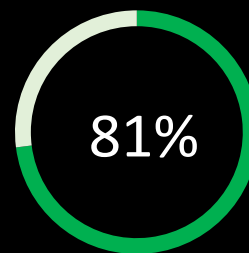
Source: EVOLIO Marketing Post-event & Onsite Attendee & Exhibitor Surveys conducted in 2019 – 2024

## Net Promoter Score

“Likely to recommend event to colleagues”

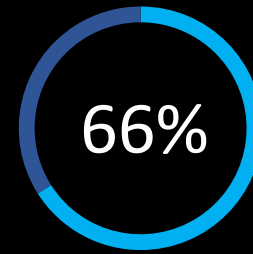
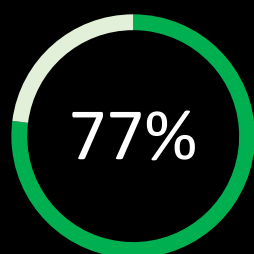


## Likely to Attend/Exhibit in Next Show Extremely/Very Likely

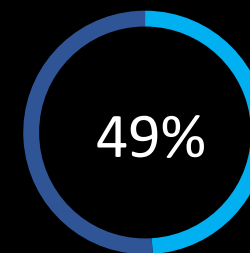
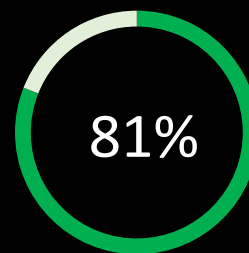


## Event Satisfaction

Extremely/Very Satisfied



## To See/Exhibit What's New Reason for Attending/Exhibiting



Primarily attend to  
see what's new

Exhibit priority to  
showcase new  
products/solutions

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  
MATONDO  
MERCİ  
KIITOS  
SPASIBO  
TACK

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