

Freeman

The Evolving Expectations of Exhibitors

How to Adapt and Deliver

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Expectation 1

Meaningful Connections

Expectation 1 Meaningful Connections

84%



say their primary goal at in-person events is networking ...

- with each other
- with SMEs
- with exhibitors

73%



want demos and hands-on activities on the trade show floor.

93%



want to advance their careers with professional mentoring and training within their industry.

Source: 2023 Freeman Trends Report

Expectation 1 Meaningful Connections

71%




say their trust increased following the interaction with a brand at an event.

68%



feel more trusting of a brand to “do what is right” after interacting at a live event.

64%



retained these feelings for at least a month, resulting in a halo effect: long-term brand trust, recognition and sales.

Source: 2023 Freeman® Gen Z Report

Expectation 1
**Meaningful
Connections**

A woman with long brown hair and glasses, wearing a black Adobe t-shirt and a lanyard with a badge, is engaged in a conversation with a man in a black t-shirt and a black baseball cap. They are standing in a trade show booth. In the background, there are computer monitors and a sign that reads "Adobe Premiere Pro & Audition Your audio workstation". The woman's badge has the Medixind logo and the text "LIVE without limits".

**Attendees are the product that
organizers sell to exhibitors.**

Expectation 1
**Meaningful
Connections**



Expectation 1
**Meaningful
Connections**



Expectation 1
**Meaningful
Connections**



A woman with long blonde hair is laughing joyfully while looking at a tablet computer. She is wearing a dark blue jacket and a lanyard with a badge that says "roadrunner". In the background, another woman is looking at a tablet, and a man is seen from the back. The scene is set in a trade show booth with a city skyline visible through a window in the background. The lighting is blue and modern.

Expectation 2

A Frictionless Journey

Expectation 2 **A Frictionless Journey**

Friction Along the Exhibitor Journey



Awareness

Receive marketing campaign/emails

Visit event website

Conversion

Sales/space selection

Planning exhibit presence

Consumption

Get data about who is coming

Booth set up

Download/use event tech

Lead retrieval

Expectation 2
**A Frictionless
Journey**



**It's me. Hi.
I'm the problem.
It's me.**

A crowd of diverse people is shown at a social event, illuminated by vibrant blue and green lighting. In the foreground, a man with glasses and a patterned shirt looks to the left, while a woman next to him smiles broadly. The background is filled with other attendees, some holding drinks, creating a lively atmosphere.

Expectation 3

A Consumer-Centric Experience

Expectation 3

A Consumer-Centric Experience

Learn the unique traits of your audience, but focus on their consumer preferences.

17 waves of research have shown some common traits and how they influence behavior.

1. Generation

2. Gender

3. Socioeconomics

4. Event type

5. Industry

Expectation 3

A Consumer-Centric Experience

“The trend evolving in all types of businesses is that it’s all about the people.”

Craig Charlton, CEO - SugarCRM

“What we see in common is that how we buy is influenced all of the time; at the end of the day, we are all consumers.”

Adrian Nash, Head of Strategy - SAP

National Restaurant Association Show





**A Birthday Party for
the Restaurant
Show!**

**Partner: Eli's
Cheesecake**





RX
Kohl's "Price is Right" wheel

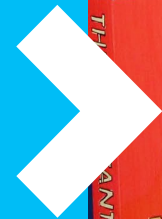


Manicure Bar



POPSUGAR PLAYGROUND

High Value VIP
Gift



A woman with long, wavy brown hair is shown from the chest up, wearing a dark blue graduation gown and a green sash with the letters 'M E' visible. She is looking off to the right with a thoughtful expression. In the background, a person in a bright green shirt is partially visible. The scene is set against a dark background with some green foliage on the right.

Expectation 4

The Truth

Expectation 4
The Truth

A photograph of a man and a woman in a professional setting, likely a conference or trade show. The man, on the left, is wearing a dark blue suit jacket, glasses, and has a beard. He is smiling and looking towards the woman. The woman, in the center, has long dark hair and is wearing a black jacket. She is also smiling and looking back at the man. In the background, there are blurred figures of other people and blue informational displays. The overall lighting is soft and professional.

Marketing is now in charge and they want to see actionable results.

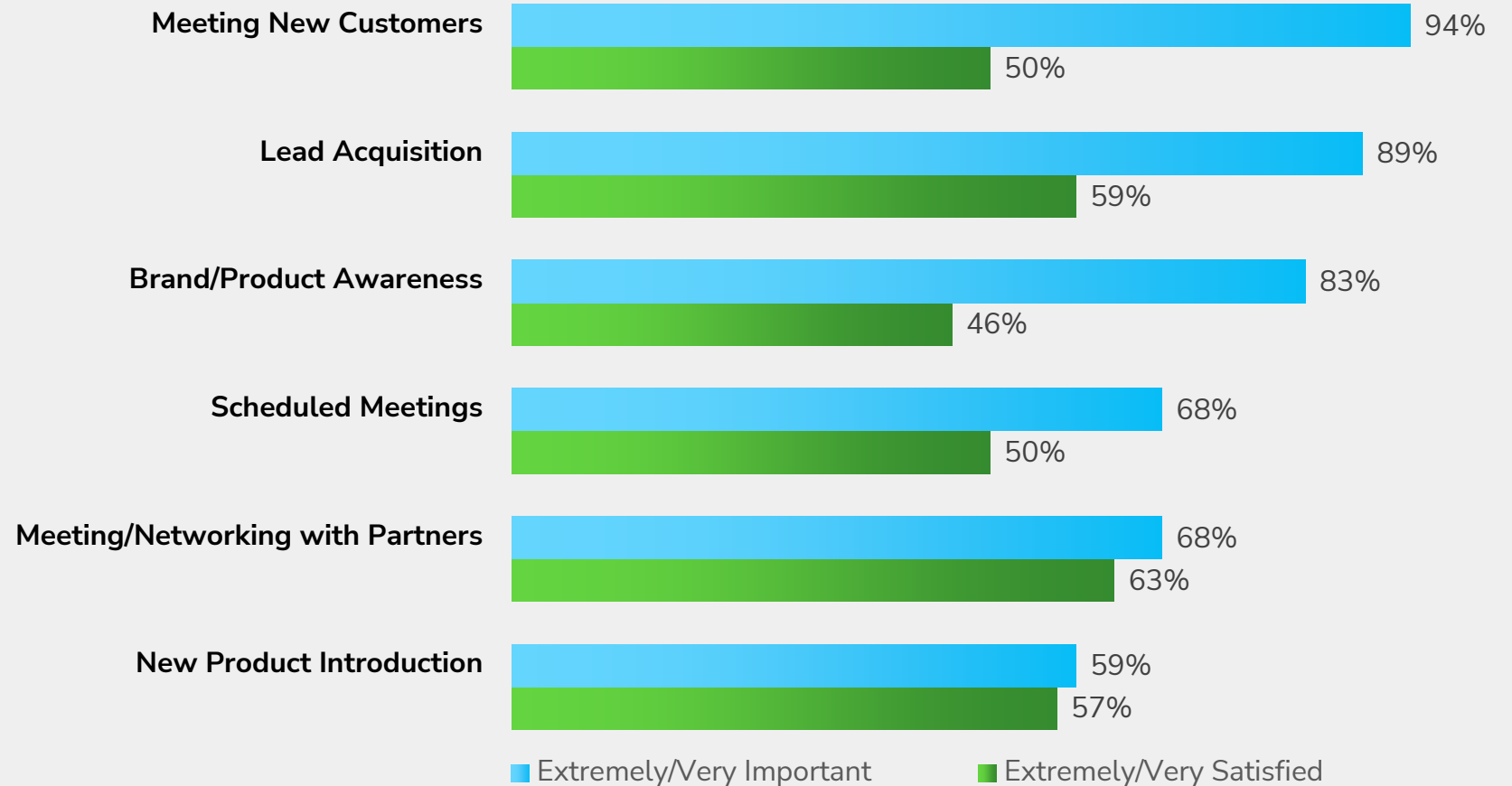
Expectation 4
The Truth

**Exhibitor dissatisfaction
is growing.**

Address it or they may go rogue.

Expectation 4 The Truth

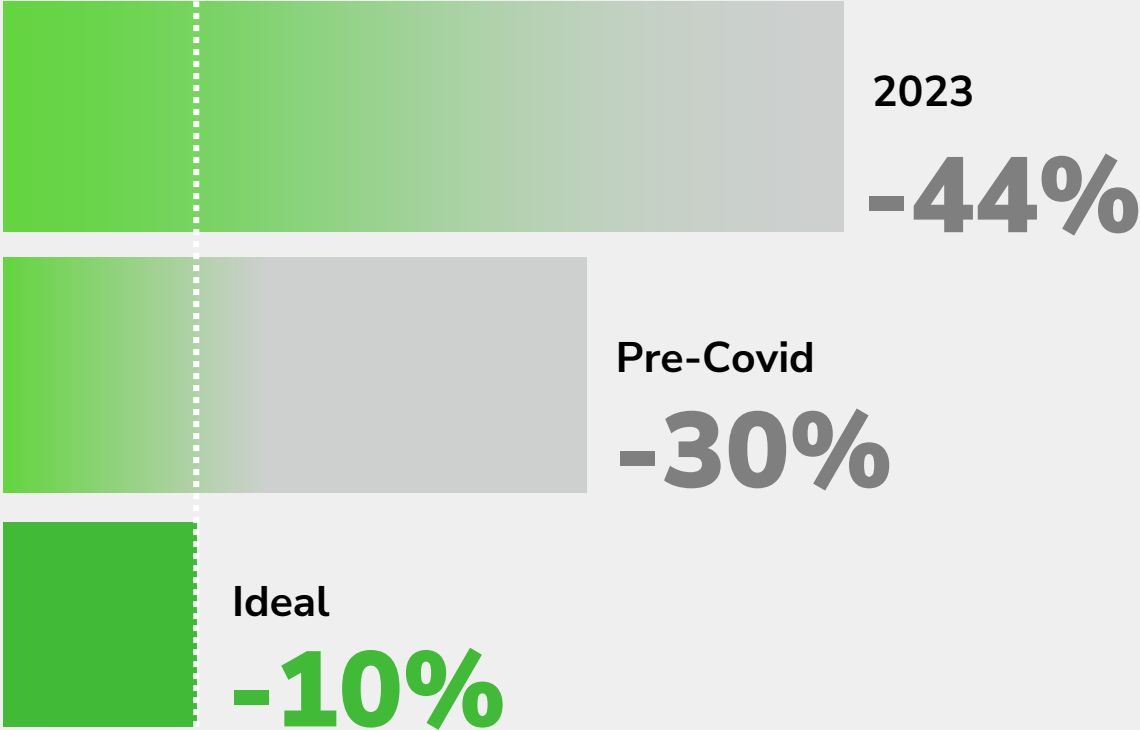
Reasons for Exhibiting (Importance vs. Satisfaction)



Source: The Freeman Trends Report Q2- 2023

Expectation 4
The Truth

Existing gaps have grown larger between exhibitors' rating of importance vs. satisfaction



Source: The Freeman Trends Report Q2- 2023



Expectation 1

Meaningful Connections



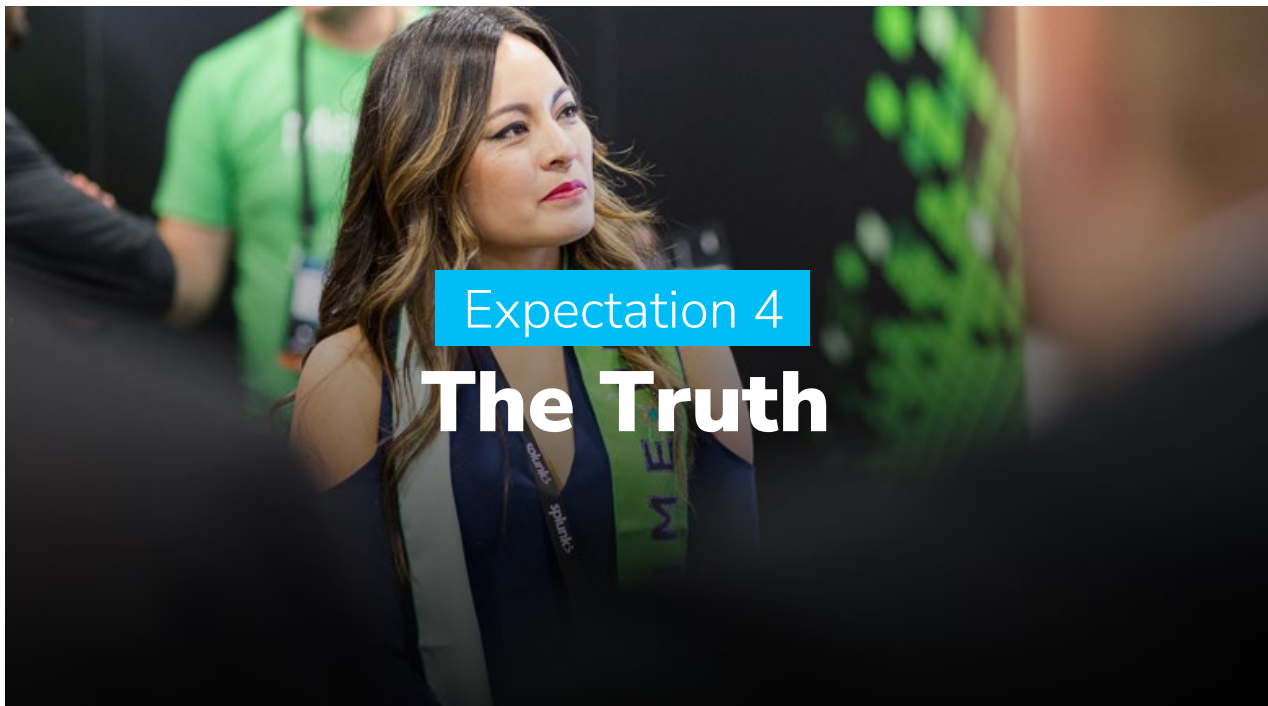
Expectation 2

A Frictionless Journey



Expectation 3

A Consumer-Centric Experience



Expectation 4

The Truth



Let's Discuss



Freeman Research Links

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