2010

THE EVOLVING ROLE OF EXHIBIT MARKETERS

An Exclusive Industry Analysis by **Skyline Exhibits & Tradeshow Week**

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Introduction

Skyline Exhibits and *Tradeshow Week* Magazine have worked together to study the evolving role of trade show and event marketers. This unique event-industry report is focused on the new issues exhibitors cope with and what is now part of their job.

Exhibitors essentially run their own mini-companies or storefronts that increase company awareness and generate sales. Marketing event participation may include use of an organization's larger corporate web site, online social media platforms, email and traditional outlets such as trade publications and direct mailers. And this is before the show even starts.

The purpose of this report is to gauge the new dynamics of the job. What are exhibitors spending more time on today? What other marketing activities are exhibitors responsible for? What are the average salaries and how many hours a week does the job demand? Is the primary role of the exhibitor still the seemingly straight forward task of face-to-face marketing?

In this report the term "exhibit marketer" is used to refer to individuals who take part in exhibit marketing. To take a wide angle view of exhibit marketing this report includes responses from varied job titles such as a Director of Marketing, Sales Director or Chairman/CEO who have partial responsibility for their firm's exhibit marketing. This is in addition to responses from Exhibit or Event Managers and Directors. Data collected from the survey is not limited to respondents whose job function is strictly defined as an "exhibit marketer."

The report is based on data and event marketer comments compiled from a proprietary study conducted in December 2009.

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Executive Summary

Role of the Exhibit Marketer

If exhibit marketing is loosely defined as exposing, offering or presenting an organization's products and services, the strategies to engage the market and the responsibilities of the exhibit marketer go well beyond the show floor.

Pre-show marketing and planning

- In terms of planning, more than half the exhibit marketers surveyed take personal responsibility for:
  - Event selection: 71.5%
  - Travel: 66.3%
  - Logistics: 55.6%
  - Staff training: 51.7%
- Pre-show marketing has become increasingly important. More than one in three exhibit marketers take personal responsibility for:
  - Pre-show marketing emails: 39.8%
  - Schedule in-booth meetings: 37.3%
  - Pre-show direct mailers: 36.5%
- About one in five (19.5%) currently handle their own online social networking to reach attendees (Twitter, Facebook, etc.). This aspect of the marketing mix is certain to increase if community building proves to hold a competitive advantage.
- Over the last two years, one-quarter of exhibit marketers (24.8%) say they have been spending more time on social media.

At-show

- Exhibit marketing is more than just manning the booth. Exhibit marketers take a personal role in:
  - At-show promotions: 53.8%
  - Providing in-booth demos: 42.3%
  - Speaking at educational seminars: 29.8%
- More than half (51.5%) go to over 80% of the shows and events they manage.
- More than half the exhibitors (57.6%) said they man the booth at over 80% of the shows and events they manage.

Post-show

- More than one in three (37.1%) do their own lead follow-up. Sixty percent delegate the responsibility in-house.

New Role of Exhibit Marketers

New responsibilities include increasing online exposure through social networks as well as a tighter focus on costs, budgeting and proving Return on Investment (ROI).

- Over the last two years, exhibit marketers report spending more time on email marketing (45.3%), product marketing (42.2%) and sales (39.1%).

Other Marketing and Non-Marketing Activities

- Other marketing activities that exhibit marketers are responsible for include:
  - Email marketing: 66.1%
  - Direct mail: 64.2%
  - Corporate communications: 63.6%
  - Product marketing: 63.6%
  - Public relations: 57.6%
  - Market research: 50.9%
  - Sales: 50.3%
- More than half take part in non-marketing activities such as setting budgets (58.8%) or servicing customers (54.4%).

Exhibit Marketer Attributes

Exhibit marketers are characterized by an entrepreneurial spirit. They enjoy the creative process, social networking and are turned off by corporate constraints and internal politics.

- Exhibit marketers say the skills they depend on the most are:
  - Communication: 59.9%
  - Focus on details: 45.9%
  - Marketing: 41.3%
  - Organization: 41.3%

Exhibitor Marketer Needs and Resources

- More than two out of three (68%) would like to learn more about measuring ROI (Return on Investment).
- Exhibit marketers' primary source for information on how to do their jobs better are colleagues (37.7%). Secondary sources of information are trade publications (17.4%), associations (15%) and web sites (11.4%).

Salary, Travel and the Workweek

- The current salary (as of January 1, 2009) for survey respondents with the job title "Exhibit or Event Marketing Managers" is $60,600, on average. A wider view of exhibit marketers, including a range of titles from Marketing Coordinator all the way up to Chairman/CEO/President finds an average annual salary of $78,203 (this salary average includes survey respondents who take part in exhibit marketing, but it is not necessarily their main job function).
- On average, exhibit marketers are working 50.4 hours a week.
- More than one-third of exhibit marketers (38.1%) received a monetary bonus in 2008. Taking a look at just those respondents with the job title "Exhibit or Event Marketing Manager" reveals an average bonus of $3,425.
- Less than half (43.4%) expect a raise in 2010. Respondents with the job title "Exhibit or Event Marketing Manager" forecast a 3.9% raise.
- Tighter budgets have had an impact on travel. One-quarter of the exhibit marketers (25.5%) say their trips away from the office are getting shorter.
- Exhibitors who would like to travel more outnumber those who would like less travel by almost 2 to 1 (34.7% more travel, 18% less travel, 47.3% same amount of travel).

Challenges and Opportunities

Sentiment among exhibitors providing write-in comments is that their biggest challenge is time management and multi-tasking. In terms of opportunity, most exhibit marketers readily see room for growth. However, there is a split between those who see high-profile exhibit marketing as a means to advance their career growth and those who identify growth for their business.

- Major issues are considered to be:
  - Cost of trade show marketing: 76.6%
  - Getting better results from our trade show program: 61.4%
  - Having to do more with fewer people: 45.0%

Respondent Profile

- On average, exhibit marketers participating in the survey have 14.7 years of marketing experience, 12.9 years in trade show marketing and have worked at their current company for 9.6 years.
- The split is essentially even between male (48.5%) and female (51.5%) participants.
- On average, exhibit marketers taking part in the study represent organizations that exhibit in 18 shows and sponsor 4 annually.
- Exhibitor booth size is evenly distributed between those whose largest booth would be described as Inline (300 square feet or less) or Island (400 square feet or more).
- Company size in terms of total gross sales in 2008 or the most recent fiscal year break out as follows:
  - Less than $25M: 38.5%
  - $25M to $99M: 23.6%
  - $100M to $999M: 26.1%
  - $1 billion or more: 11.5%

Evolving Role of Exhibit Marketers - Survey Results

In December 2009, over 170 exhibit marketers took part in an event industry study. This section details the survey results, including direct quotes from leading exhibit marketers. The data and analysis may be used by exhibit marketers to measure their own responsibilities against an aggregated view of their peers.

The survey results tables include a breakout by largest booth size, i.e. Inline or Island booth, based on the following:

Booth Square Feet	Booth Configuration	Largest Booth Size
100 square feet	10x10	**Inline**
200-300 square feet	10x20 or 10x30	**Inline**
400-600 square feet	20x20 or 20x30 or 10x40	**Island**
700-900 square feet	20x40 or 30x30	**Island**
Larger than 1,000 square feet	20x50 or larger	**Island**

Role of the Exhibit Marketer

Overlaying the live event with pre-show marketing and post-show follow-up responsibilities has made the role of the exhibit marketer increasingly complex.

Exhibit marketers largely attempt to pin their personal responsibilities on tasks that may loosely be defined as building the "at-show" experience. Exhibit marketers take personal responsibility for event selection (71.5%), logistics (55.6%), at-show promotions (53.8%), and staff training (51.7%).

Still, a significant portion of exhibit marketers find that their role includes pre-show marketing as well. Two in five exhibit marketers (39.8%) handle pre-show marketing themselves. Less than half delegate pre-show marketing emails in-house (45.6%).

The consensus among exhibit marketers (60%) is that post-show follow-up is delegated in-house. However, this leaves more than one in three (37.1%) to do their own post-show follow-up. The rest outsource or indicate it's not applicable to their business.

SURVEY QUESTION: *Which of the following do you do yourself, delegate in-house or outsource?*

(Notably higher numbers in green)

			Largest Booth Size	
		Total	Inline	Island
EVENT SELECTION	**Total**	**172**	**85**	**87**
	Do it myself	71.5%	75.3%	67.8%
	Delegate in-house	26.7%	22.4%	31.0%
	Outsource	0.0%	0.0%	0.0%
	Not applicable	1.7%	2.4%	1.1%
	Other	5%	3%	6%
TRAVEL	**Total**	**172**	**85**	**87**
	Do it myself	66.3%	60.0%	**72.4%**
	Delegate in-house	30.8%	35.3%	26.4%
	Outsource	2.9%	4.7%	1.1%
	Not applicable	0.0%	0.0%	0.0%
LOGISTICS	**Total**	**171**	**84**	**87**
	Do it myself	55.6%	42.9%	**67.8%**
	Delegate in-house	35.1%	**46.4%**	24.1%
	Outsource	8.8%	9.5%	8.0%
	Not applicable	0.6%	1.2%	0.0%
AT-SHOW PROMOTIONS	**Total**	**171**	**84**	**87**
	Do it myself	53.8%	50.0%	**57.5%**
	Delegate in-house	35.7%	35.7%	35.6%
	Outsource	2.3%	3.6%	1.1%
	Not applicable	8.2%	10.7%	5.7%
STAFF TRAINING	**Total**	**172**	**85**	**87**
	Do it myself	51.7%	48.2%	55.2%
	Delegate in-house	32.0%	30.6%	33.3%
	Outsource	1.2%	0.0%	2.3%
	Not applicable	15.1%	21.2%	9.2%
PROVIDE IN-BOOTH DEMOS	**Total**	**168**	**83**	**85**
	Do it myself	42.3%	39.8%	44.7%
	Delegate in-house	43.5%	38.6%	48.2%
	Outsource	0.6%	0.0%	1.2%
	Not applicable	13.7%	21.7%	5.9%
PRE-SHOW MARKETING EMAILS	**Total**	**171**	**84**	**87**
	Do it myself	39.8%	35.7%	43.7%
	Delegate in-house	45.6%	48.8%	42.5%
	Outsource	4.1%	3.6%	4.6%
	Not applicable	10.5%	11.9%	9.2%

SURVEY QUESTION: *Which of the following do you do yourself, delegate in-house or outsource?* **CONTINUED**

(Notably higher numbers in green)

			Largest Booth Size	
		Total	Inline	Island
SCHEDULE IN-BOOTH MEETINGS	**Total**	**169**	**84**	**85**
	Do it myself	37.3%	39.3%	35.3%
	Delegate in-house	44.4%	36.9%	**51.8%**
	Outsource	1.8%	1.2%	2.4%
	Not applicable	16.6%	22.6%	10.6%
LEAD FOLLOW-UP	**Total**	**170**	**84**	**86**
	Do it myself	37.1%	**45.2%**	29.1%
	Delegate in-house	60.0%	53.6%	**66.3%**
	Outsource	2.4%	1.2%	3.5%
	Not applicable	0.6%	0.0%	1.2%
PRE-SHOW DIRECT MAILERS	**Total**	**170**	**85**	**85**
	Do it myself	36.5%	32.9%	40.0%
	Delegate in-house	41.8%	**47.1%**	36.5%
	Outsource	5.9%	2.4%	9.4%
	Not applicable	15.9%	17.6%	14.1%
SPEAK AT EDUCATIONAL SEMINARS	**Total**	**171**	**85**	**86**
	Do it myself	29.8%	34.1%	25.6%
	Delegate in-house	34.5%	31.8%	37.2%
	Outsource	1.2%	0.0%	2.3%
	Not applicable	34.5%	34.1%	34.9%
SOCIAL NETWORKING TO REACH ATTENDEES (TWITTER, FACEBOOK, ETC.)	**Total**	**169**	**84**	**85**
	Do it myself	19.5%	20.2%	18.8%
	Delegate in-house	23.1%	19.0%	27.1%
	Outsource	3.6%	2.4%	4.7%
	Not applicable	53.8%	58.3%	49.4%

SURVEY QUESTION: *What percentage of shows and events that you manage do you go to?*

		Largest Booth Size	
	Total	Inline	Island
Total	**171**	**84**	**87**
100%	31.0%	35.7%	26.4%
80% to 99%	20.5%	20.2%	20.7%
60% to 79%	7.6%	6.0%	9.2%
30% to 59%	15.8%	13.1%	18.4%
1% to 29%	21.6%	20.2%	23.0%
0%	3.5%	4.8%	2.3%

SURVEY QUESTION: *At what percentage of shows that you manage, do you also man the booth?*

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**172**	**85**	**87**
100%	41.9%	**49.4%**	34.5%
80% to 99%	15.7%	16.5%	14.9%
60% to 79%	4.7%	4.7%	4.6%
30% to 59%	10.5%	4.7%	16.1%
1% to 29%	20.3%	18.8%	21.8%
0%	7.0%	5.9%	8.0%

SURVEY QUESTION: *Is your job more strategic or more logistics focused?*

Exhibit marketers with Inline booths are more apt to describe their job as strategic (69.5%) than logistic. Marketers who feature the larger Island booths are split evenly between describing their job as either strategic (49.4%) or logistic (50.6%).

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**167**	**82**	**85**
More strategic	59.3%	**69.5%**	49.4%
More logistics	40.7%	30.5%	**50.6%**

SURVEY QUESTION: *Which of the following are major issues for you?*

Whether exhibit marketers use an Inline or Island booth they agree that their most important issue is the cost of trade show marketing (74.1% Inline; 79.1% Island). This is followed by getting better results from our trade show program (64.7% Inline; 58.1% Island).

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**171**	**85**	**86**
Cost of trade show marketing	76.6%	74.1%	79.1%
Getting better results from our trade show program	61.4%	64.7%	58.1%
Having to do more with fewer people	45.0%	42.4%	47.7%
Justifying trade show marketing to management	39.8%	35.3%	44.2%
Work/life balance	33.9%	31.8%	36.0%
Depending on vendors I can't control	22.2%	12.9%	**31.4%**
Getting multiple stakeholders to agree on direction	19.9%	8.2%	**31.4%**
Learning the skills to exhibit well	19.3%	17.6%	20.9%
Other	9.4%	8.2%	10.5%

SURVEY QUESTION: *Which statement do you agree with most?*

		Largest Booth Size	
	Total	Inline	Island
Total	**172**	**85**	**87**
I enjoy trade shows and want them as a key part of my continuing career.	65.1%	62.4%	67.8%
I tolerate trade shows, and consider them a stepping stone to other things.	29.7%	30.6%	28.7%
I don't like trade shows, and want to get out of doing them.	5.2%	7.1%	3.4%

SURVEY QUESTION: *On a scale of 1 to 10 (with 10 being the Most Effective), how effective do you feel exhibitions and event marketing are in terms of achieving corporate marketing goals?*

		Largest Booth Size	
	Total	Inline	Island
Total	**168**	**84**	**84**
1 – Least Effective	1.2%	2.4%	0.0%
2	1.8%	3.6%	0.0%
3	9.5%	11.9%	7.1%
4	5.4%	7.1%	3.6%
5	13.1%	8.3%	17.9%
6	11.9%	11.9%	11.9%
7	22.6%	25.0%	20.2%
8	23.8%	19.0%	28.6%
9	6.0%	3.6%	8.3%
10 – Most Effective	4.8%	7.1%	2.4%

New Role of Exhibit Marketers

Over the past two years – a period marked by a steep economic downturn – exhibit marketers have been pressed to increase their range of responsibilities. New responsibilities include increasing online exposure through social networks as well as a tighter focus on costs, budgeting and proving Return on Investment.

The new skills take time to learn and implement – expanding an exhibit marketer's number of tasks and responsibilities. In many cases there is simply a call to do more with less. So while traditional media ads and direct mailers have been scaled down they are not necessarily eliminated. And building an online presence is often an assignment that's started from scratch. What emerges for exhibit marketers is a more complex strategy of connecting to attendees with a consistent message through old and new media, and then justifying the effort through trade show results.

In the table below, exhibit marketer's write-in responses are categorized by booth size.

SURVEY QUESTION: *How has your job changed in the last two years?*

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**131**	**62**	**69**
Increased online / Email / Social networks	16.8%	14.5%	18.8%
Generally doing more with less	15.3%	12.9%	17.4%
Wider range of responsibilities	14.5%	11.3%	**17.4%**
Focus on cost / ROI / Budgets	9.2%	8.1%	10.1%
No change	8.4%	9.7%	7.2%
More marketing	5.3%	6.5%	4.3%
More sales	4.6%	**8.1%**	1.4%
Fewer shows	3.1%	1.6%	4.3%
More administrative	3.1%	1.6%	4.3%
Other	7.6%	9.7%	5.8%
Don't know / Not sure	12.2%	16.1%	8.7%

Below are selected write-in comments that exemplify how the exhibit marketer's job has changed in the last two years:

Themes	Question: How has your job changed in the last two years?
Increased online / Email / Social networks	Technology takes more time to learn and use ... Internet and website based.
Increased online / Email / Social networks	The marketplace requires us to contact more people with more information every day. We are forced to learn and use the newest contact technology as it comes out in order to stay ahead of our competition.
Increased online / Email / Social networks	We are doing less print advertising and more e-commerce which requires a great deal of time designing and implementing email campaigns.
Increased online / Email / Social networks	It is becoming more Internet-oriented and moving away from traditional media. Evaluating is becoming more important (and harder to do) with additional channels. We are just learning the "ins and outs" of social media.
Wider range of responsibilities	Busier, more diverse, more strategic.
Wider range of responsibilities	More responsibility for more shows.
Wider range of responsibilities	Same amount of work - more options of how to accomplish and to measure what is and is not working.
Focus on cost / ROI / Budgets	Focus on cost savings, standardization, and green/sustainable products and suppliers.
Focus on cost / ROI / Budgets	I have had to really fine tune our show selection process so we are only attending the shows that give us the most in return.
Focus on cost / ROI / Budgets	Moved more towards ROI research on a show-by-show basis. Cutting cost and budgets and finding cost saving measures.
Focus on cost / ROI / Budgets	Spend more time analyzing data from an event as to ROI.
More marketing	Spend more time involved in marketing, advertising, and new product development.
More marketing	Added responsibilities of marketing, branding.
More marketing	More focus on sales, less on strategies & marketing.
More sales	Increased global sales management.

SURVEY QUESTION: *Over the last two years, I have been spending more time on the following:*

		Largest Booth Size	
	Total	Inline	Island
Total	**161**	**82**	**79**
Email marketing	45.3%	48.8%	41.8%
Product marketing	42.2%	46.3%	38.0%
Sales	39.1%	42.7%	35.4%
Corporate communications	25.5%	19.5%	31.6%
Market research	25.5%	26.8%	24.1%
Public relations	24.8%	34.1%	15.2%
Social media	24.8%	25.6%	24.1%
Direct mail	14.3%	17.1%	11.4%
Other	12.4%	12.2%	12.7%

SURVEY QUESTION: *What aspects of your role are new as of the last 12 months and/or expected to be new over the next year?*

A large percentage of exhibit marketers are increasing their focus on sales. This is a more significant goal for companies with smaller, inline booths. Marketers who justify their trade show marketing program by proving sales are more likely to see their budgets increase than those who justify their budget by suggesting increased company awareness (finding from Skyline and *Tradeshow Week*'s 2009 report titled *What's Working in Exhibiting*).

Overall, exhibit marketers are continuing their push into online campaigns including social networks, webinars and building website awareness.

In the table below, exhibit marketers' write-in responses are categorized by booth size.

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	98	50	48
Sales	15.3%	**20.0%**	10.4%
Online social networks	12.2%	10.0%	14.6%
Strategic planning	8.2%	**12.0%**	4.2%
Website / Advertising / Awareness	7.1%	8.0%	6.3%
Management / Human Resources	6.1%	6.0%	6.3%
Webinar	5.1%	6.0%	4.2%
Budgeting	4.1%	4.0%	4.2%
International	4.1%	2.0%	6.3%
Marketing	4.1%	6.0%	2.1%
Reduced budget	4.1%	0.0%	**8.3%**
Nothing new / Not sure	24.5%	24.0%	25.0%
Other	5.1%	2.0%	8.3%

Below are selected write-in comments that detail the new aspects of the exhibit marketer over the past 12 months, or expected to be new over the next year.

Themes	Question: What aspects of your role are new as of the last 12 months and/or expected to be new over the next year?
Sales	Corporate sales / Account managing.
Sales	Handling all of our sales reps, much more involved in sales.
Online social networks	Focus on things like Twitter and blogging.
Online social networks	How to use social media to our benefits and how to have “sustainable” programs.
Online social networks	Social networking used as marketing tools.
Strategic planning	To move from sales to marketing for more strategic activities than tactical jobs.
Strategic planning	Trying to determine ROI on trade shows.
Website / Advertising / Awareness	All trade show related marketing and promotional opportunities that are email or web based.
Website / Advertising / Awareness	Overseeing our direct-to-consumer website.
Management / Human Resources	Managing more people.
Management / Human Resources	The amount of human resource work I am expected to do.
Management / Human Resources	Vendor interface and management.
Webinar	Conducting customer webinars to showcase products.
Webinar	Webinars; we are actively doing 4 sessions a month.
Marketing	Branding new products.
International	Increase offshore business.
International	More direct involvement in managing European activity.
Other	Event planning as well as trade shows.

SURVEY QUESTION: *Who do you report to?*

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**165**	**79**	**86**
Chairman / CEO / President	33.3%	**38.0%**	29.1%
Senior Executive – Non-Marketing	6.1%	**10.1%**	2.3%
Vice President, Marketing (EVP, SVP)	17.0%	11.4%	**22.1%**
Director of Marketing	13.3%	6.3%	**19.8%**
Marketing Manager	6.1%	2.5%	**9.3%**
Exhibit or Event Marketing Director	1.2%	1.3%	1.2%
Exhibit or Event Marketing Manager	1.2%	1.3%	1.2%
Sales Director or Manager	5.5%	5.1%	5.8%
Marketing Coordinator	0.0%	0.0%	0.0%
Other	16.4%	**24.1%**	9.3%

SURVEY QUESTION: *In your organization, who is your biggest advocate?*

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**156**	**74**	**82**
Chairman / CEO / President	34.0%	**44.6%**	24.4%
Senior Executive – Non-Marketing	5.1%	4.1%	6.1%
Vice President, Marketing (EVP, SVP)	16.0%	4.1%	**26.8%**
Director of Marketing	9.0%	5.4%	**12.2%**
Marketing Manager	5.8%	5.4%	6.1%
Exhibit or Event Marketing Director	1.3%	1.4%	1.2%
Exhibit or Event Marketing Manager	1.3%	1.4%	1.2%
Sales Director or Manager	7.1%	8.1%	6.1%
Marketing Coordinator	0.6%	0.0%	1.2%
Other	19.9%	**25.7%**	14.6%

SURVEY QUESTION: *What should senior executives in your organization understand about exhibitions and event marketing that they may not?*

Exhibit marketers would like to see senior executives take a more holistic view of event marketing, and realize that the event itself is a fragment of the opportunity.

The live event is the outlet where a company's message moves from something a client or prospect read in an advertisement or saw online to an actual user experience. Sales are not necessarily an immediate result. The event is a ground zero to market around – contact with clients, prospects and the larger industry occur before, during and after show dates. Sales are generated at anytime during the process. And increasing company awareness has ongoing impact on company goals.

Exhibit marketers would like senior executives who measure the costs to exhibit to better recognize the importance of "increased company awareness" and the unique benefits of "face-to-face" or "one-on-one" interactions.

Exhibit marketers would like senior executives to understand the full opportunity and appreciate the time, effort and detailed planning that go into bringing it all together. In the table below exhibit marketer's write-in responses are categorized by booth size.

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**105**	**53**	**52**
Increased company awareness	13.3%	15.1%	11.5%
Marketing / Strategy	13.3%	5.7%	**21.2%**
Expense has payoff	9.5%	5.7%	13.5%
Return on Investment	9.5%	5.7%	13.5%
Planning / Logistics	8.6%	**13.2%**	3.8%
Sales are not immediate	8.6%	9.4%	7.7%
Management understands benefits	5.7%	7.5%	3.8%
Buyers under one roof	4.8%	1.9%	7.7%
Post-show follow-up	4.8%	**7.5%**	1.9%
Networking	3.8%	**7.5%**	0.0%
Show selection	3.8%	5.7%	1.9%
Staff training	3.8%	1.9%	5.8%
Keeping up to date with trends	1.9%	1.9%	1.9%
Other	3.8%	3.8%	3.8%
Don't know / Not sure	4.8%	7.5%	1.9%

Below are selected write-in comments that exhibit marketers provided to detail what senior executives in their organization should understand about exhibitions and event marketing that they may not.

Theme	Question: What should senior executives in your organization understand about exhibitions and event marketing that they may not?
Increase company awareness	It's a chance for interactive / experiential marketing that can make a long-term impression on attendees.
Increase company awareness	Our chief functions of trade shows are: a) introducing new products quickly and broadly; and b) brand equity development.
Increase company awareness	There is much more to marketing than lead generation. Brand awareness and marketing mix to reach prospects is important, not just putting your eggs in one basket of electronic marketing.
Marketing / Strategy	A better-planned trade show with pre- and post-show follow-up by assigned personnel is a better investment than sending a large group to a show with no specific plan or message.
Marketing / Strategy	Exhibitors do not have to do what they have always done. We can make changes and it will not hinder our reputation at trade shows.
Marketing / Strategy	That attendance at shows should be more selective (not everyone needs to attend each time), and that more investment in pre- and post-show marketing would increase booth traffic.
Marketing / Strategy	The amount of time it really takes to pull something together and the critical need to incorporate marketing strategy around the event - not just rely on the exhibit to do the work.
Marketing / Strategy	The value of face-to-face marketing versus just going because our competitors do.
Marketing / Strategy	There are still people who want to see things up close and people face to face. There needs to be a balance of shows, print and e-media.
Expense has payoff	It's expensive! You have to spend it to make it.
Return on Investment	ROI, importance of being seen at shows, value of leads and the role they play in the marketing mix.
Planning / Logistics	Event planning involves 1,001 relatively minor, though super-critical steps to ensure a smooth show.
Planning / Logistics	How much goes into the planning and logistics of getting us to a show.
Sales are not immediate	It is part of a multi-prong marketing effort. The benefit is not strictly based on sales closed at show or within weeks of meeting someone at show.
Sales are not immediate	That is a long-term marketing tool and that not all inventory should be transported to every show.
Sales are not immediate	There is much more than manning a booth at the show that can be taken advantage of which will deliver value. There are many opportunities pre-onsite and post show to generate leads and ultimately sales.
Buyers under one roof	We can reach many more buyers and decision makers for much less cost than one-on-one sales calls.
Post-show follow-up	If there is not fast and assertive lead follow-up, our time, effort, and money go to waste.
Post-show follow-up	The length of time it takes to follow-up on leads and the importance of timely responses.
Networking	Face-to-face connections are very beneficial for relationship building.
Networking	That the Internet cannot replace the one-on-one interaction that takes place at trade shows and events.

Other Marketing and Non-Marketing Activities

When exhibit marketers were asked "*What is not in your job description that should be*?" the varied responses give proof to the wide range of responsibilities that are now part of the job. In response to their job description, one exhibitor simply stated, "What description?"

Below are exhibit marketer quotes that best identify the aspects of their job that are not covered in their job description.

SURVEY QUESTION: *What is not in your job description that should be?*

- Accounting.
- After-sales service.
- Babysitter.
- Brand steward.
- Company cheerleader.
- Contract negotiations.
- CRM.
- Customer service.
- Dishwasher.
- Efficiency promoter.
- Event planning.
- Facility manager.
- Financial manager.
- Global expansion.
- Graphic design.
- I do it all: seek, identify, locate, and close. I need two of me!
- I don't have a job description.
- I think my speaking and exhibiting are not in my job description.
- Internal customer service, sales support.
- Inter-organization collaborator.
- Juggling cats.
- Lead follow-up.
- Manager of Green procurement.
- Market research.
- Miracle worker.
- New market development
- Operations.
- Organization.
- Overseeing customer website.
- Physical labor involved in trade show exhibitions.
- Product development.
- Provide after-sales service, troubleshooting, product improvement.
- Sales.
- Strategic planning.
- To do all the marketing tasks the product managers don't want or know how to do.
- Trade show booth logistics.
- Trade show coordinator, travel agent and marketing representative.
- Trainer.
- Updated version to include: direction and accountability in global trade show schedule and budget.
- Webmaster.
- What description?
- Whatever is needed at the time.
- "Why didn't you follow up on the leads from the show you wanted to be at?" hounder.

SURVEY QUESTION: *What other marketing activities do you do or are responsible for?*

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**165**	**85**	**80**
Email marketing	66.1%	**74.1%**	57.5%
Direct mail	64.2%	68.2%	60.0%
Corporate communications	63.6%	**69.4%**	57.5%
Product marketing	63.6%	68.2%	58.8%
Public relations	57.6%	61.2%	53.8%
Market research	50.9%	55.3%	46.3%
Sales	50.3%	**62.4%**	37.5%
Social media	32.7%	32.9%	32.5%
Other	16.4%	8.2%	25.0%

SURVEY QUESTION: *What non-marketing activities do you do?*

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**160**	**82**	**78**
Set budgets	58.8%	57.3%	60.3%
Service customers	54.4%	58.5%	50.0%
Sales	48.1%	**58.5%**	37.2%
Interview and recruit employees	31.9%	**39.0%**	24.4%
Other	15.0%	18.3%	11.5%

Exhibit Marketer Attributes

Communication (59.9%) is the skill exhibit marketers depend on the most. It's a necessary skill for internal team building and event strategies, as well as engaging clients and prospects across multiple media platforms. Communication is followed by focus on details (45.9%).

SURVEY QUESTION: *Which of your skills do you depend on the most? (Please check no more than two)*

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**172**	**85**	**87**
Communication	59.9%	58.8%	60.9%
Focus on details	45.9%	40.0%	**51.7%**
Marketing	41.3%	45.9%	36.8%
Organization	41.3%	38.8%	43.7%
Technology	20.3%	**27.1%**	13.8%
Team building	15.7%	16.5%	14.9%
Other	0.0%	0.0%	0.0%

SURVEY QUESTION: *What do you like best about your role?*

Exhibit marketers do not work in a routine environment. They enjoy the diversity of their role including social interaction, creativity and the ability to make their own decisions. Each day brings a new challenge. Planning and attention to detail are key job attributes listed by exhibit marketers.

In the table below, exhibit marketer's write-in responses are categorized by booth size.

		Largest Booth Size	
	Total	Inline	Island
Total	**121**	**59**	**62**
Diversity / Variety of tasks	27.3%	25.4%	29.0%
Customer contact / Networking	19.0%	20.3%	17.7%
Independence	15.7%	18.6%	12.9%
Planning / Attention to detail	14.0%	16.9%	11.3%
Creative process	8.3%	5.1%	11.3%
Challenge	5.8%	5.1%	6.5%
Travel	5.0%	5.1%	4.8%
Other	5.0%	3.4%	6.5%

Below are selected write-in comments exhibit marketers provided on what they like best about their role:

Themes	Question 21: What do you like best about your role?
Diversity / Variety of tasks	Different every day.
Diversity / Variety of tasks	Extremely busy, fast paced.
Diversity / Variety of tasks	It changes minute by minute.
Diversity / Variety of tasks	It is ever-changing, never get bored.
Diversity / Variety of tasks	That I am not limited to my job title, that I am allowed to learn and contribute to all areas of our company.
Diversity / Variety of tasks	The multiple jobs I have to do.
Customer contact / Networking	Booth duty at trade shows, and networking with customer and vendors around the trade show hours.
Customer contact / Networking	Doing involved demos that show off the skill of my company and the power of our software.
Independence	Independence and control of outcome.
Independence	Making decisions.
Planning / Attention to detail	The ability to apply my attention to detail and planning to improve the way we do trade shows in the future.
Planning / Attention to detail	The excitement of bringing a new product to market and see how well it does.
Planning / Attention to detail	The planning and execution of the show. It is stressful, but I enjoy seeing the end product and the gratitude from the sales force.
Creative process	Creating a visual theme and booth design.
Creative process	Creatively implementing key business strategies.
Creative process	The creative nature and freedom to try new things.
Challenge	Different markets with different challenges.
Challenge	Every day is a new and different challenge.

SURVEY QUESTION: *What do you like least about your role?*

Politics, oversight or restrictions are elements of the job that exhibit marketers indicate they like least. Exhibit marketers tend to be creative free-thinkers who like to have the final decision. They do no want their process interrupted by outside directives or unresponsive co-workers who don't appreciate or understand the effort in creating a successful show.

In the table below, exhibit marketer's write-in responses are categorized by booth size.

		Largest Booth Size	
	Total	Inline	Island
Total	**115**	**56**	**59**
Politics / Oversight / Restrictions	15.7%	16.1%	15.3%
Managing people	14.8%	16.1%	13.6%
Not enough time / Support	13.9%	17.9%	10.2%
Budgets	12.2%	12.5%	11.9%
Planning / Logistics	11.3%	8.9%	13.6%
Deadlines	4.3%	1.8%	6.8%
Paperwork / Detail	4.3%	3.6%	5.1%
Sales	4.3%	5.4%	3.4%
Travel	4.3%	1.8%	6.8%
Lack of company strategy	2.6%	1.8%	3.4%
Salary	1.7%	3.6%	0.0%
Don't know / Not sure	2.6%	0.0%	5.1%
Other	7.8%	10.7%	5.1%

Below are selected write-in comments that characterize what exhibit marketers like least about their role.

Themes	Question 22: What do you like least about your role?
Politics / Oversight / Restrictions	Being forced to work on a project or pursue an angle that I know will be unsuccessful based on experience, but because it is a directive from an out-of-office employee I must do it.
Politics / Oversight / Restrictions	Multiple directives and lack of planning.
Politics / Oversight / Restrictions	Parent company oversight.
Managing people	Being the only one who is highly organized and detail-oriented. Most of the time I feel like I'm shouldering ALL of the responsibility myself and I think it should be shared by sales as well as marketing.
Managing people	Dealing with lazy people.
Managing people	Having my hands tied behind my back because I depend on co-workers who don't take their assignments seriously.
Managing people	The pressure to always have the answer.
Managing people	Waiting on other people to provide me the information I need to move forward with a project.
Not enough time / Support	Long hours and having to do everything.
Not enough time / Support	No backup or help.
Not enough time / Support	Not enough in-house administration support.
Budgets	Amount of time spent on budget oversight.
Budgets	Have to fight for resources & support, and lack of recognition and appreciation of results.
Planning / Logistics	Lack of respect for what I do (people don't realize all the 'behind the scenes' tasks we do to make a show seem flawless!).
Planning / Logistics	Tearing down trade show booths & samples.
Lack of company strategy	The lack of direction given from management at times.
Paperwork / Detail	Standard forms.
Paperwork / Detail	Tracking purchase orders, invoicing and billing issues.

Exhibit Marketer Needs and Resources

More than two out of three (68%) would like to learn more about measuring ROI (Return on Investment). The largest cluster of exhibit marketers (37.7%) look to colleagues for the best information on how to do their jobs better.

SURVEY QUESTION: *What do you want to learn more about?*

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**153**	**74**	**79**
Measuring ROI (Return on Investment)	68.0%	63.5%	72.2%
Pre- & at-show promotions	39.2%	**44.6%**	34.2%
Exhibit design trends / Material costs	37.9%	31.1%	**44.3%**
Lead management	35.3%	35.1%	35.4%
Show selection	26.8%	25.7%	27.8%
Exhibit storage and transportation best practices	26.8%	24.3%	29.1%
Budgeting	24.2%	23.0%	25.3%
On-site labor issues and costs	23.5%	14.9%	**31.6%**
Booth staffing	11.8%	13.5%	10.1%
Other	4.6%	4.1%	5.1%

SURVEY QUESTION: *Where do you get the best information on how to do your job better?*

		Largest Booth Size	
	Total	Inline	Island
Total	**167**	**83**	**84**
Colleagues	37.7%	42.2%	33.3%
Trade publications	17.4%	16.9%	17.9%
Associations	15.0%	15.7%	14.3%
Websites	11.4%	9.6%	13.1%
Exhibit houses	1.8%	0.0%	3.6%
Consultants	1.8%	3.6%	0.0%
Other	15.0%	12.0%	17.9%

Salary, Travel and the Workweek

The current salary (as of January 1, 2009) for exhibit marketers is $78,203, on average.

SURVEY QUESTION: *What is your current salary (as of January 1, 2009)?*

	Number of Respondents	Average Salary
Total	96	$78,203
Chairman / CEO / President	6	$119,833
Senior Executive – Non-Marketing	1	$400,000
Vice President, Marketing (EVP, SVP)	7	$116,214
Director of Marketing	6	$86,667
Marketing Manager	15	$69,000
Exhibit or Event Marketing Director	2	$62,000
Exhibit or Event Marketing Manager	20	$60,600
Sales Director or Manager	8	$109,375
Marketing Coordinator	16	$43,406
Other	15	$74,300

SURVEY QUESTION: *Did you receive a monetary bonus in 2008?*

More than one-third of exhibit marketers (38.1%) received a monetary bonus in 2008. Those that did had an average bonus of $19,009.

		Largest Booth Size	
	Total	Inline	Island
Total	**155**	**74**	**81**
Yes	38.1%	39.2%	37.0%
No	61.9%	60.8%	63.0%

SURVEY QUESTION: *If yes, how much was your last bonus?*

	Number of Respondents	Average Of Last Bonus
Total	**27**	**$19,009**
Chairman / CEO / President	1	$1,000
Senior Executive – Non-Marketing	NA	NA
Vice President, Marketing (EVP, SVP)	3	$31,667
Director of Marketing	2	$10,000
Marketing Manager	2	$4,000
Exhibit or Event Marketing Director	NA	NA
Exhibit or Event Marketing Manager	4	$3,425
Sales Director or Manager	4	**$70,375**
Marketing Coordinator	5	$1,010
Other	6	$19,583

SURVEY QUESTION: *Do you expect a raise in 2010?*

Less than half (43.4%) expect a raise in 2010. Those expecting a raise forecast a salary increase of 8.5% in 2010.

		Largest Booth Size	
	Total	Inline	Island
Total	152	71	81
Yes	43.4%	45.1%	42.0%
No	56.6%	54.9%	58.0%

SURVEY QUESTION: *If you do expect a raise in 2010, what percentage of your salary are you expecting?*

	Number of Respondents	Percentage of Salary (Average)
Total	**54**	**8.5%**
Chairman / CEO / President	3	18.7%
Senior Executive – Non-Marketing	1	10.0%
Vice President, Marketing (EVP, SVP)	2	**55.0%**
Director of Marketing	6	7.0%
Marketing Manager	9	8.1%
Exhibit or Event Marketing Director	1	4.0%
Exhibit or Event Marketing Manager	9	3.9%
Sales Director or Manager	5	7.6%
Marketing Coordinator	9	5.8%
Other	9	4.6%

SURVEY QUESTION: *How many hours a week do you work?*

On average, exhibit marketers are working an average of 50.4 hours a week.

		Largest Booth Size	
	Total	Inline	Island
Average	50.4	51.1	49.7
Median	50	50.0	50.0

SURVEY QUESTION: *Would you like to travel more or less for work?*

Tighter budgets have had an impact on travel. One-quarter of the exhibit marketers (25.5%) say their trips away from the office are getting shorter. Exhibitors who would like to travel more outnumber those who would like less travel by almost 2-to-1 (34.7% more travel; 18% less travel; and 47.3% same amount of travel).

		Largest Booth Size	
	Total	Inline	Island
Total	**167**	**81**	**86**
More	34.7%	32.1%	37.2%
Less	18.0%	19.8%	16.3%
Same	47.3%	48.1%	46.5%

SURVEY QUESTION: *In general, are your trips in terms of days away getting longer, shorter or staying the same?*

		Largest Booth Size	
	Total	Inline	Island
Total	**165**	**80**	**85**
Longer	17.0%	17.5%	16.5%
Shorter	25.5%	23.8%	27.1%
Staying the same	57.6%	58.8%	56.5%

Challenges and Opportunities

Overall, the expanding role of exhibit marketers creates their biggest challenge – "time management and multi-tasking." The pressure is internal as much as external. Exhibit marketers must effectively communicate with their exhibit teams and coordinate goals across multiple departments. All the time dealing with upper management who may have their own vision. It's increasingly difficult for exhibit marketers to meet their responsibilities without losing site of the end game, i.e. engaging attendees.

In the table below, exhibit marketer's write-in responses are categorized by booth size.

SURVEY QUESTION: *What are the biggest challenges in your role?*

		Largest Booth Size	
	Total	Inline	Island
Total	**131**	**64**	**67**
Time management / Multi-tasking	27.5%	31.3%	23.9%
Internal communication	19.1%	20.3%	17.9%
Dealing with upper management	11.5%	7.8%	14.9%
Engaging attendees	11.5%	10.9%	11.9%
Working within budget	9.2%	10.9%	7.5%
Sales	8.4%	10.9%	6.0%
Doing more with less	7.6%	3.1%	11.9%
Other	5.3%	4.7%	6.0%

Below are selected write-in comments that describe exhibit marketer's biggest challenges.

Theme	Question: What are the biggest challenges in your role?
Time management / Multi-tasking	Deadlines and time management.
Time management / Multi-tasking	Having enough hours in the day/week to complete all the work necessary to run our business efficiently and effectively.
Time management / Multi-tasking	Not having the time to go back and analyze what we did and how we can do it better in the future.
Internal communication	Dealing with input from multiple sources that all think they know what is the best way to do something and that everyone else is wrong.
Internal communication	Everyone's task list has grown, so it's hard to get in contact with everyone you need to make decisions and get information.
Internal communication	Getting all stakeholders to pull in the same direction.
Internal communication	Getting everyone to be aligned with the mission and vision of the business.
Internal communication	I have a global role, so distances and time differences with other business units are an issue.
Internal communication	Team building and balancing creative vision with logistical realities.
Dealing with management	Dealing with executive management being on the same page and sticking with decisions.
Dealing with upper management	Getting management to go along with new and different ways of marketing.
Dealing with upper management	Getting upper management to be more creative and think outside of the traditional box. They always want to do the most obvious things and put a bunch of text on everything.
Engaging attendees	Deciding how best to reach customers.
Engaging attendees	Finding new customers.
Sales	Grow sales and set up domestic and international distributors for our product.

SURVEY QUESTION: *What are the biggest opportunities in your role?*

Regardless of company or booth size, exhibit marketers face many of the same challenges. Yet their opportunities are vastly different. When exhibit marketers are asked "*What is the biggest opportunity in your role*?," the keyword is "growth." The definition and process to achieve growth is less clear.

The career trajectory of an exhibit marketer varies from company to company. For some, exhibit marketing is a step toward an upper management position, while for others, they may already be in upper management, but are still very involved in exhibit marketing. For others it's a function of sales or product development with an eye toward growing the business.

The diversity of the write-in responses suggests an entrepreneurial role with reach into all aspects of the company. Below are selected write-in comments that best describe the unique opportunities defined by exhibit marketers.

Question 18: What are the biggest opportunities in your role?

As I learn more about our services/products, I will be able to communicate and write more for the company.

Being the trade show expert in my company.

Bring new ideas, markets as opportunities and test viability.

Bringing in new business, growing sales, maintaining current clients, and looking for new free products within our product offerings.

Building a successful and profitable business faster.

Chance to develop and learn new skills, growing company.

Chance to drive profitability, shorten the sales cycle, improve the visibility and image of the company.

Defining and selling to new markets.

Experience in many different areas of business.

Following up on leads generated by our email marketing campaign and converting them to sales.

Growth of the global event program. Make us look and feel like one company, and get the industry to know our name.

Integrating web-based technologies with live events.

More involvement in strategy rather than logistics.

New product development.

Opportunities to touch every aspect of our business.

Performing under current operating conditions and achieving excellent results.

Some of the biggest opportunities have been to be able to see the Return On Investment, and communicating the success of our product to others.

The opportunity to provide new market details to upper management, which in turn provides an opportunity for me to grow within the company.

Work with a variety of people, including upper management.

Methodology and Respondent Profile

In December 2009, *Tradeshow Week*, on behalf of Skyline Exhibits, invited a diverse group of exhibit marketers to take part in a research survey. The survey findings render an objective overview of the evolving role of the exhibit marketer.

Survey invitations were sent via email and 231 exhibit marketers responded. The results analyzed in this report are based on the 171 respondents who provided the size of their largest exhibit booth.

SURVEY QUESTION: *Are you:*

		Largest Booth Size	
	Total	Inline	Island
Total	**167**	**82**	**85**
Male	48.5%	48.8%	48.2%
Female	51.5%	51.2%	51.8%

SURVEY QUESTION: *Please indicate the number of years you have worked in marketing overall, trade shows specifically, and how many years you have been with your current company:*

	Average Number of Years in Marketing (155 responses)	Average Number of Years in Trade Shows (159 responses)	Average Number of Years at the Same Company (157 responses)
Total (Average Number of Years)	14.7	12.9	9.6
Chairman / CEO / President	17.3	16.7	12.9
Senior Executive – Non-Marketing	14.3	14.0	11.3
Vice President, Marketing (EVP, SVP)	24.9	20.7	9.8
Director of Marketing	17.0	14.0	11.7
Marketing Manager	15.0	11.3	9.1
Exhibit or Event Marketing Director	11.5	11.0	2.5
Exhibit or Event Marketing Manager	10.0	9.6	6.9
Sales Director or Manager	13.7	14.9	7.9
Marketing Coordinator	9.6	6.8	8.7
Other	16.5	14.7	11.3

SURVEY QUESTION: *Which is the best match with your job title?*

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**168**	**82**	**86**
Chairman / CEO / President	10.1%	**15.9%**	4.7%
Senior Executive – Non-Marketing	1.8%	2.4%	1.2%
Vice President, Marketing (EVP, SVP)	8.3%	**13.4%**	3.5%
Director of Marketing	7.1%	7.3%	7.0%
Marketing Manager	14.9%	9.8%	**19.8%**
Exhibit or Event Marketing Director	1.2%	2.4%	0.0%
Exhibit or Event Marketing Manager	14.3%	3.7%	**24.4%**
Sales Director or Manager	8.9%	8.5%	9.3%
Marketing Coordinator	14.3%	9.8%	**18.6%**
Other	19.0%	**26.8%**	11.6%

SURVEY QUESTION: *How many shows do you exhibit in annually and/or take a special sponsor position?*

On average, exhibit marketers taking part in this study exhibit in 18 shows and sponsor 4 annually.

NUMBER OF SHOWS EXHIBITED IN ANNUALLY

		Largest Booth Size	
	Total	Inline	Island
Average	17.6	12.4	22.9
Median	8.1	6.0	10.0

NUMBER OF SHOWS SPONSORED ANNUALLY

		Largest Booth Size	
	Total	Inline	Island
Average	3.8	2.7	4.8
Median	1.0	1.0	1.0

SURVEY QUESTION: *What is your largest booth size?*

	Total	
	172	
100 square feet	23%	**Inline**
200-300 square feet	27%	**Inline**
400-600 square feet	18%	**Island**
700-900 square feet	5%	**Island**
Larger than 1,000 square feet	27%	**Island**

SURVEY QUESTION: *Which of the following best describes your organization's primary industry?*

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**171**	**84**	**87**
Advertising & Marketing	2.9%	4.8%	1.1%
Apparel	0.6%	0.0%	1.1%
Automotive & Trucking	2.3%	1.2%	3.4%
Building & Construction	2.9%	4.8%	1.1%
Education	2.3%	3.6%	1.1%
Financial Services / Legal	2.3%	3.6%	1.1%
Food Service & Processing	1.2%	1.2%	1.1%
Health Care & Pharmaceutical	8.8%	**11.9%**	5.7%
Manufacturing & Industrial	39.8%	27.4%	**51.7%**
Publishing	1.8%	2.4%	1.1%
Sporting Goods & Recreation	1.8%	1.2%	2.3%
Technology & Telecomm	8.8%	6.0%	**11.5%**
Other	24.6%	**32.1%**	17.2%

SURVEY QUESTION: *What is your company size in terms of total gross sales in 2008 or the most recent fiscal year?*

(Notably higher numbers in green)

		Largest Booth Size	
	Total	Inline	Island
Total	**148**	**72**	**76**
Less than $25,000,000	38.5%	**52.8%**	25.0%
$25,000,000 to $49,999,999	15.5%	15.3%	15.8%
$50,000,000 to $99,999,999	8.1%	6.9%	9.2%
$100,000,000 to $499,999,999	16.2%	11.1%	**21.1%**
$500,000,000 to $749,999,999	2.0%	1.4%	2.6%
$750,000,000 to $999,999,999	8.1%	5.6%	10.5%
$1 billion or more	11.5%	6.9%	**15.8%**

Skyline Exhibits and ***Tradeshow Week*** co-wrote the survey and developed the analysis presented in this industry report. The findings represent the opinions and comments of over 170 exhibit marketers surveyed in December 2009. This data-driven report provides an examination of the increasing responsibilities of today's exhibit marketers. In addition to studying the evolving role of exhibit marketers, **Skyline Exhibits** and ***Tradeshow Week*** have co-authored industry reports on "What's Working in Exhibit Marketing", "The Trend to Custom Modular Exhibits", "International Exhibiting: Trends & Outlook", as well as a series of reports on specific industries including Manufacturing & Industrial, Medical & Healthcare, Information Technology, and Professional & Business Service. To access these reports, please go to **www.skyline.com/whitepapers**.

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