

SERIES PRESENTED BY EXHIBITOR MEDIA GROUP

EXHIBITOR *Insight*

CHATS | PANELS | SESSIONS | REPORTS | INNOVATIONS

**Industry Update: New Data on
Trade Show and Event Marketing**

EXHIBITOR

9/28

2022

2022

INDUSTRY PULSE SURVEY

FINAL REPORT

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2019

Companies exhibited at an average of 55.5 trade shows, including 28.6 regional events, 16.9 national events, and 10.0 international events.

20/21

COVID begins causing event cancellations in February (internationally) and March (domestically). For two years, companies participate in an average of 15 in-person events. Virtual trade shows and events become commonplace.

Where We've Been

The Timeline of Trade Shows Pre and Post

The entire live-events industry was decimated by COVID. But trade shows are (finally) back! The question is to what degree – and what will next year look like?



2022

COVID loosens its grip on the industry. Companies exhibit at an average of 39.9 events, more than double 2020 and 2021 numbers.

2023

Trade shows are back! Companies plan to exhibit at an average of 47.2 in-person events – 19 percent fewer than in 2019 (but 6 percent more than in 2018).

REGIONAL

During COVID, many theorized that smaller, regional events would incur less of a hit due to the fact their attendance rates may allow them to skirt bans on “mass gatherings.” The data backs that theory, as regional events have already returned to pre-COVID levels. But that trend may be on the decline in the coming year.

INTERNATIONAL

International trade shows took, perhaps, the biggest hit in terms of exhibitor participation. In 2019, companies exhibited at an average of 10.0 international trade shows compared to 4.9 currently planned for 2023.

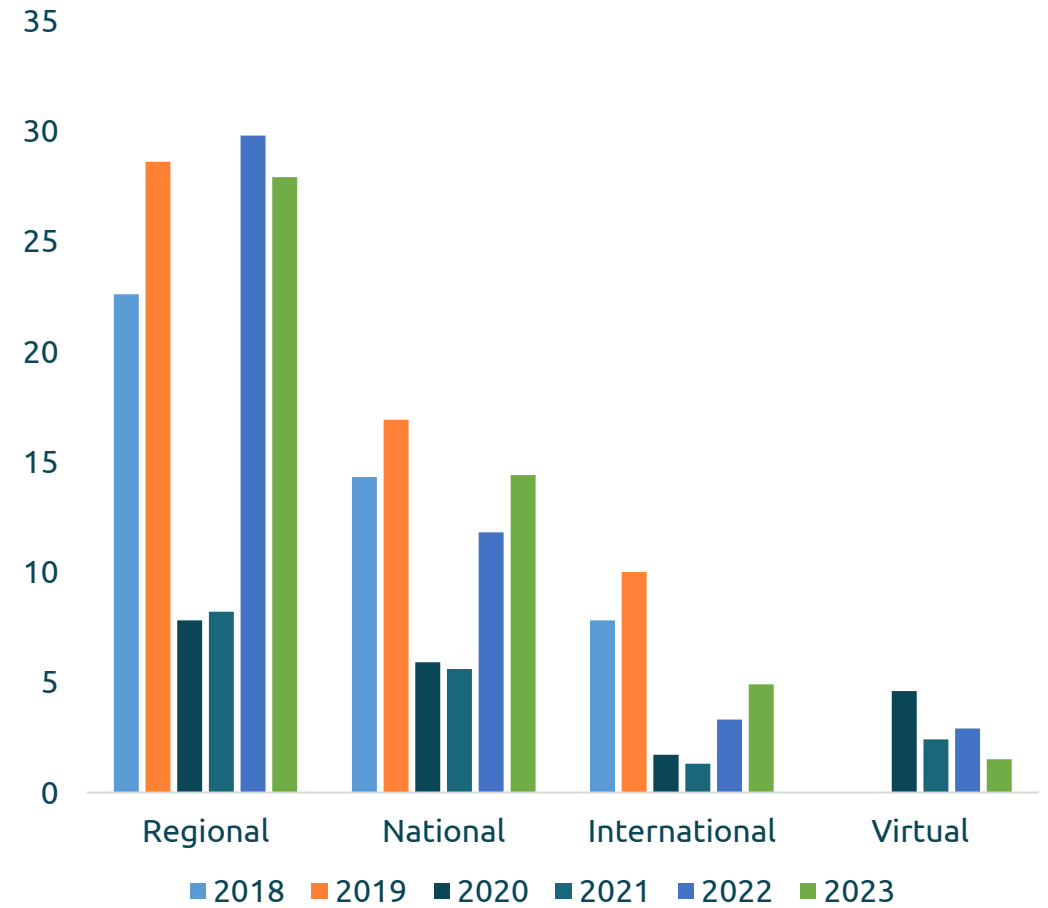
NATIONAL

National trade shows have not yet returned to pre-COVID levels. While companies were attending an average of 16.9 national trade shows in 2019, they currently plan to exhibit at 14.4 in 2023. Still, that number is definitely moving in the right direction.

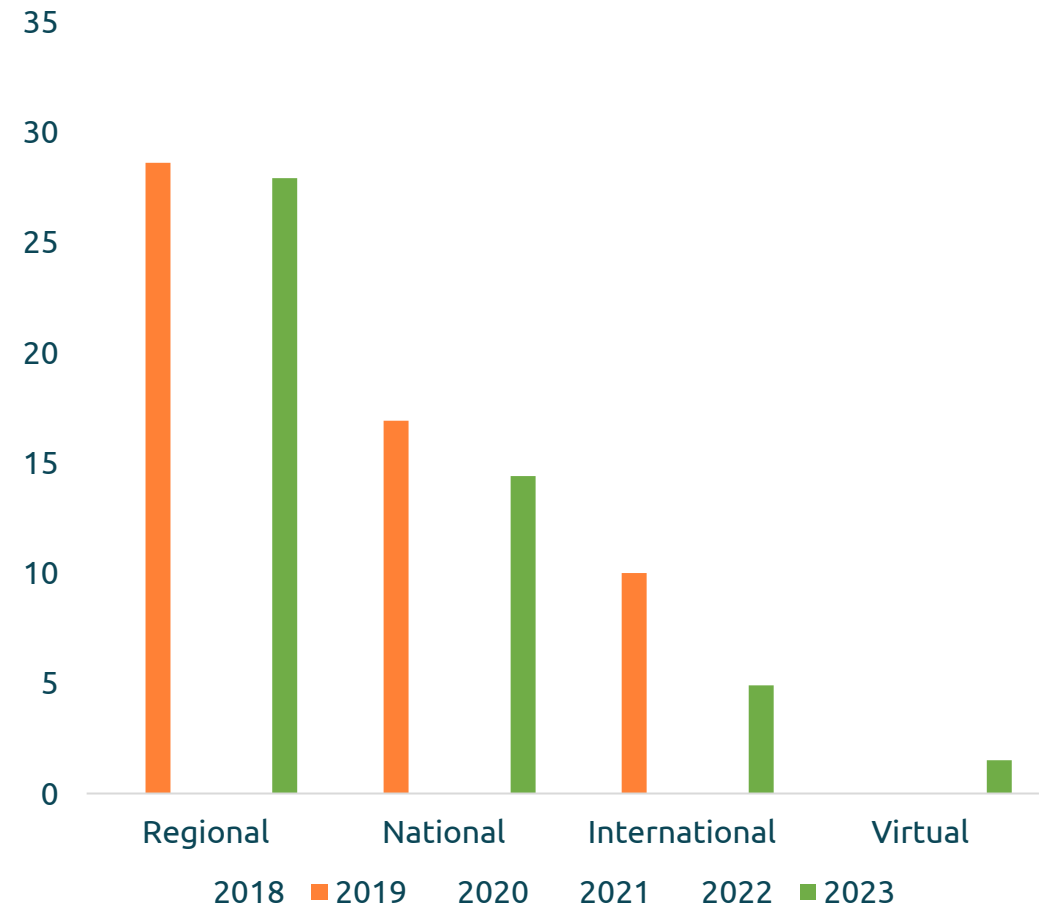
VIRTUAL

Now that in-person events are being held safely, companies’ interest in virtual trade shows has dwindled. In 2020, companies exhibited at an average of 4.6 virtual events but only plan to participate in an average of 1.5 in 2023.

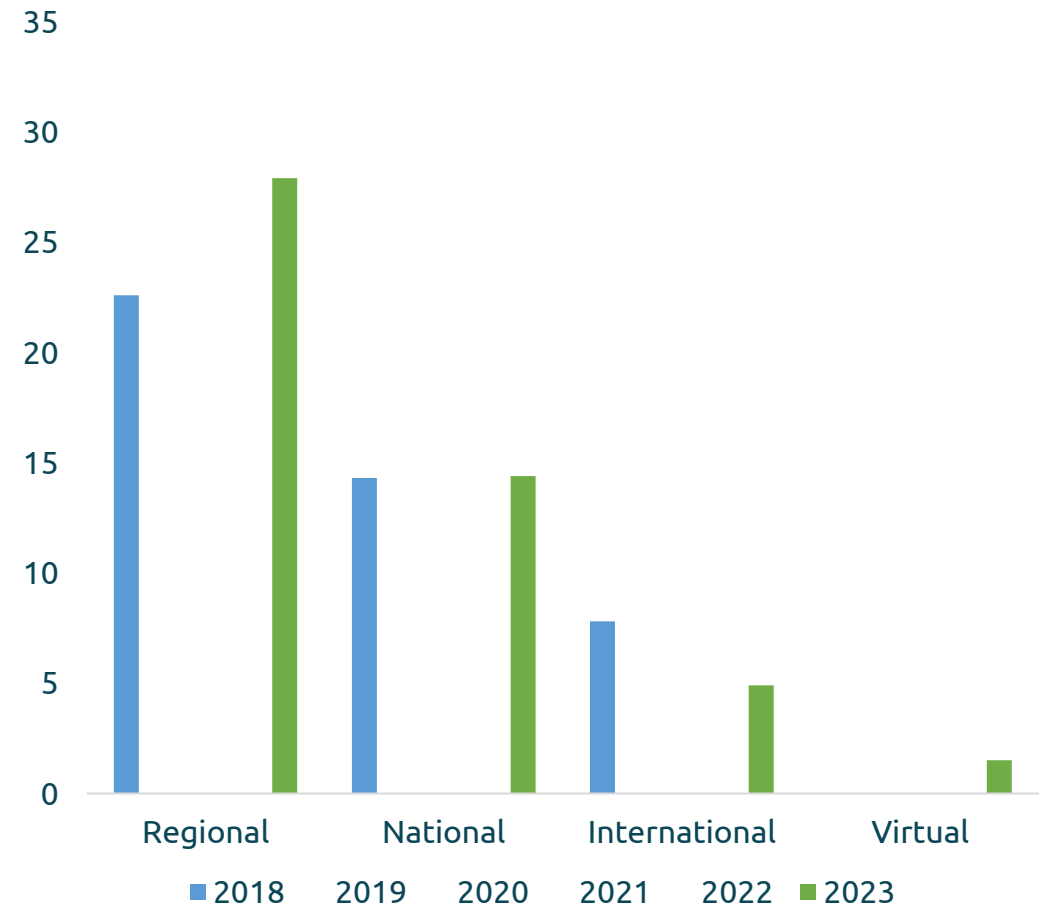
How many trade shows per year?



How many trade shows per year?



How many trade shows per year?



AVERAGE NUMBER OF 2023 IN-PERSON TRADE SHOWS 47 EVENTS

BREAKDOWN OF 2023 SHOWS

REGIONAL

27.9 Events

NATIONAL

14.4 Events

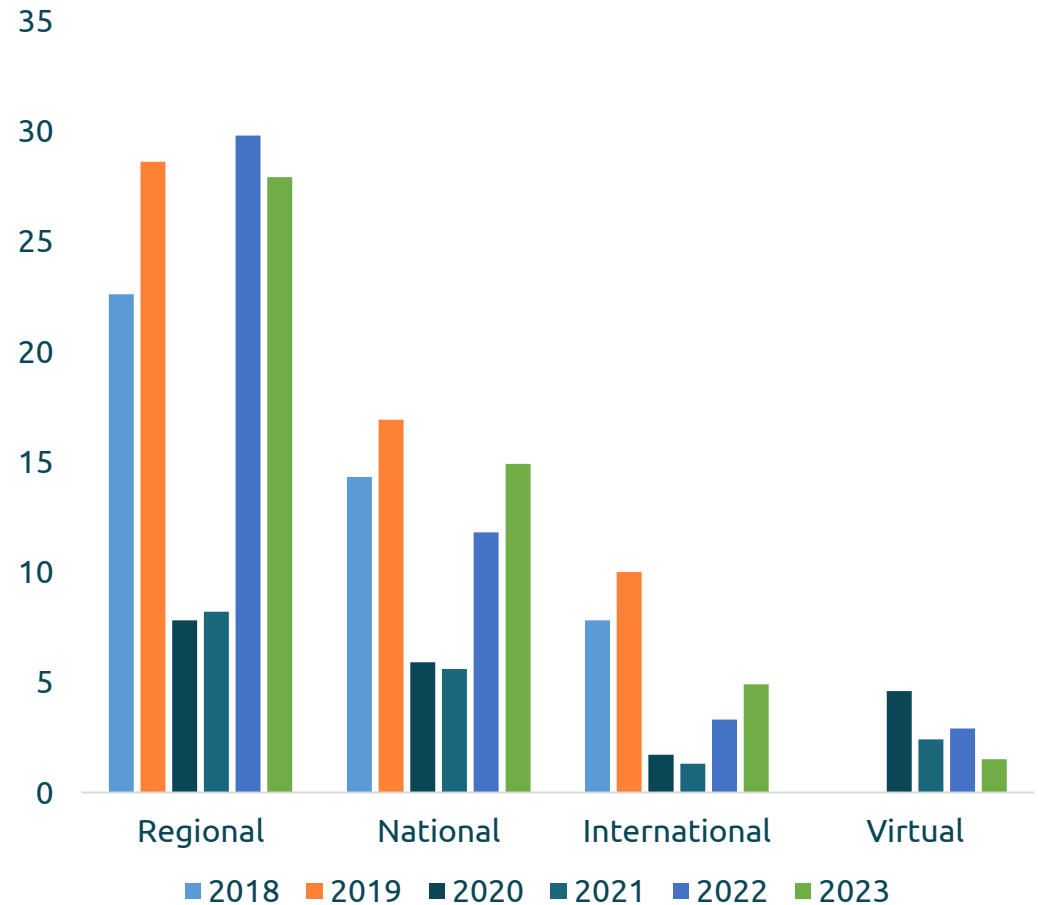
INTERNATIONAL

4.9 Events

VIRTUAL

1.5 Events

How many trade shows per year?



39% of Companies are Still Exhibiting at

Fewer Events than Before COVID

Budget Limitations/Reductions

27%

Lower Anticipated Attendance

20%

Reduced ROI Concerns

15%

Reallocation of Funds

14%

WHEN WILL YOU RETURN TO PRE-COVID RATES?

61% Already Exhibit at the Same Number of Events (or more)



Nearly nine out of 10 companies will return to pre-COVID exhibiting levels by the end of 2023.

How Could Show Organizers Change Your Mind?

One-Third of Companies Say Nothing Could Alter their Plans



Where are Exhibit-Marketing Budgets At? **AND WHERE ARE THEY HEADING?**

More Than Half Have Returned

\$1.25M

2023 Budgets Should Increase

34%

Some Could Take Longer to Return

24%

Some Might Never Return

10%

MOST EXHIBITING BUDGETS HAVE RETURNED

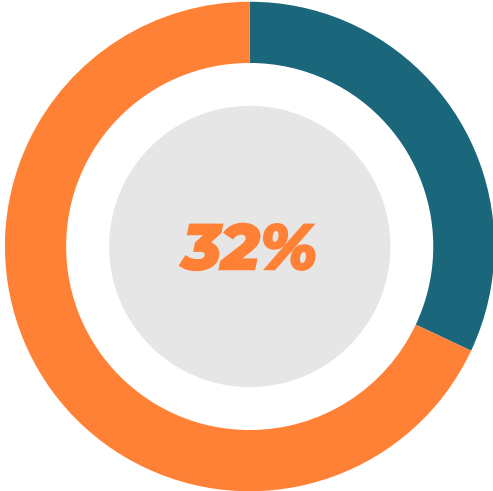
60%

Has Your Exhibiting Budget Returned to
Pre-COVID Levels?

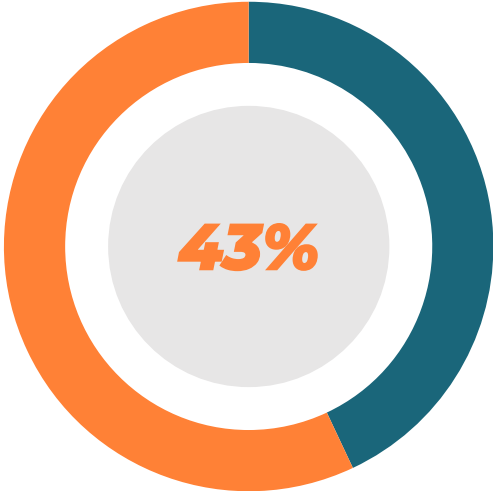


■ YES ■ NO

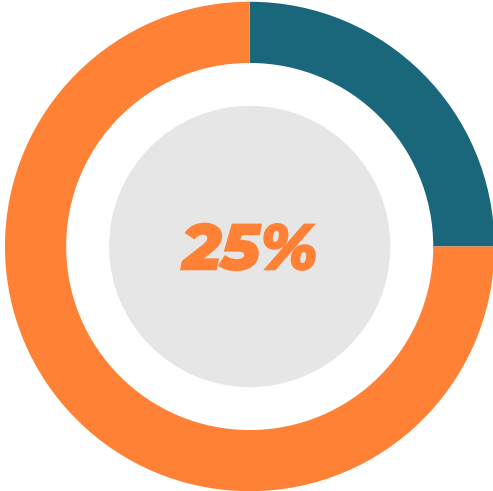
How Does Your Per-Show Investment Compare to Your Pre-COVID exhibit-marketing investments?



**WE ARE
SPENDING MORE
PER SHOW**



**WE ARE
SPENDING THE
SAME AMOUNT**

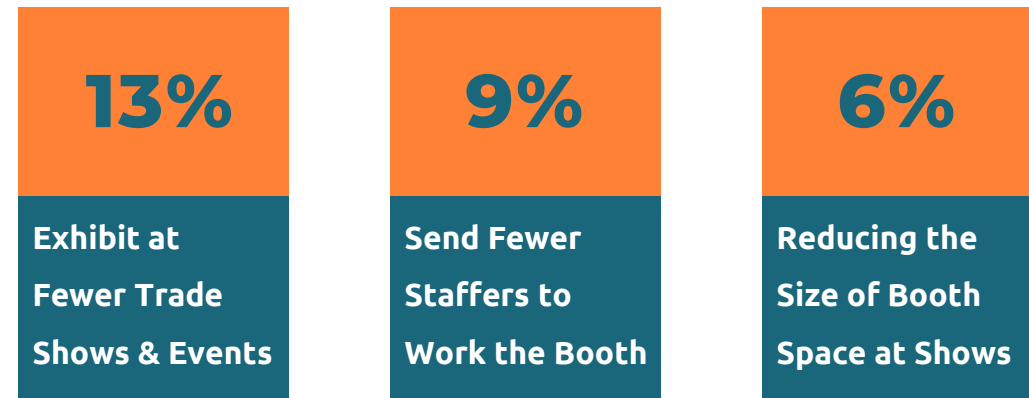


**WE ARE
SPENDING LESS
PER SHOW**



How Will You Cut Exhibit-Related Expenses in 2023

The 14 percent of companies planning further cuts to their exhibit-marketing budgets in 2023 are looking to curb costs by exhibiting at fewer events, sending fewer staffers to work their booths, and reducing the size of their booth space at shows.



GO BIG OR GO HOME?

In 2022, roughly one-quarter of exhibitors reserved smaller booth spaces than they were used to prior to the pandemic. And according to the data, that trend will continue for some while others plan to enlarge their booth spaces moving forward.

24%

Reduced Booth Space

Currently, one-fourth of survey respondents are exhibiting in smaller booth spaces than they were prior to the pandemic.

8%

Plan Further Reduction

Less than one in 10 companies intend to further reduce their booth space sizes in 2023.

87%

Will Maintain or Grow Spaces

While 73 percent of companies plan to maintain the size of their booths in 2023, an additional 14 percent plan to reserve larger booth spaces in the coming year.

The Issue of

Attendance

THE FACTS

ATTENDANCE IS DOWN

Roughly eight out of 10 companies say attendance at their post-COVID shows has been lower (56 percent) or significantly lower (27 percent) than before.

83%

SOME MEET EXPECTATIONS

Despite lower attendance, a little over one-third of exhibitors say attendance rates have met or exceeded their pre-show expectations.

36%

ATTENDEE QUALITY IS UP

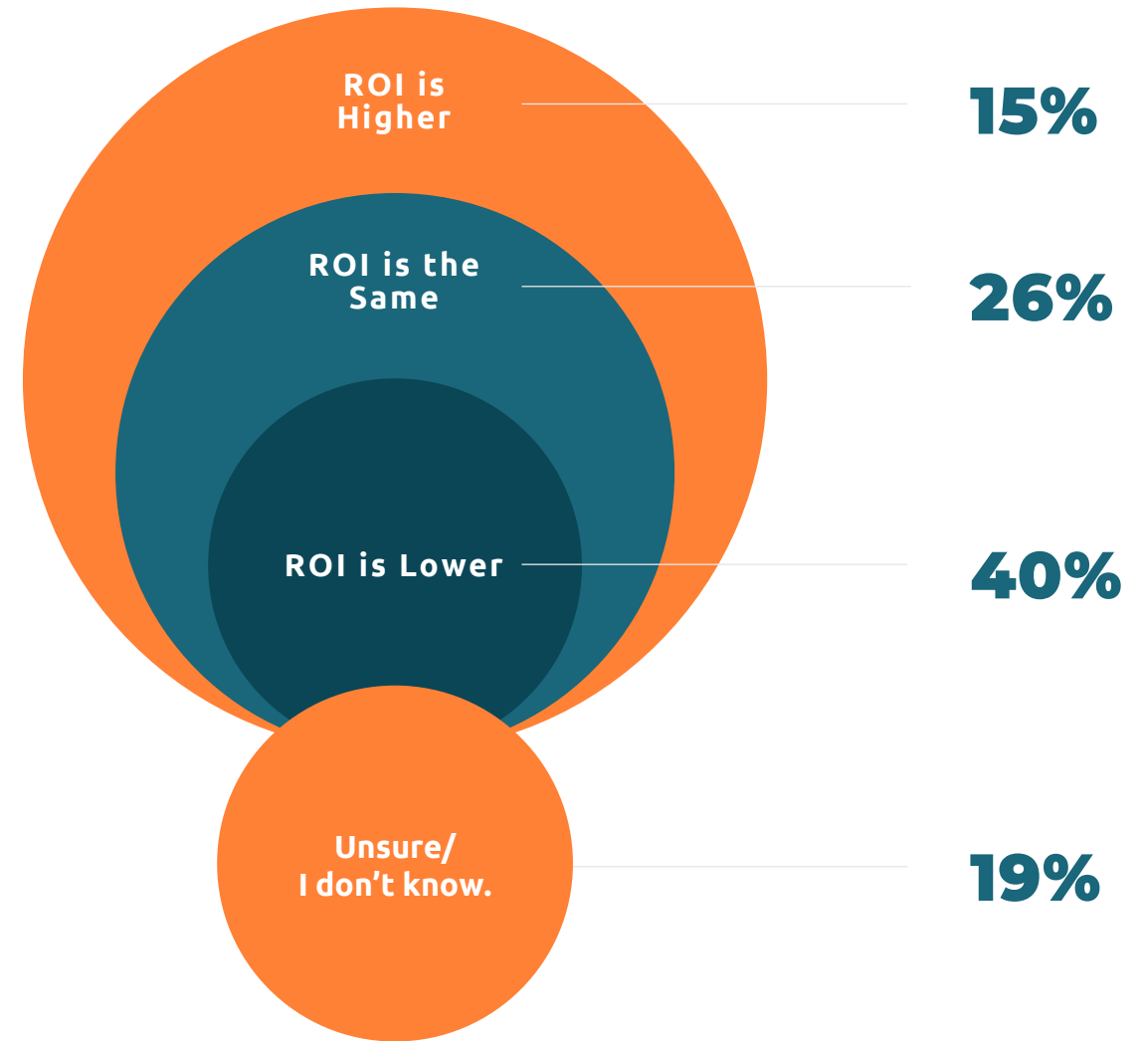
Nearly half of exhibitors say attendee quality is somewhat higher (36 percent) or significantly higher (10 percent) than at pre-COVID events. An additional 37 percent say attendee quality is roughly the same.

46%

IT ALL COMES DOWN TO

ROI

The majority of exhibitors who track ROI say their returns from post-pandemic trade shows are the same or higher than their pre-COVID returns, indicating that despite lower attendance rates, face-to-face marketing is still a solid investment.



The Value of Virtual Events Or Lack Thereof

FREE

DEFINITELY/
PROBABLY
41%

MAYBE
33%

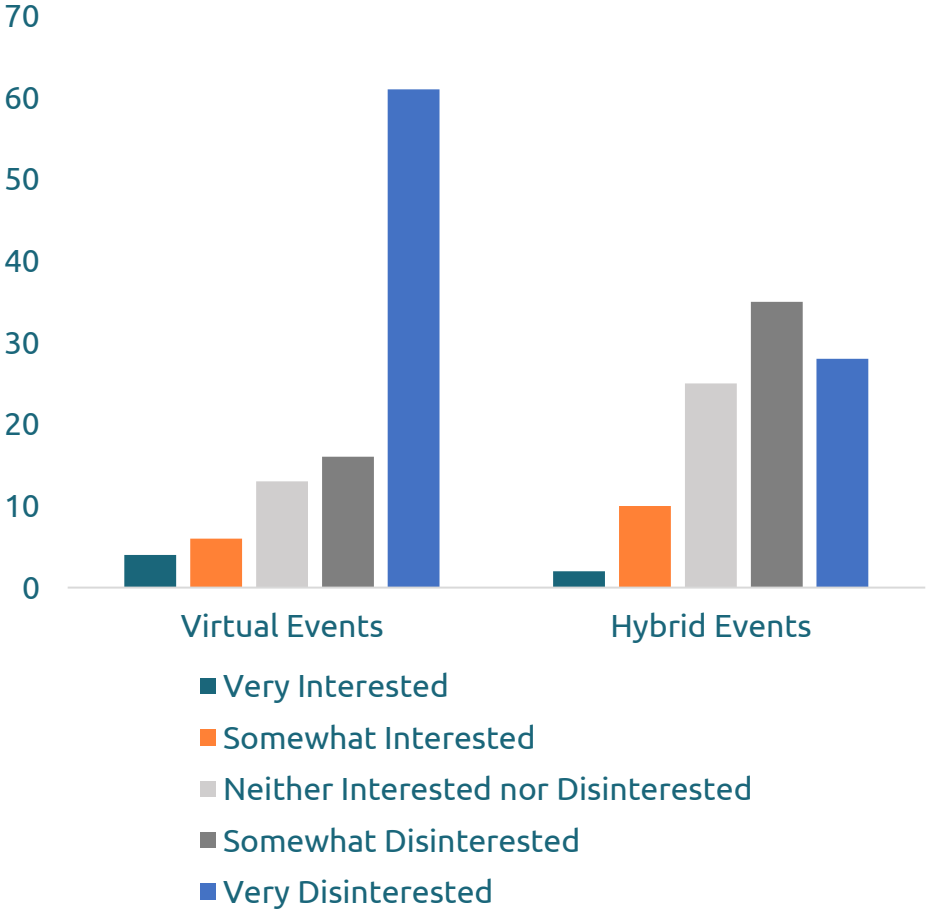
PROBABLY NOT/
DEFINITELY NOT
26%

PAID

DEFINITELY/
PROBABLY
14%

MAYBE
21%

PROBABLY NOT/
DEFINITELY NOT
65%

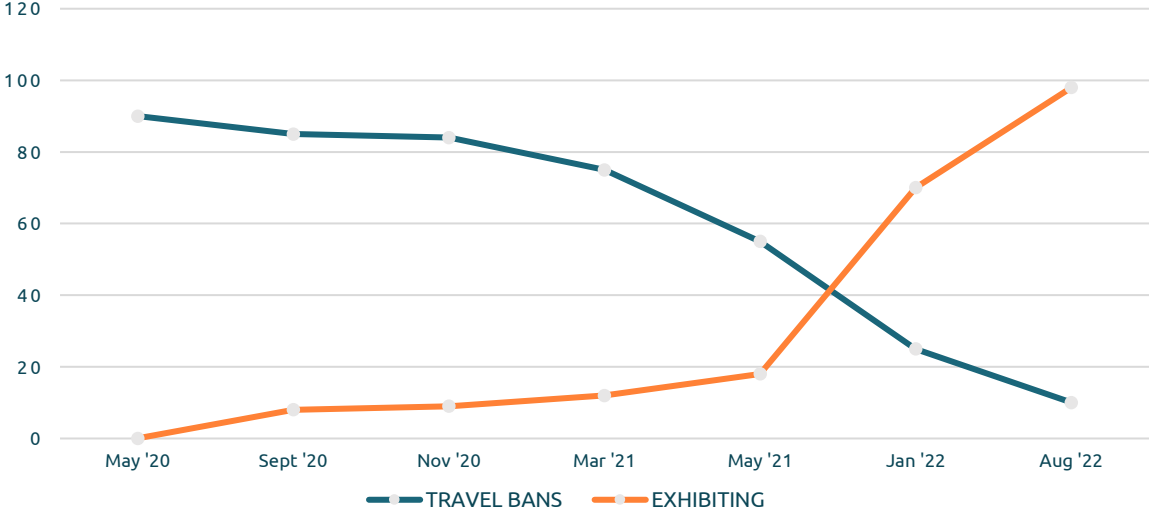


How... Important

We asked exhibit managers to rate how significant each of the following factors was in their decision to exhibit or not exhibit at a given trade show (on a scale of one to five).

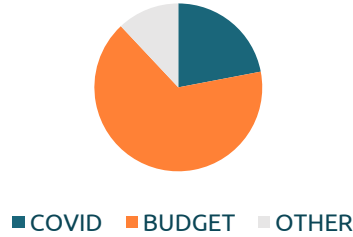


TRAVEL & EXHIBITING



Two-thirds of corporate travel bans are attributed to budget cuts/concerns, while 22 percent are still being attributed to COVID-related concerns.

PRIMARY CAUSE OF BANS



CORPORATE TRAVEL BANS

9%
Only 9 percent of companies are still enforcing travel restrictions

8%
Most bans consider some trade shows "essential travel"

1%
Only 1 percent of companies prohibit all event-related travel

2023 TRAVEL PLANS

MORE TRAVEL IN '23

45%

MAINTAIN TRAVEL IN '23

46%

LESS TRAVEL IN '23

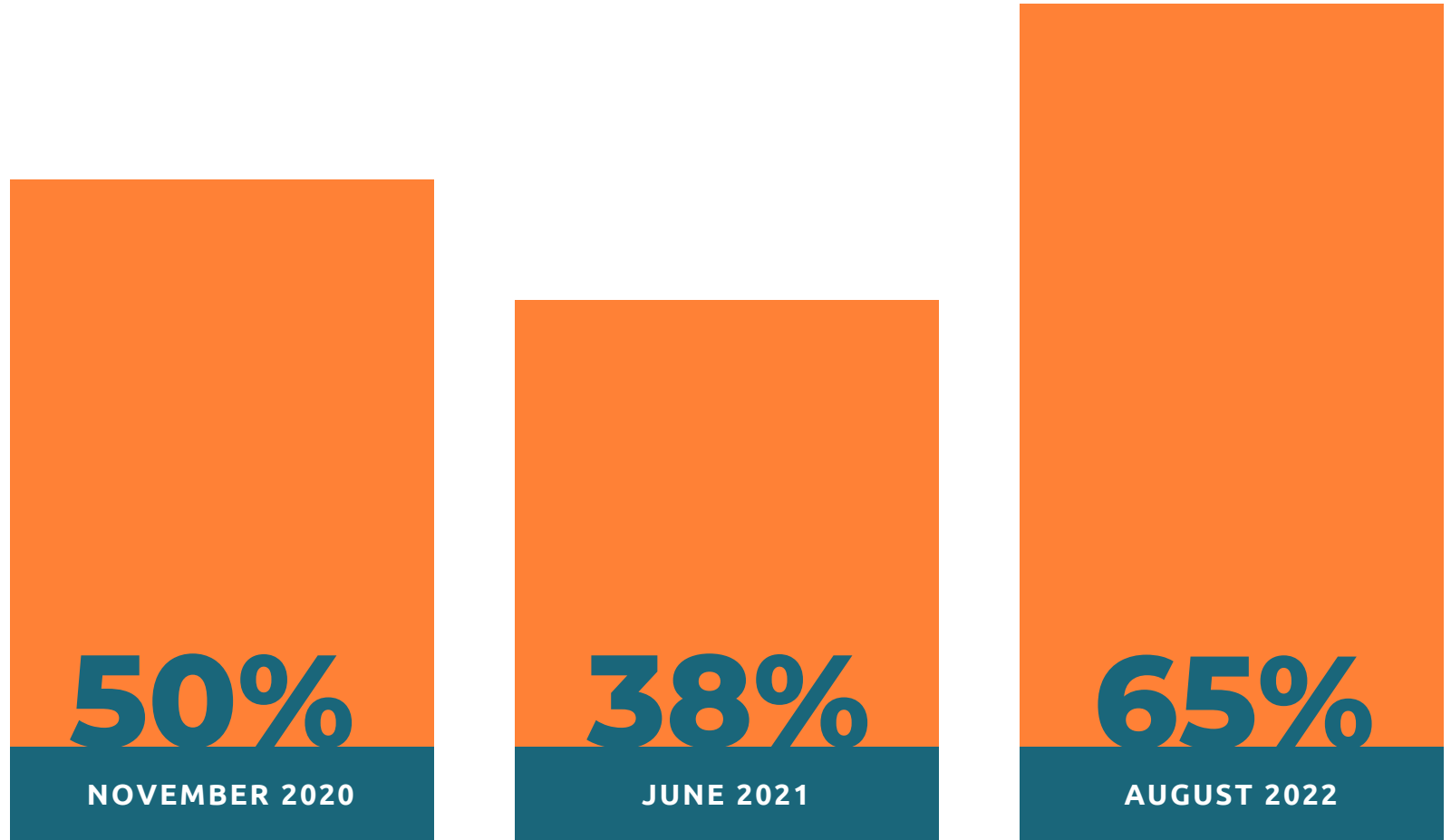
7%

UNSURE/DON'T KNOW

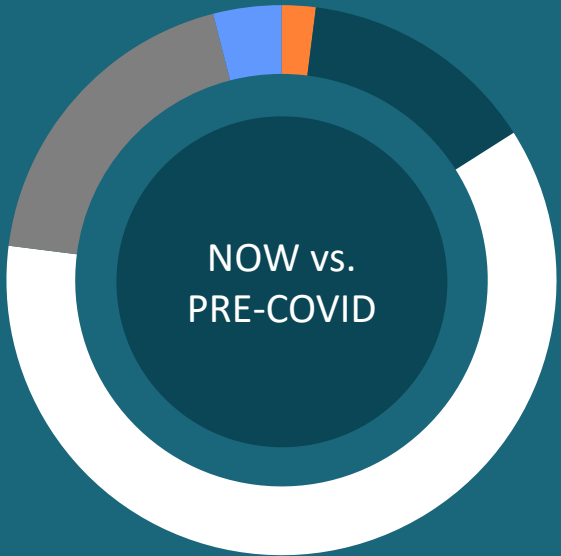
2%

COMPANIES ARE COMMITTING EARLIER

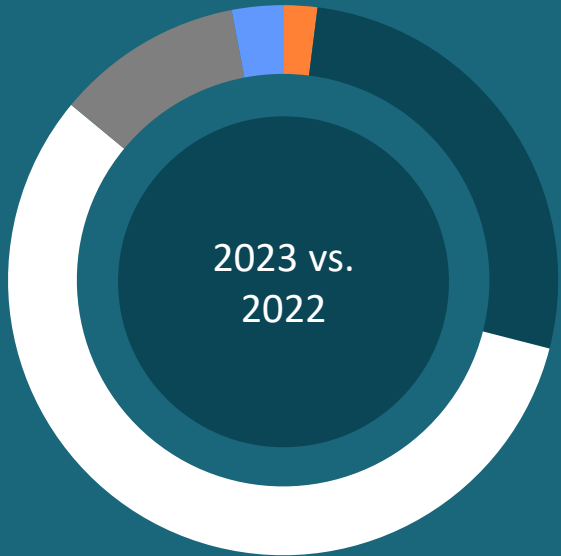
Uncertainty is never good for business, and the uncertainty surrounding COVID-19 and related variants caused companies to delay their booth-space commitments. But it appears that trend has shifted, as the vast majority are committing on more traditional timelines. Today, nearly seven in 10 companies are committing to exhibit at shows at least six months out from show dates.



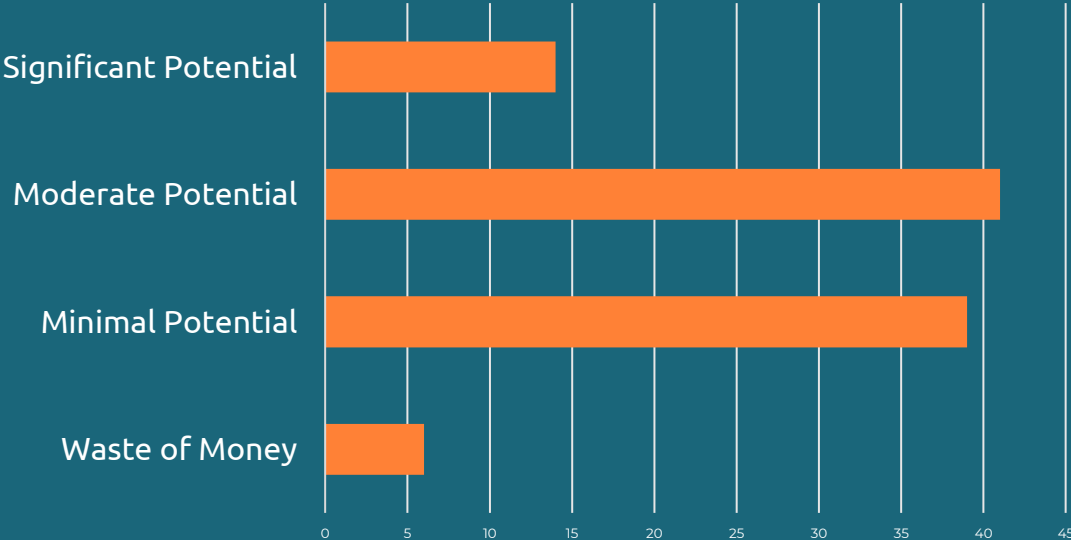
SPONSORSHIPS



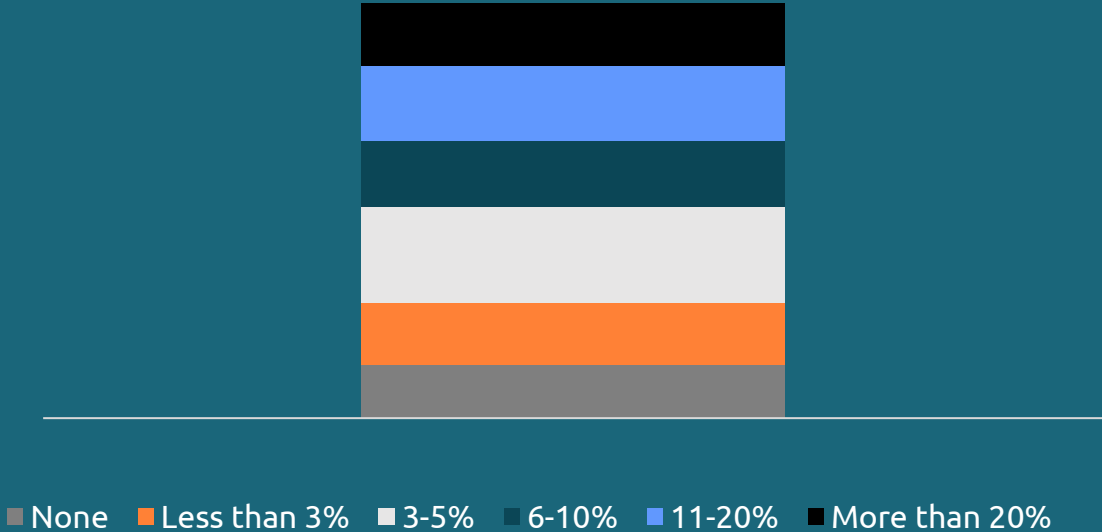
- Much More Likely
- Somewhat More Likely
- Equally Likely
- Somewhat Less Likely
- Much Less Likely



How do you view sponsorships in the context of exhibit marketing?



How much of your budget do you invest in sponsoring trade shows/events?



SPONSORSHIPS

68%

Roughly seven out of 10 companies proactively establish measurable goals to gauge the effectiveness of their trade show/event sponsorships.



Reduce Costs



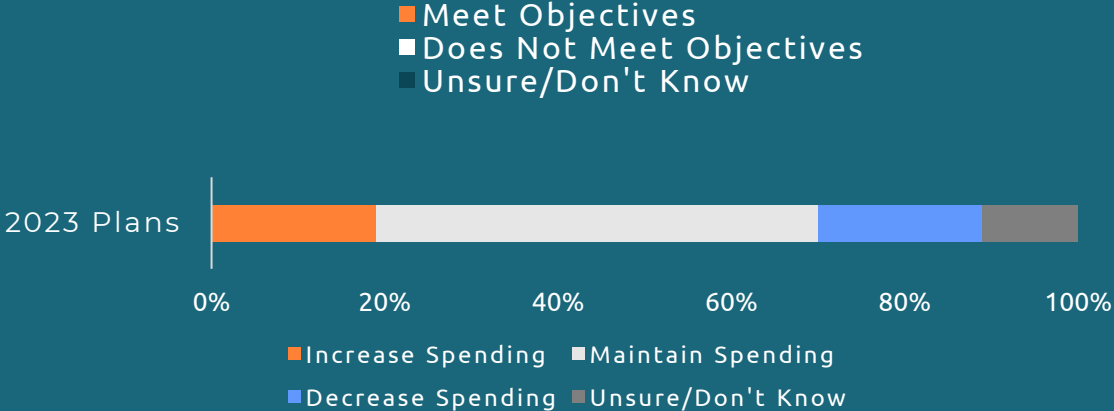
Customizable Options



Flexible Pricing



Audited Data



METRICS	% THAT TRACKS
Attendance/ Participation	40%
Booth Traffic	44%
Sales Leads	50%
Brand Impressions	25%
Media Coverage	16%
Social Media Impressions	26%
Return on Investment	39%
Website Traffic	17%
Post-Show Surveys Data	16%
Data Provided by Show Org.	28%

SPONSORSHIPS

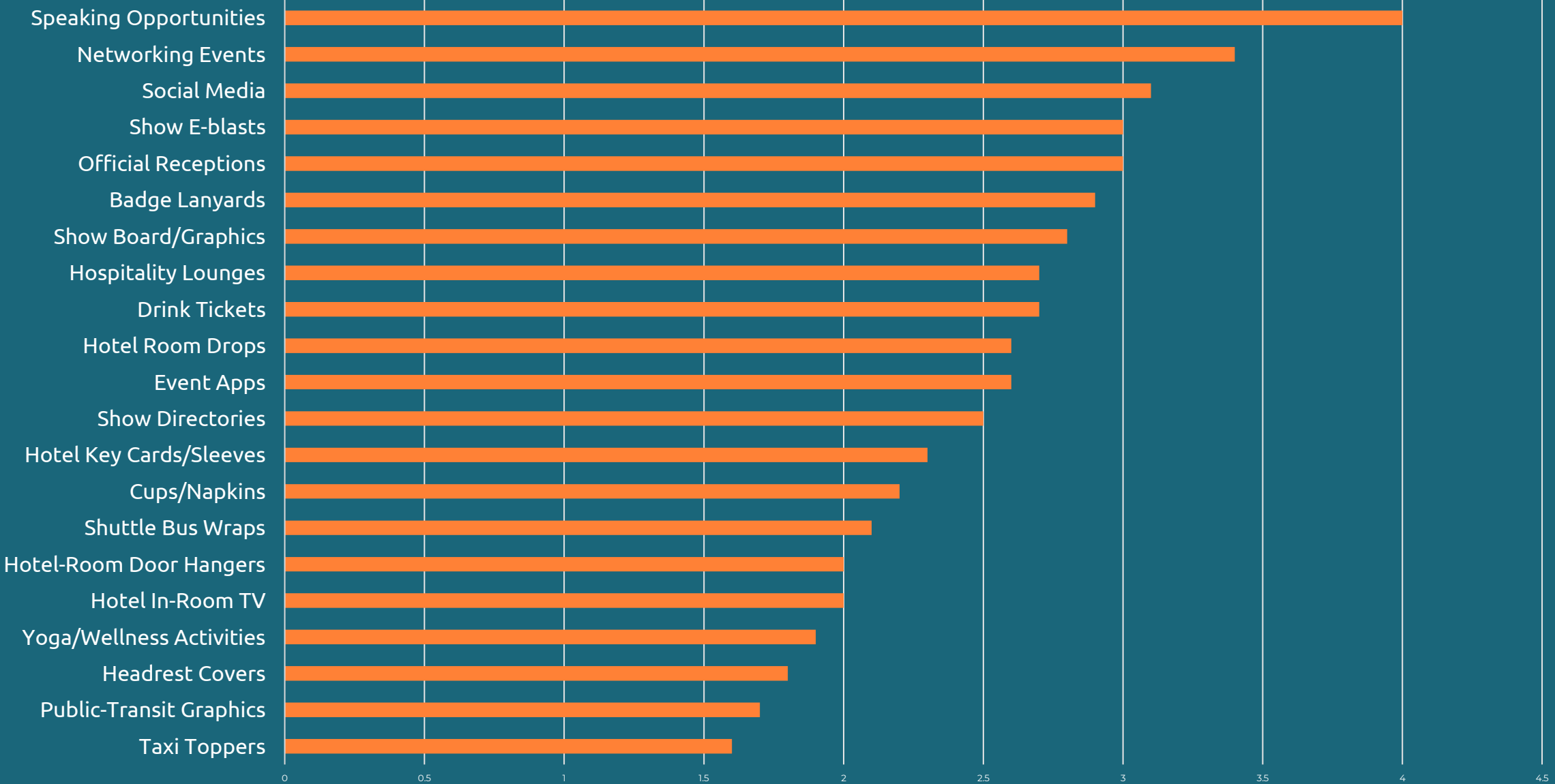


Exhibit Marketing Outlook

BY THE NUMBERS

What Makes You Optimistic About Your Exhibit Marketing Program?

Increased Attendance

22%

Improved Execution

19%

Improved Economy

17%

New/Improved Exhibit

16%

Exhibiting at New Shows

15%

Enhanced Lead Management

12%

Optimistic



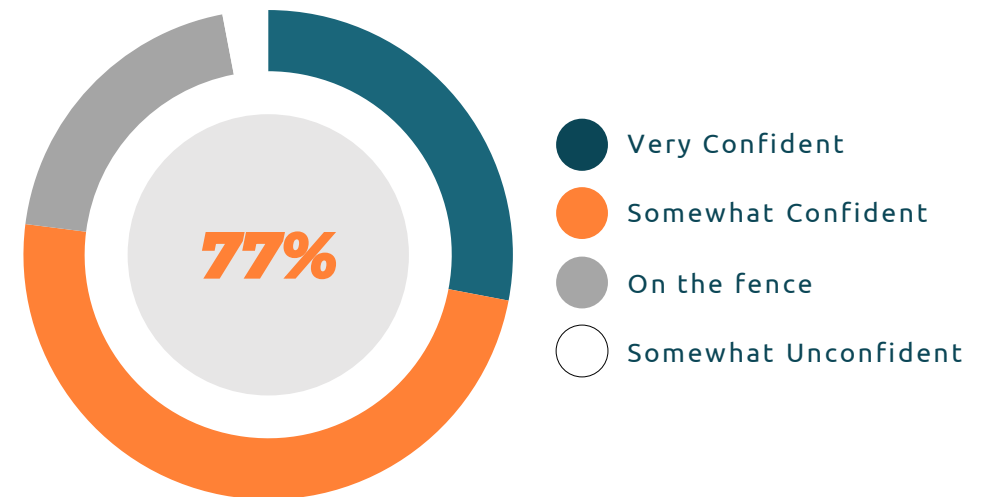
Hopeful



Cautious



Pessimistic



WHAT CAN SHOW ORGANIZERS DO TO INCREASE YOUR ROI?

Reduce Exhibit-Related Expenses

Drive Attendees to the Exhibit Hall

Ensure Dedicated Exhibit-Hall Hours

Comp Educational Offerings For Exhibitors

Allow More Free Passes for Exhibiting Companies

Provide Exhibitors With Audited Data

“As an exhibitor, I worry show organizers are not doing as much as they can to combat increasing show services costs. If show services are two or three times more expensive, that cuts into what we spend on booth space and sponsorships.”

-Manager, Trade Shows & Events

“Work with GSCs to reduce material handling fees, and ensure that exhibitors aren’t paying for services that impact the show organizer more than the exhibitors or attendees.”

-Event Marketing Specialist

“If there is a learning component, managers are more apt to approve the travel because their direct reports are getting market info, technical education, etc. rather than it just being T&E for booth duty.”

**-Senior Marketing
Communications Specialist**

“Focus on connecting attendees to the exhibit hall, whether it’s through F&B on the show floor, dedicated exhibit-hall hours, or activities on the show floor. If attendees come for the education but never set foot on the show floor, it’s a missed opportunity for us and them.”

-Director, Sales & Marketing

“I can’t understand why we’re still forced into buying countless hours of service we don’t need. Case in point: Two technicians for a minimum of two hours to install a TV rented through a third party. It literally took them four minutes, but it cost me \$2,000 in labor alone.”

-Event Manager

“Exhibitors need a seat at the table. We pay the bills, yet it usually feels like our voices aren’t being heard and that organizers see us as little more than a necessary evil. If you aren’t going to work with us, at least try not to work against us.”

-Manager, Global Events