

Exhibit Sales Roundtable | June 27, 2024

What Exhibitors Need **Now!**

Research-based Insights and Benchmarks

Research conducted by

EVOLIO
marketing



AGENDA



INSIGHTS



WHAT
EXHIBITORS
NEED NOW



BENCHMARKS
AND
RESOURCES



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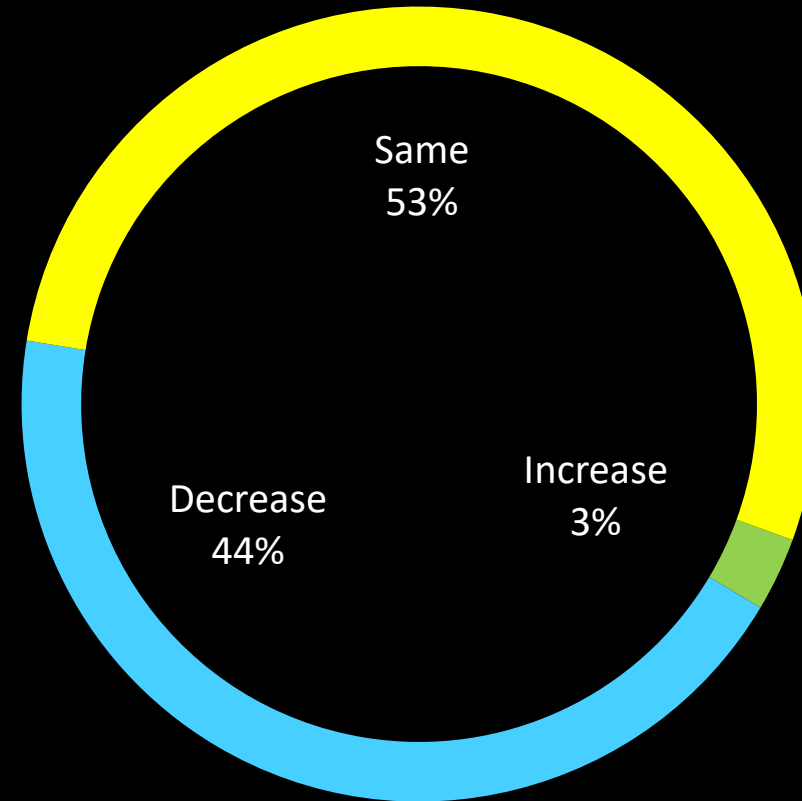


2024 Exhibitor & Sponsor Insights



**EXHIBITORS'
2024/2025
BUDGETS ARE
MOSTLY FLAT
OR DECREASING**

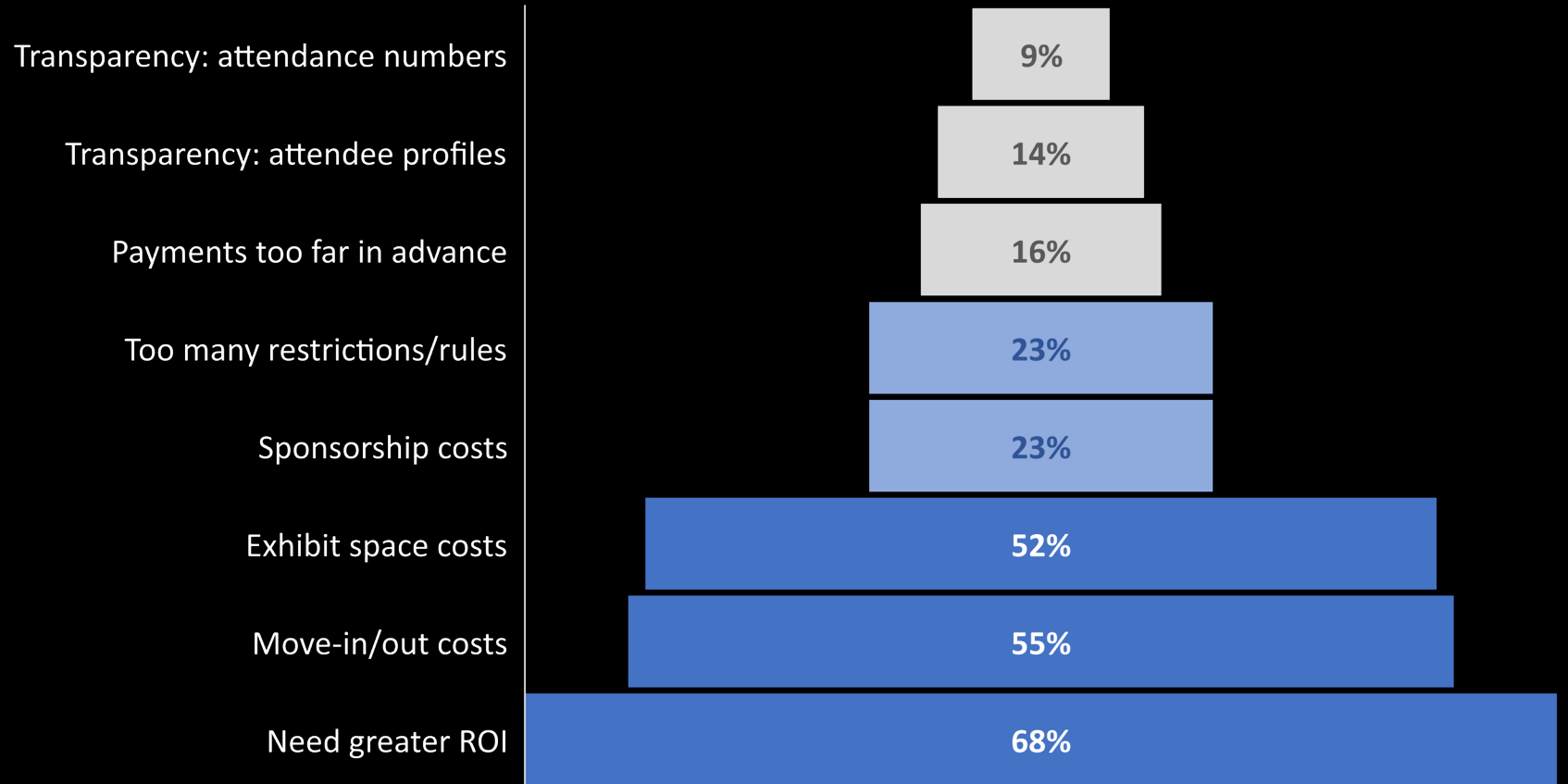
Exhibit & Sponsorship Budgets (compared with previous year)



PROVING ROI AND COSTS ARE THE MOST COMMON EXHIBITOR/SPONSOR COMPLAINTS

7% DO NOT RECEIVE COMPLAINTS

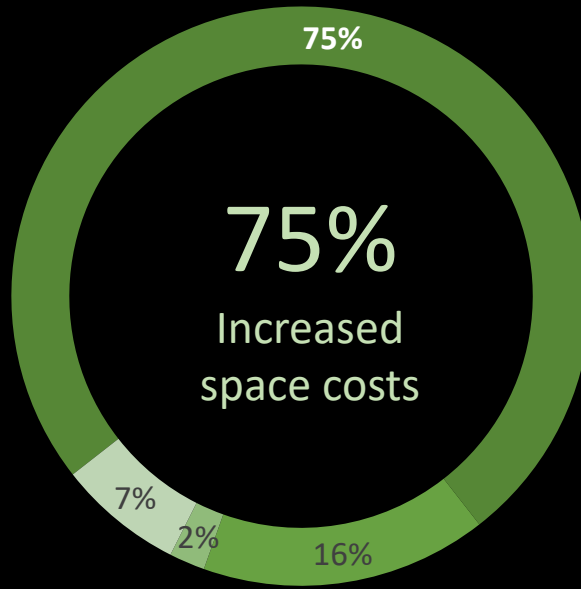
Most Common Exhibitor & Sponsor Complaints



Source: EVOLIO Marketing
April 2024, n=107 show organizers

ORGANIZERS ARE INCREASING EXHIBIT SPACE COSTS AND STILL SEEING GROWTH

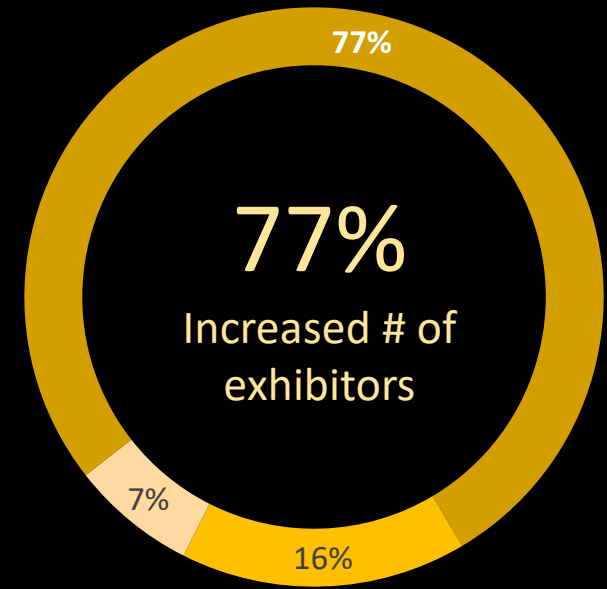
Exhibit Space Costs



■ Increased ■ Same ■ Decreased ■ N/A or Not Sure

53% increased space costs among small and medium shows

Number of Exhibiting Companies

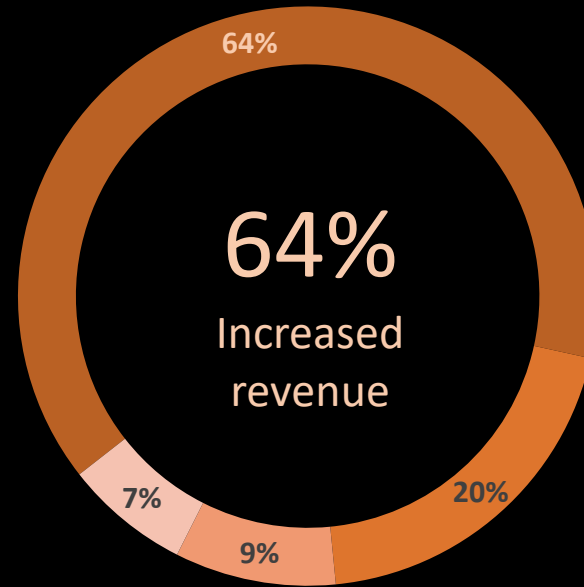


■ Increased ■ Same ■ Decreased

44% increased # exhibiting companies among small and medium shows

ORGANIZERS ARE ACHIEVING SPONSOR GROWTH

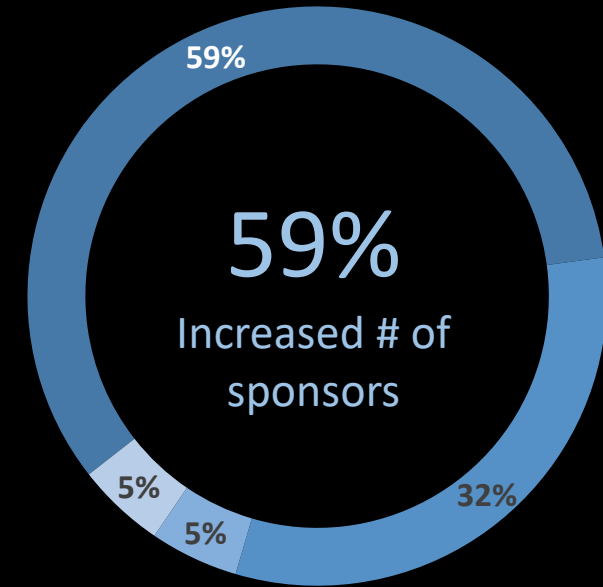
Revenue from Sponsors



■ Increased ■ Same ■ Decreased ■ N/A or Not Sure

42% increased revenue among small and medium shows

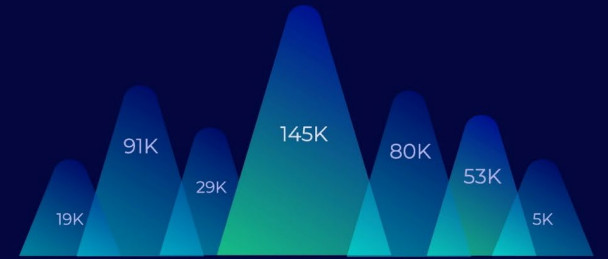
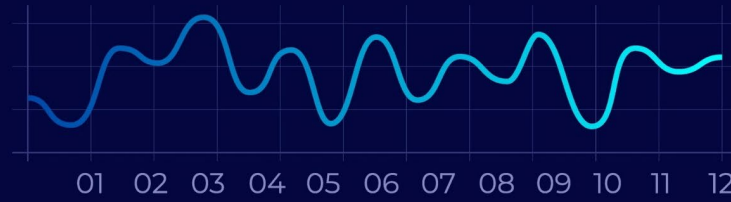
Number of Sponsors



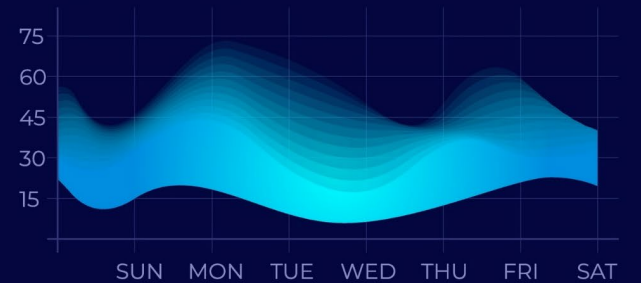
■ Increased ■ Same ■ Decreased ■ N/A or Not Sure

33% increased # sponsors among small and medium shows

What Exhibitors & Sponsors Need Now



INFOGRAPHIC



DASHBOARD UI



ADDRESS EXHIBITORS' CHALLENGES WITH HONESTY AND TRANSPARENCY

WORDS/PHRASES USED BY EXHIBITORS TO
DESCRIBE THEIR CHALLENGES WITH TRADE SHOWS



**EXHIBITORS
NEED **EASILY**
ACCESSIBLE,
ACTIONABLE
INFORMATION**

CHECKLIST EXHIBITORS NEED NOW

- ✓ Event dates and specific location(s)
- ✓ Exhibit hours/dates
- ✓ **Detailed** Attendee Profile Information
 - ✓ # of attendees (excluding exhibitors)
 - ✓ Job roles/levels/professional positions
 - ✓ Industries/type of practice
 - ✓ Company size (revenue or # employees)
 - ✓ Buying role breakout (DMs, influencers, etc.)
 - ✓ Repeat vs 1st-timers
 - ✓ Age breakouts
 - ✓ Geo/state/country
 - ✓ # Press/Media/Analysts
- ✓ Sponsorship opps **based on goals/objectives**



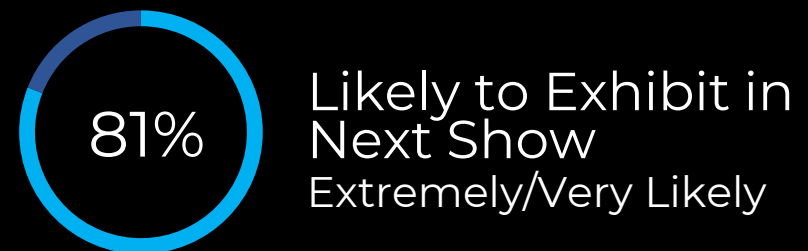
B2B

Tradeshow Benchmarks



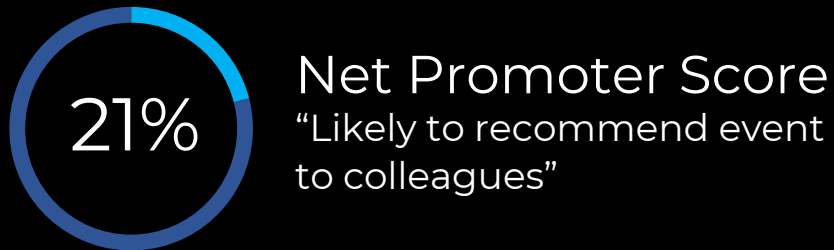
EVOLIO EXHIBITOR BENCHMARKS

NEW! Source: EVOLIO Marketing Post-event Exhibitor Surveys conducted in 2019 – 2023, n=2,986

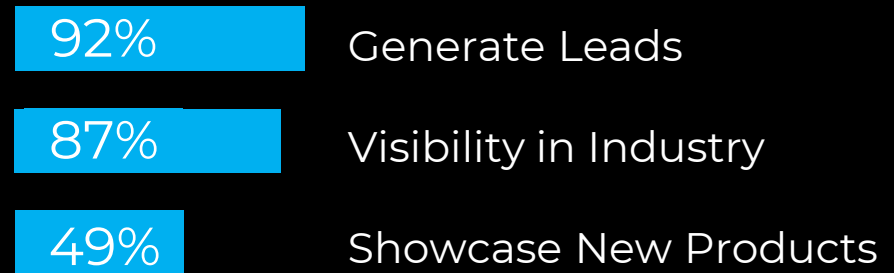


EVOLIO EXHIBITOR BENCHMARKS

NEW! Source: EVOLIO Marketing Post-event Exhibitor Surveys conducted in 2019 – 2023, n=2,986

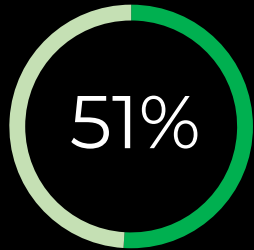


TOP REASONS FOR EXHIBITING

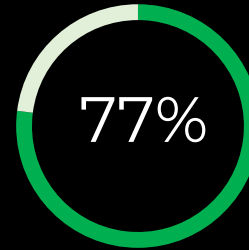


EVOLIO ATTENDEE BENCHMARKS

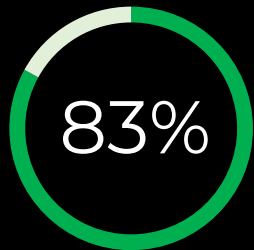
NEW! Source: EVOLIO Marketing Post-event & Onsite Attendee Surveys conducted in 2021 – 2023, n=21,269



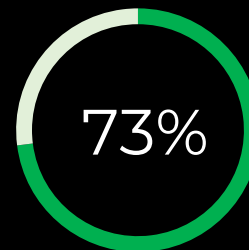
FIRST TIME
ATTENDEES



VALUE OF
ATTENDING
Excellent/Very Good



BUYERS/INFLUENCERS
32% Decision-makers



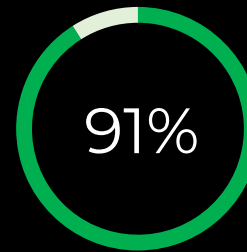
LIKELY TO ATTEND
NEXT SHOW
Extremely/Very Likely

EVOLIO ATTENDEE BENCHMARKS

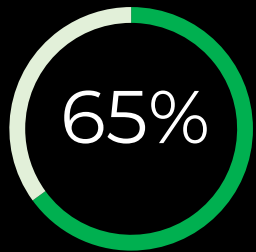
NEW! Source: EVOLIO Marketing Post-event & Onsite Attendee Surveys conducted in 2021 – 2023, n=21,269



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



PLAN TO TAKE ACTION WITH EXHIBITORS
FOLLOW-UP, REQUEST INFO, MEETING, PURCHASE



HIGH EVENT SATISFACTION
Extremely/Very Satisfied

TOP REASONS FOR ATTENDING



See new products



Industry trends



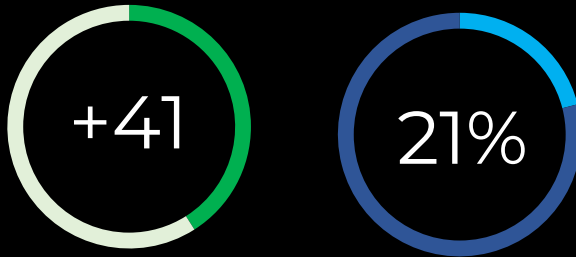
See specific products



Networking

ATTENDEE & EXHIBITOR ALIGNMENT

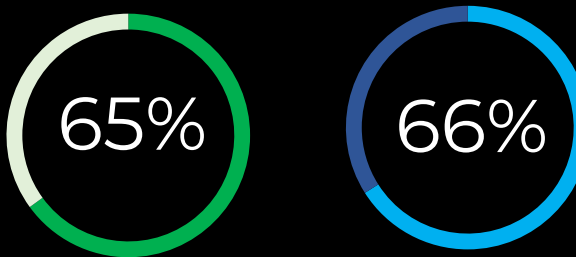
Net Promoter Score
“Likely to recommend event to colleagues”



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



Event Satisfaction
Extremely/Very Satisfied



What's New
Reason for Attending/Exhibiting



Primarily attend to
see what's new

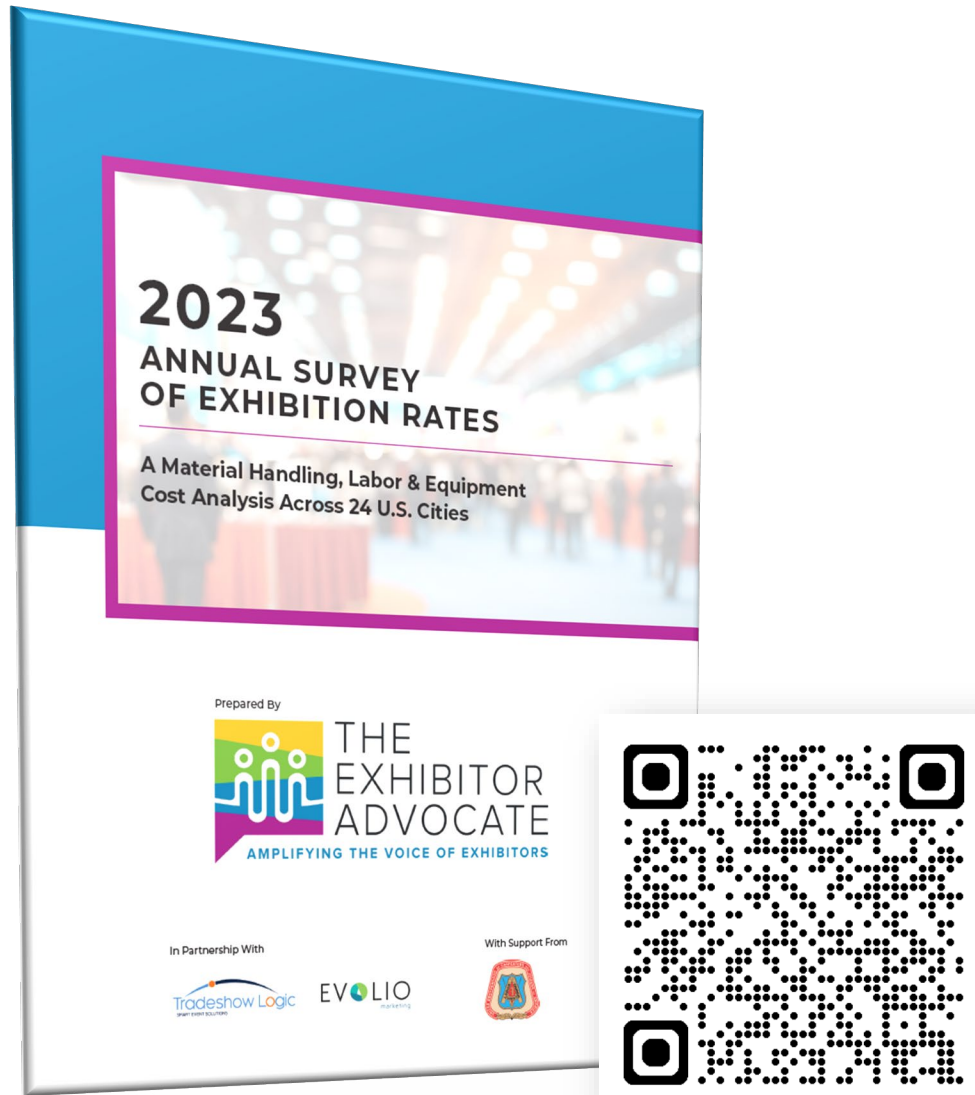
Primarily exhibit to
showcase new
products/solutions

Appendix:

Resources for You!



ADDITIONAL RESEARCH AND RESOURCES



2023 Material Handling & Labor Rate Report

- Compares average labor and material handling rates across 24 major U.S. convention cities.
- Base material handling rates continued to outpace inflation with an overall 7% increase from 2022 to 2023 (huge improvement over previous year at 20%+).
- Straight time display labor increased 3%, slightly below the rate of inflation, with an average rate of \$143.54 per hour.

NRF RETAIL'S BIG SHOW

Event Demographics

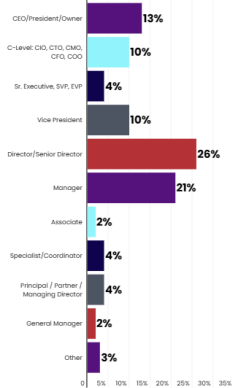
Exhibit/Sponsor Overview | Become an Exhibitor | 2025 Floor Plan | Sponsor Levels | Attendee Demographics | Special Programs | Foodservice Innovation Zone | Who Attends

NRF Retail's Big Show attracts the top industry leaders from across all of retail.
Click here to view a list of registered companies from NRF 2024.

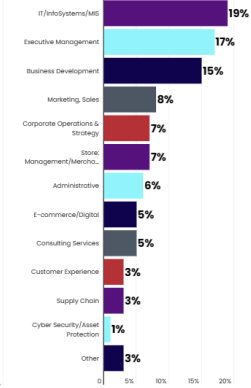
Registrant Demographics



Attendees represent all professional levels



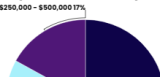
Attendees have a wide range of responsibilities



88% of attendees play a role in purchasing decisions



Attendees plan to spend on products in the Expo



NRF RETAIL'S BIG SHOW

Sponsorship Levels

Exhibit/Sponsor Overview | Become an Exhibitor | 2025 Floor Plan | Sponsor Levels | Attendee Demographics | Special Programs | Foodservice Innovation Zone | Who Attends



Chairman's Circle

\$325,000

For more information on Chairman's Level sponsorship, please contact Tami Sakell, VP, Exhibit & Sponsorship Sales at 202-661-3044.

Platinum Level

\$100,000

- Sponsorship contribution range is \$100,000 and up
- Recognition in conference marketing material beginning upon receipt of signed sponsorship agreement
- Promotion on the NRF event website, with a hot link to the sponsor's company profile, via the conference sponsorship listings
- Inclusion in the general conference Platinum signage
- Inclusion on the Platinum/Gold sponsor hanging banner in the Convention Center registration area
- 6 full conference registrations which give sponsor access to the Expo and all educational sessions



Shuttle Bus Window Graphics - Exterior

SHUTTLE BUS WINDOWS USD \$ 20,000.00	SOLD
SOLD - WorkJam	
SHUTTLE BUS WINDOWS USD \$ 20,000.00	SOLD
SOLD - Yoobic	

Gold Level

\$75,000 - \$99,999

- Sponsorship contribution range is \$75,000
- Recognition in conference marketing material
- Promotion on the NRF event website, with a hot link to the sponsor's company profile, via the conference sponsorship listings
- Inclusion in the general conference Gold signage
- Inclusion on the Platinum/Gold sponsor hanging banner in the Convention Center registration area
- 4 full conference registrations which give sponsor access to the Expo and all educational sessions

Silver Level

\$50,000 - \$74,999

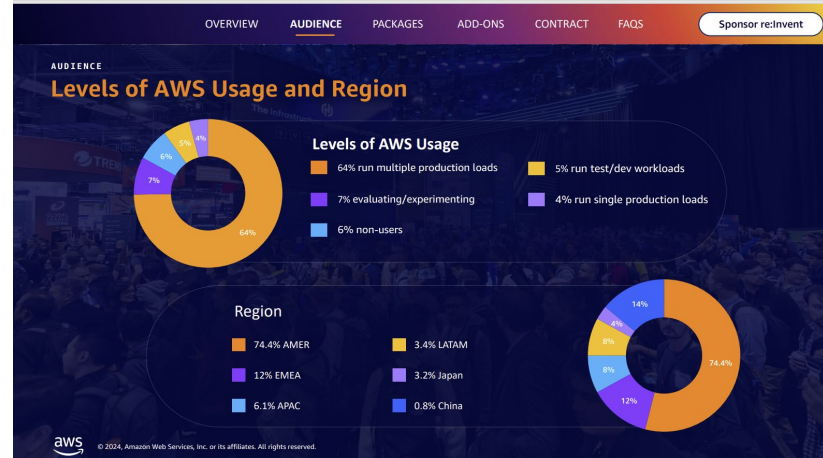
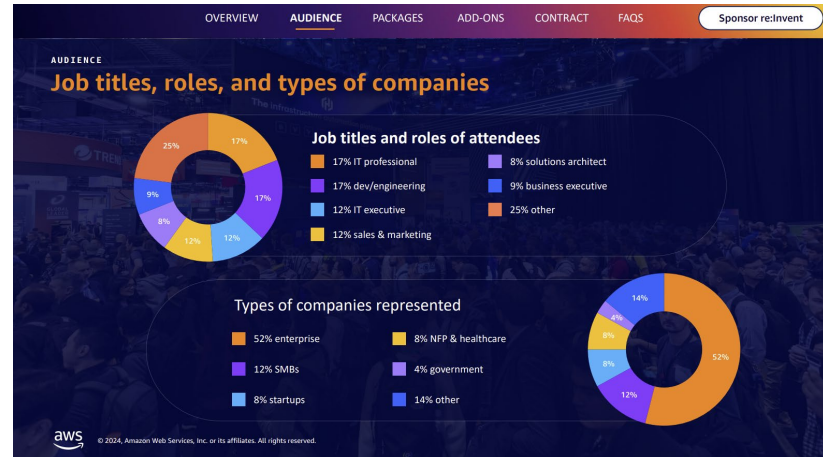
- Sponsorship contribution range is \$50,000
- Recognition in conference marketing material
- Promotion on the NRF event website, with a hot link to the sponsor's company profile, via the conference sponsorship listings
- Inclusion in the general conference Silver signage
- 3 full conference registrations which give sponsor access to the Expo and all educational sessions

Home	List View of Sponsorships	Map View of Sponsorships	Show Files	Sponsorship Production Info
<input type="checkbox"/> No	Signs & Graphics			
<input type="checkbox"/> No	Branding Opportunities			
<input type="checkbox"/> Flag	Hotel Promotions			
<input type="checkbox"/> Flag	Lounges, Stages, VIP Areas, & More			
<input type="checkbox"/> Shuttle	Snack Breaks, Parties & Happy Hours			
<input type="checkbox"/> Shuttle	Speaking Opportunities			
<input type="checkbox"/> Registration	Traffic Driver & Lead Generation			
<input type="checkbox"/> Food	Sustainability			
<input type="checkbox"/> Level	Foodservice Innovation Zone Sponsorships			
<input type="checkbox"/> Elevator	Supply Chain 360			
<input type="checkbox"/> Ban				
Name	Description	Price	Status	Actions
<input type="checkbox"/> Escalator Wall Graphic		\$10,000.00	AVAILABLE	👤 →
<input type="checkbox"/> Banner B43		\$15,000.00	SOLD	👤 →
<input type="checkbox"/> Banner 85b		\$25,000.00	AVAILABLE	👤 →

AWS re:Invent

DEC. 2 - DEC. 6, 2024 | LAS VEGAS, NV

Sponsorship Prospectus



SOLD OUT (\$725,000)

Diamond Sponsorship

ACTIVATION & LEAD GENERATION	THOUGHT LEADERSHIP	MEETING SPACE (Select Two)	PASSES & HOTEL ROOMS	BRANDING & PROMOTION
<ul style="list-style-type: none"> 30'x30' custom booth space in Expo with multi-story build opportunity Opportunity to invite partners into booth (subject to additional cost) Premium turnkey booth options available \$5,000 T3 Expo credit towards a semi-custom booth rental Hanging banner in Expo 4 lead scanners Leads for opt-in attendees 	<ul style="list-style-type: none"> (2) 60-minute dedicated breakout sessions 1 session guaranteed at the Venetian Speaking sessions recorded and added to re:Invent YouTube channel Leads of opt-in attendees on-site 	<ul style="list-style-type: none"> Option 1: 1 Hospitality Suite meeting room (Venetian Palazzo) Option 2: Venetian level 2 meeting room for 2 days Option 3: 10'x10' room in the Sponsor Meeting Room Center (Venetian level 1, Hall G) for 4 days (while space lasts) <p>Networking:</p> <ul style="list-style-type: none"> Restaurant buyout (1-day) access at Venetian Palazzo (incremental to sponsorship fee; first come, first served). 	<ul style="list-style-type: none"> Dedicated room block of 15 rooms at the Venetian Palazzo 13 full-conference passes 13 booth staff passes 4 speaker full conference passes 1 Executive Summit pass (expires September 30) Opportunity to buy additional, discounted full-conference passes (unlimited, while supplies last) Opportunity to purchase additional booth staff passes (unlimited, while supplies last) Check out our group ticket offer program 	<ul style="list-style-type: none"> Template static ad in breakout session loop Digital billboard custom video ad in Expo Venetian Palazzo elevator bank ad Custom page on re:Invent website Feature in AWS re:Invent mobile app Access to registered company and press lists Opportunity to purchase re:Invent co-branded swag Access to executive gifting catalog for re:Invent co-branded items

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OVERVIEW **AUDIENCE** **PACKAGES** ADD-ONS CONTRACT FAQs Sponsor re:Invent

SOLD OUT (\$480,000)

Platinum Sponsorship

ACTIVATION & LEAD GENERATION	THOUGHT LEADERSHIP	MEETING SPACE	PASSES & HOTEL ROOMS	BRANDING & PROMOTION
<ul style="list-style-type: none"> 20'x20' custom booth space in Expo Premium turnkey booth options available \$4,000 T3 expo credit for a semi-custom booth rental Hanging banner in Expo 3 lead scanners Leads of opt-in attendees on-site 	<ul style="list-style-type: none"> (1) 60-minute dedicated breakout session Speaking sessions recorded and added to re:Invent YouTube channel Leads of opt-in attendees on-site 	<ul style="list-style-type: none"> (1) 10'x10' meeting room in the Sponsor Meeting Center (Venetian Level 1, Hall G) for 4 days [Add-on] Opportunity to buy a Venetian Palazzo hospitality suite meeting room for 4 days (max 1, while space lasts) 	<ul style="list-style-type: none"> Dedicated room block of 10 rooms at the Venetian Palazzo 11 full-conference passes 11 booth staff passes 2 speaker full-conference passes Opportunity to buy additional full-conference passes at a discount (unlimited, while supplies last) Opportunity to buy additional booth staff passes (unlimited, while supplies last) Check out our group ticket offer program 	<ul style="list-style-type: none"> Template static ad in breakout session loop Digital billboard custom static ad in Expo Feature on AWS re:Invent website Feature in AWS re:Invent mobile app Access to registered company and press lists Opportunity to buy re:Invent co-branded swag Access to Executive Gifting catalog for re:Invent co-branded items

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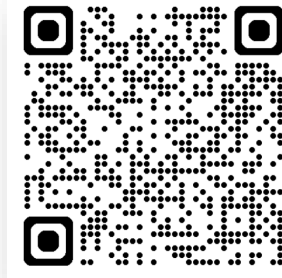
Last Name *

Title *

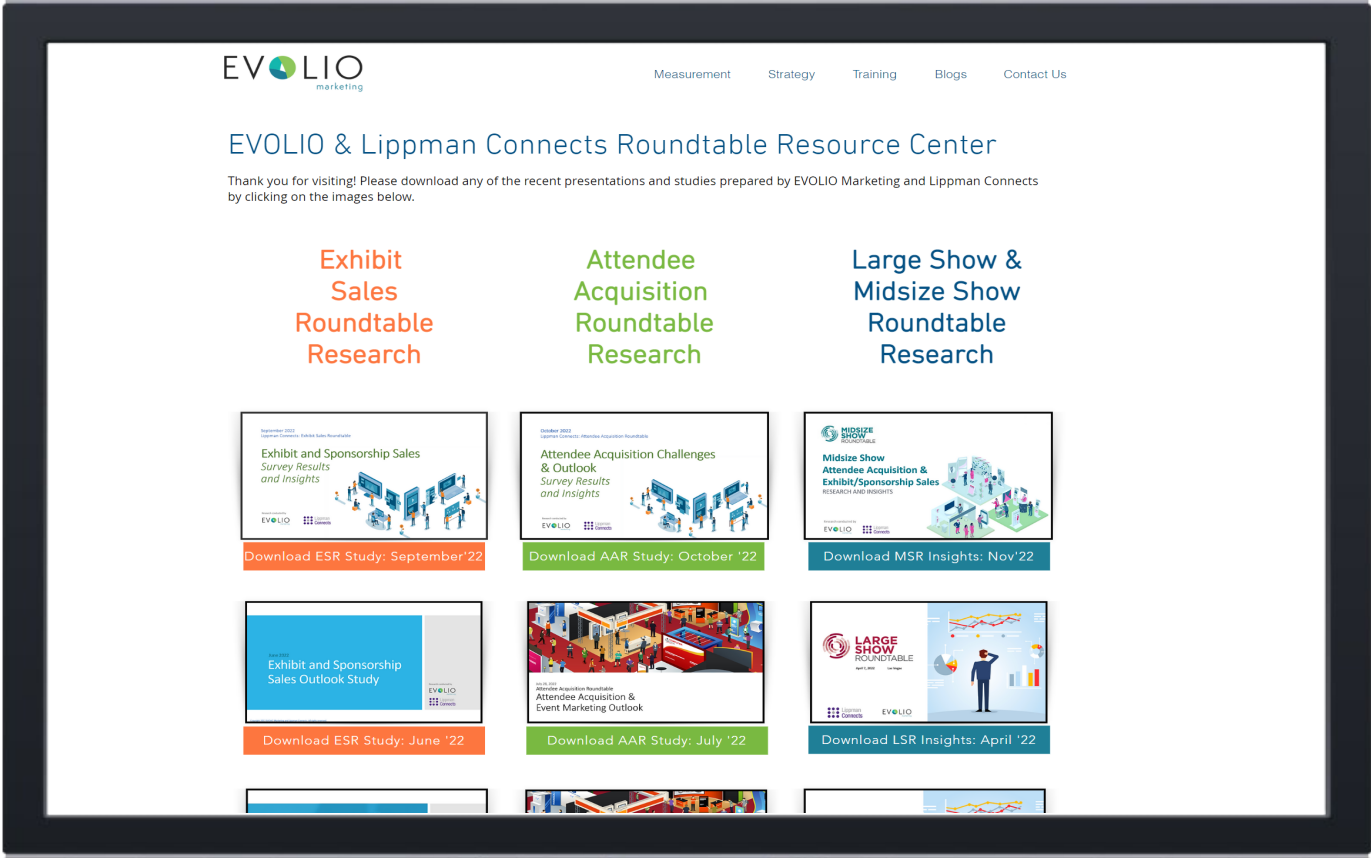
Phone

Provide a telephone number

Email *



ADDITIONAL RESEARCH AND RESOURCES



For access, email joef@evoliomarketing.com



Thank you!

Joe Federbush

President & Chief Strategist

joef@evoliomarketing.com