

CEIR REPORT MATRIX FOR USERS					
CEIR REPORTS/REPORT SERIES	Relevant for These Audiences				
	Attendee	Exhibitor	Organizer	Marketer	YP
2016 Digital Toolkit to Enhance the Attendee Experience Series <i>This series provides insight on the digital essentials that maximize the attendee experience for the entire business-to-business journey.</i>		✓	✓	✓	✓
▪ Part One: Organizer Pre-event Communications and Registration Offerings			✓	✓	✓
▪ Part Two: Exhibitor Offerings		✓	✓	✓	✓
▪ Part Three: Attendee Technology Profile		✓	✓	✓	✓
▪ Part Four: Exhibition Organizers Onsite and Post-event Offerings			✓	✓	✓
2016 Attendee Retention Insights Series <i>This series offers a profile of attendees that visit an exhibition repeatedly and the content that turns them into a loyal fanbase.</i>		✓	✓	✓	✓
▪ Part One: Basics for Creating Your Attendee Retention Strategy: Tracking, Profiling and Why They Come Back			✓	✓	✓
▪ Part Two: Exhibition Floor Features that Build a Loyal Alumni Attendee Audience		✓	✓	✓	✓
▪ Part Three: Education Content that Builds a Loyal Alumni Attendee Audience			✓	✓	✓
▪ Part Four: Special Activities and Amenities that Build a Loyal Alumni Attendee Audience		✓	✓	✓	✓
▪ Part Five: 11 Real-world Business-to-Business Exhibition Organizer Approaches to Attendee Retention Efforts			✓	✓	✓
2016 Changing Environment of Exhibitions Series of Fact Sheets <i>Ten fact sheets articulating the power of exhibitions in today's dynamic times.</i>	✓	✓	✓	✓	✓
▪ Fact Sheet One: Exhibitions Are Highly Valued in Achieving Marketing and Sales Objectives		✓	✓	✓	✓
▪ Fact Sheet Two: Marketers Intend to Maintain or Expand Number of Exhibitions		✓	✓	✓	✓
▪ Fact Sheet Three: Marketers Find Exhibitions Essential Marketing and Sales Tactic		✓	✓	✓	✓

CEIR REPORTS/REPORT SERIES	Attendee	Exhibitor	Organizer	Marketer	YP
▪ Fact Sheet Four: Exhibitions Deliver Unique Value	✓	✓	✓	✓	✓
▪ Fact Sheet Five: Exhibitions Valued for Marketing to Hard to Reach Sectors and Professionals		✓	✓	✓	✓
▪ Fact Sheet Six: Factors that Drive the Decision to Exhibit		✓	✓	✓	✓
▪ Fact Sheet Seven: Positive Outlook of an industry or Company Linked to Increased Exhibition Activity		✓	✓	✓	✓
▪ Fact Sheet Eight: Exhibitions Foster Business Relationships	✓	✓	✓	✓	✓
▪ Fact Sheet Nine: Use of Exhibitions and Exhibitor Sales Channels	✓	✓	✓	✓	✓
▪ Fact Sheet Ten: Exhibitor Profile – Overall Compared to Power Users		✓	✓	✓	✓
Industry Insights Series <i>This series offers readers articles written by leading industry experts. Content provides practical advice to help stakeholders maximize success in the exhibition channel.</i>		✓	✓	✓	✓
▪ Part One: Best Practices for Exhibit Booth Design – for Companies of All Sizes		✓		✓	✓
▪ Part Two: Managing for Results: Benchmarks for Exhibit Growth		✓		✓	✓
▪ Part Three: 99 Cost-Savings Tips and Tricks for Exhibit Managers		✓		✓	✓
▪ Part Four: Cultivating an Innovative Culture and Mindset – Even in Mature Industries			✓	✓	✓
Steps to Build a Client-centric Speaker Bureau for Your Exhibit Program <i>This report presents the case for building a speaker bureau to support an exhibit program, explaining the benefits and offering a framework to build one.</i>		✓		✓	✓
How Exhibitors Can Use Games and Contests to Drive Greater Trade Show Success <i>This report includes advice on how to tailor game experiences and digital game offerings for exhibiting success.</i>		✓		✓	✓
Designed to Engage – How to Build Elements of Engagement into Booth Designs <i>This report defines engagement and discusses the disconnect between what attendees want and what exhibitors are doing.</i>		✓		✓	✓
It's Not Your Father's or Mother's Trade Show Anymore – Engage with Caution <i>This report offers advice on exhibitor engagement approaches for Millennials.</i>		✓	✓	✓	✓

CEIR REPORTS/REPORT SERIES	Attendee	Exhibitor	Organizer	Marketer	YP
<u>How Exhibitors Can Improve Lead Quality and Sales Conversion</u> <i>This report is a valuable primer for exhibitors looking to implement or compare their approach to best practices at every phase of the process, from the outset of defining lead goals to ensuring effective lead follow-up that helps maximize sales conversions.</i>		✓	✓	✓	✓
<u>Unraveling the Myths About Material Handling</u> <i>This report is a must-read for first-time exhibitors looking to understand what is material handling, which is the shipment of goods onto and off the exhibition floor and how this service is charged.</i>		✓		✓	✓
<u>Demystifying Electrical Services for the Exhibitor</u> <i>This report is a must-read for new exhibitors who want to minimize exhibiting expenses.</i>		✓		✓	✓
<u>Booth Location and Other Factors to Consider to Maximize Exhibit Success</u> <i>This report offers a holistic overview of factors exhibitors should consider when deciding which booth location is apt to work best for them to help them achieve their end goals for exhibiting.</i>		✓		✓	✓
<u>2017 Cost to Attract Attendees Report</u> <i>This report details overall statistics for attendee promotion spending, comparing 2016 to 2013. Tactics that are most effective in driving attendance are also explored.</i>			✓	✓	✓
<u>2017 Attendee Floor Engagement Series</u> <i>This series is a great resource for understanding the range of attendee engagement tactics used on the exhibition floor and which of these tactics attendees use most.</i>		✓	✓	✓	✓
<ul style="list-style-type: none"> ▪ <u>Part One: Exhibitor In-booth Tactics – People, Product, Learning, Emotion and Other Tactics</u> 		✓		✓	✓
<ul style="list-style-type: none"> ▪ <u>Part Two: Use of Exhibition Organizer Digital Tactics and Other Services</u> 		✓	✓	✓	✓
<ul style="list-style-type: none"> ▪ <u>Part Three: Exhibitor In-booth Tactics – Methods used to Evaluate Outcomes</u> 		✓	✓	✓	✓
<ul style="list-style-type: none"> ▪ <u>Part Four: Exhibitor In-booth tactics – Looking to the Future – Areas to Improve and Interest in New Models</u> 		✓	✓	✓	✓
<ul style="list-style-type: none"> ▪ <u>Part Five: Exhibition Floor Networking Opportunities Outside Exhibit Booths</u> 		✓	✓	✓	✓

CEIR REPORTS/REPORT SERIES	Attendee	Exhibitor	Organizer	Marketer	YP
<ul style="list-style-type: none"> Part Six: Exhibition Floor Product Engagement Activities Outside Exhibit Booths 		✓	✓	✓	✓
<ul style="list-style-type: none"> Part Seven: Exhibition Floor Learning Activities Outside Exhibit Booths 		✓	✓	✓	✓
<ul style="list-style-type: none"> Part Eight: Exhibition Organizers: Methods Used to Evaluate Outcome, Areas to Improve, Interest in New Models 			✓	✓	✓
2017 How the Exhibit Dollar is Spent Report <i>This report is a great benchmark tool for exhibitors as well as an important planning tool for organizers and suppliers alike to determine what portion of the budget they capture.</i>		✓	✓	✓	✓
2018 Marketing Spend Decision Report <i>This report shares the full marketing channel mix among organizations that exhibit at business-to-business exhibitions, as well as exhibitor objectives for exhibiting, their view of the overall industry and many other key insights.</i>		✓	✓	✓	✓
2018 How to Grow Attendance Series <i>This report series provides benchmarks on common practices throughout a marketing campaign cycle, including planning, tactics used to reach and communicate with target audiences and methods used to evaluate outcomes.</i>			✓	✓	✓
<ul style="list-style-type: none"> Part One: Planning and goal Setting that Positions Efforts for Success 			✓	✓	✓
<ul style="list-style-type: none"> Part Two: Marketing Channel Mix and Other Tactics that Drive Growth 			✓	✓	✓
<ul style="list-style-type: none"> Part Three: Messaging that Resonates and Delivers 			✓	✓	✓
<ul style="list-style-type: none"> Part Four: Plans on Where to Improve Approach in Near-term Future 			✓	✓	✓
2018 Attendee ROI Playbook <i>This fact sheet series addresses the process of how attendees evaluate the outcome of attending or the metrics most commonly used to determine whether the trip was worthwhile.</i>	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Part One: Decision to Attend and Factors Driving Attendee ROI/Value 		✓	✓	✓	✓
<ul style="list-style-type: none"> Part Two: B2B Exhibitions Top-ranked for Value in Meeting Business Information & Purchasing Decision Needs 	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Part Three: Pre-Planning and Tracking Activities - Impact on Perceived ROI/Value of Attending 	✓	✓	✓	✓	✓
<ul style="list-style-type: none"> Part Four: Attendance Today and 2019-2020 Outlook 		✓	✓	✓	✓
<ul style="list-style-type: none"> Part Five: Generational Differences and Similarities 		✓	✓	✓	✓

CEIR REPORTS/REPORT SERIES	Attendee	Exhibitor	Organizer	Marketer	YP
▪ Part Six: Gender Differences and Similarities		✓	✓	✓	✓
▪ Part Seven: Where Value and Metrics Vary by Event Size		✓	✓	✓	✓
2019 Head of Marketing Insights Series <i>This series provides insights from marketing leadership at organizations in North America. It quantifies the power of B2B exhibitions as an effective marketing medium and uncovers areas of opportunity to expand awareness of the channel and what to address to enhance its value and relevance to brand marketers.</i>		✓	✓	✓	✓
▪ Part One: Overview of Marketing and Sales Approaches, Most Urgent Objectives, and Brand Image of the B2B Exhibition Channel to Support Needs		✓	✓	✓	✓
▪ Part Two: Aligning Exhibit Sales for Success		✓	✓	✓	✓
▪ Part Three: Overcoming Non-Exhibitor Objections		✓	✓	✓	✓
▪ Part Four: How B2B Exhibitions are Judged, Where It is Essential to Deliver Results		✓	✓	✓	✓
▪ Part Five: Future Planned Use of the B2B Exhibition Channel		✓	✓	✓	✓
2019 B2B Exhibition Sponsorship Playbook <i>This series provides a comprehensive overview of B2B exhibition sponsorship practices in North America and compiles organizer and exhibitor practices in a unique format, comparing organizer offerings and practices to those of exhibitors. It provides valuable industry benchmarks and insights on what is working to help organizers and exhibitors adjust programs to enhance their success.</i>		✓	✓		✓
▪ Part One: What Organizers Offer Compared to What Exhibitors Buy		✓	✓		✓
▪ Part Two: Sponsorship Sales Process – Customer Satisfaction, Package or A La Carte? Self-serve or Staff-Assisted?		✓	✓		✓
▪ Part Three: Evaluating the Outcome of Sponsorship Sales and Purchases		✓	✓		✓
THE BIG REPORTS					
CEIR Index <i>This annual report provides an objective measure of the annual performance of the exhibition industry by measuring year-over year-changes in four metrics: NSF of exhibit space sold, professional attendance, number of exhibiting companies and total event gross revenue.</i>		✓	✓	✓	✓