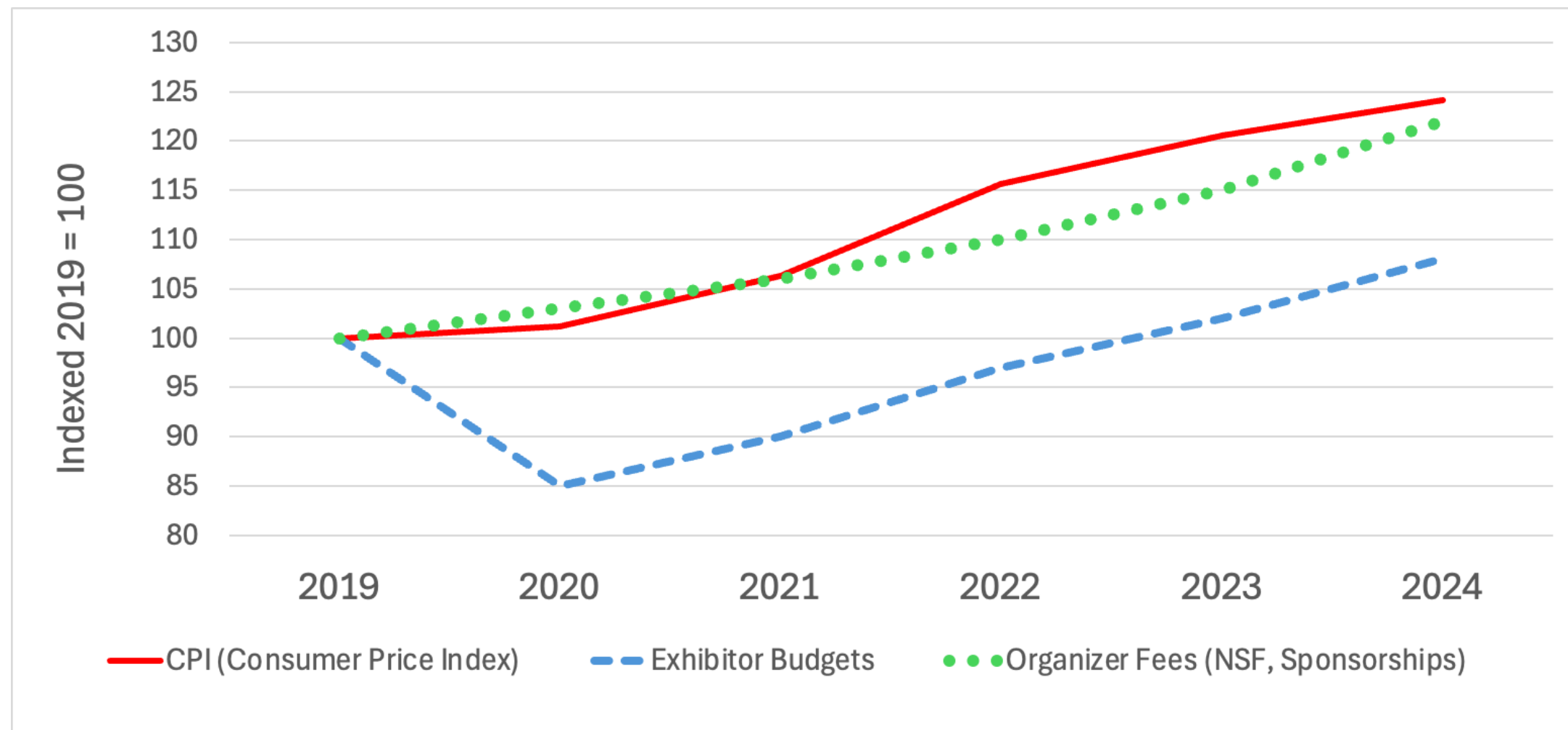


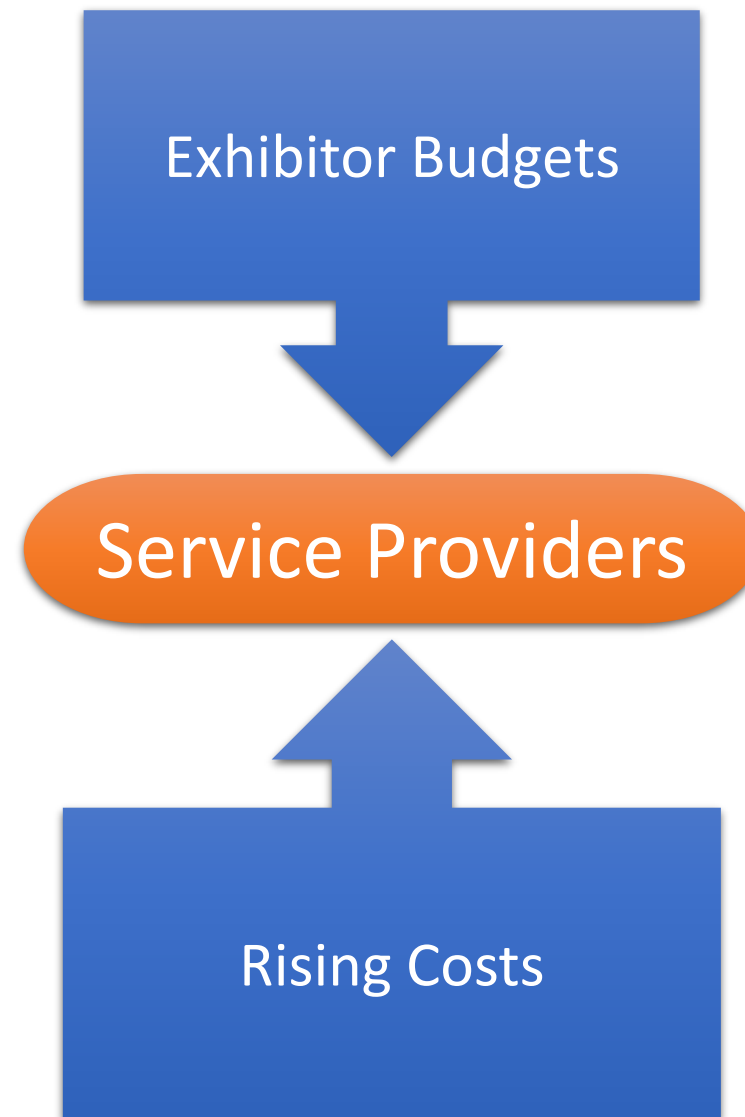
# What Exhibitors Are Up Against

## Event Industry Cost Trends (2019–2024)



*Data Sources: Inflation reflects U.S. Bureau of Labor Statistics (CPI-U), indexed to 2016. Exhibitor budget trends are based on CEIR reports showing modest post-COVID recovery. Organizer fee increases are based on industry-reported changes to NSF and sponsorship pricing. All values indexed for directional comparison only; chart illustrates relative pressure over time.*

# The Double Whammy



# Rethinking the Model

- Test shared-cost initiatives with organizers
- Modernize pricing for flexibility
- Build transparent cost calculators for exhibitors

*We don't need to overhaul everything — just rethink how we work together*

# Where Do We Go From Here?

- Transparency and early collaboration are critical
- Predictability matters more than ever to exhibitors
- A stable future means adjusting service models, not just pricing