

Fact or Fiction? EXHIBITOR Magazine, March 2010 Quiz Answers

1. **Fiction.** No current statistics exist that pinpoint exactly how much the United States and Canadian trade show industries are worth, though findings from the 2001 Center for Exhibition Industry Research (CEIR) Census suggest it is at least \$10 billion. The next update of this figure will be provided in CEIR's 2010 Census, due out in May of this year.
2. **Fiction.** Based on Exhibit Surveys Inc.'s 2008 measurement benchmarks, an average of slightly more than half — 54 percent — of visitors to a booth are engaged face to face by the exhibit staff.
3. **Fiction.** This famous and oft-repeated "fact" is a yet-unverified urban legend. For more on this commonly cited but unconfirmed stat, visit www.exhibitoronline.com/exhibitormagazine/june08/editorial0608.asp.
4. **Fiction.** According to BPA Worldwide Inc., less than 1 percent of the estimated 10,000 business-to-business shows in the United States and Canada have independently certified, third-party audits of attendance and demographic data. These audits, once completed, carry either the Exhibition and Event Industry Audit Commission (EEIAC) or the Canadian Event Audit Advisory Council (CEAAC) logo, which signifies those organizations' seal of approval.
5. **Fiction.** The cost of reaching a visitor face to face in an exhibit has almost doubled, rising from \$146 in 1998 to \$271 in 2008, according to Exhibit Surveys Inc.'s 2008 measurement benchmarks.
6. **Fiction.** Per the 2009 Tradeshow Week Show Management Survey conducted last November, 46 percent of show managers believe gross show revenues will increase in 2010, while 44 percent believe they will hold steady. A minority of just 10 percent thinks revenues will drop.
7. **Fact.** The 2005 Center for Exhibition Industry Research (CEIR) Census, which is the most recent survey of trade shows held in the United States and Canada, found there were more than 14,000 exhibitions/trade shows in those countries. Breaking it down even further, there are 4,736 conventions, business-to-business trade shows, and consumer trade shows with more than 5,000 net square feet of exhibit space, according to the 2010 Tradeshow Week Data Book.
8. **Fiction.** Data from the 2008 Tradeshow Week Executive Outlook Corporate Exhibitor Survey shows that about 30 percent of exhibitors say they track their programs' return on investment

(ROI). The same study indicates, however, that more than 70 percent state they are “feeling more pressure to demonstrate ROI” from management.

9. **Fiction.** This is yet another unverified but commonly cited statistic from the exhibiting world.

10. **Fiction.** Based on Exhibit Surveys Inc.’s 2008 measurement benchmarks, 52 percent of attendees intend to buy one or more products exhibited within 12 months after the show is concluded.

11. **Fiction.** Exhibit Surveys Inc.’s 2008 measurement benchmarks show that 34 percent of visitors to an exhibit are more favorably inclined to purchase from the exhibitor as a result of that visit.

12. **Fiction.** EXHIBITOR Magazine’s 23rd Annual Salary Survey in 2009 found the average female trade show manager earns about 8.5 percent less than her male counterpart.

13. **Fiction.** Exhibitor Media Group’s 2010 Social Media in Marketing Survey of more than 8,000 marketing professionals found that exhibitors most often list Facebook as the social-media tool with the greatest marketing potential. Next in line is Twitter, followed by LinkedIn.

14. **Fiction.** According to the 2008 Annual Center for Exhibition Industry Research (CEIR) Report 1155.08 entitled “First Time Attendees vs. Seasoned Attendees,” about 36 percent of exhibition visitors are first-time attendees at any given show.

15. **Fiction.** Results from Exhibitor Media Group’s 2010 Social Media in Marketing Survey show the main reason exhibitors don’t use social-media tools is lack of time. Just 6 percent reported they were prohibited by corporate policy.

Bonus ONLINE ONLY Questions:

1. *About 70 percent of all U.S. conventions and trade shows are run by for-profit organizations.*

Fiction. The Tradeshow Week 2009 Research study indicates that for-profit event producers own 45 percent of conventions and exhibitions in the United States. Associations own the remaining 55 percent. Additionally, the 2008 Center for Exhibition Industry Research (CEIR) Guru Report G19.08, “Government Exhibits — a Primer for Success,” shows that government, public, and nonprofit sectors represented about 11.9 percent of all exhibiting activities. However, since CEIR structured the research to cover events and conferences as well as traditional exhibitions, the

number of nonprofit trade shows in its sample may not be accurately reflected in that 11.9 percent figure.

2. The majority of attendees travel more than 400 miles to get to a trade show.

Fact. According to the 2008 Annual Center for Exhibition Industry Research (CEIR) Report 1153.08, "The Distance Attendees Travel for an Exhibition," 54 percent of attendees journey more than 400 miles to get to a trade show.

3. Nearly half of exhibitors who use social media spend roughly 40 hours a week planning, executing, and monitoring it.

Fiction. Forty-nine percent of exhibitors who use social media spend one to five hours a week strategizing, executing, and moderating their presence on these Web 2.0 tools, according to Exhibitor Media Group's 2010 Social Media in Marketing Survey.

4. The average attendee spends more than eight hours visiting exhibits on the show floor.

Fact. The average attendee spends 8.3 hours on the show floor, per the 2008 Annual Center for Exhibition Industry Research (CEIR) Report 1154.08, entitled "How Much Time Attendees Spend at Exhibitions."