

Will Rising Exhibitor Costs Backfire? – Polling Results 1

What ONE WORD describes your exhibitors' capacity to take on more costs at your event?

bandwidth challenged connections crap crazy doubtful existent expensive

flexible furniture hesitant impatient inconceivable **limited**

limoted low **minimal** nada non non-existent none **nope**

noway overwhelmed possible quality **reluctance** **reluctant**

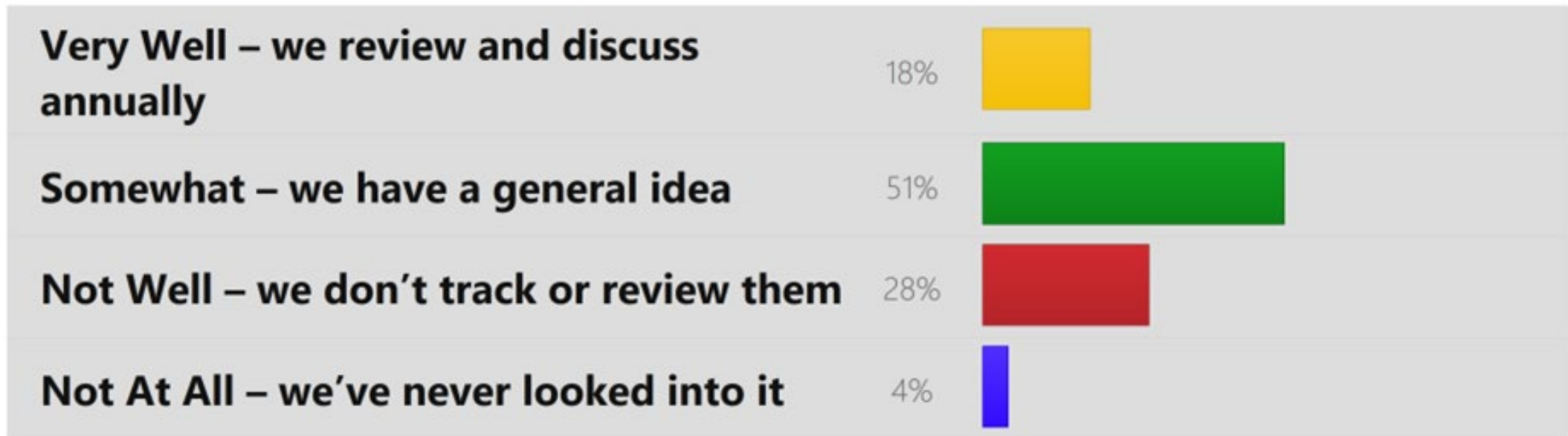
resistance roi small strained tolerance unaffordable uncertain

underspending uninterested unions unlimited unrealistic **unwilling**

why **zero**

Will Rising Exhibitor Costs Backfire? – Polling Results 2

How well does your team understand your exhibitors' total on-site costs?



Will Rising Exhibitor Costs Backfire? – Polling Results 3

Do exhibitor cost concerns influence your pricing or service model decisions?

