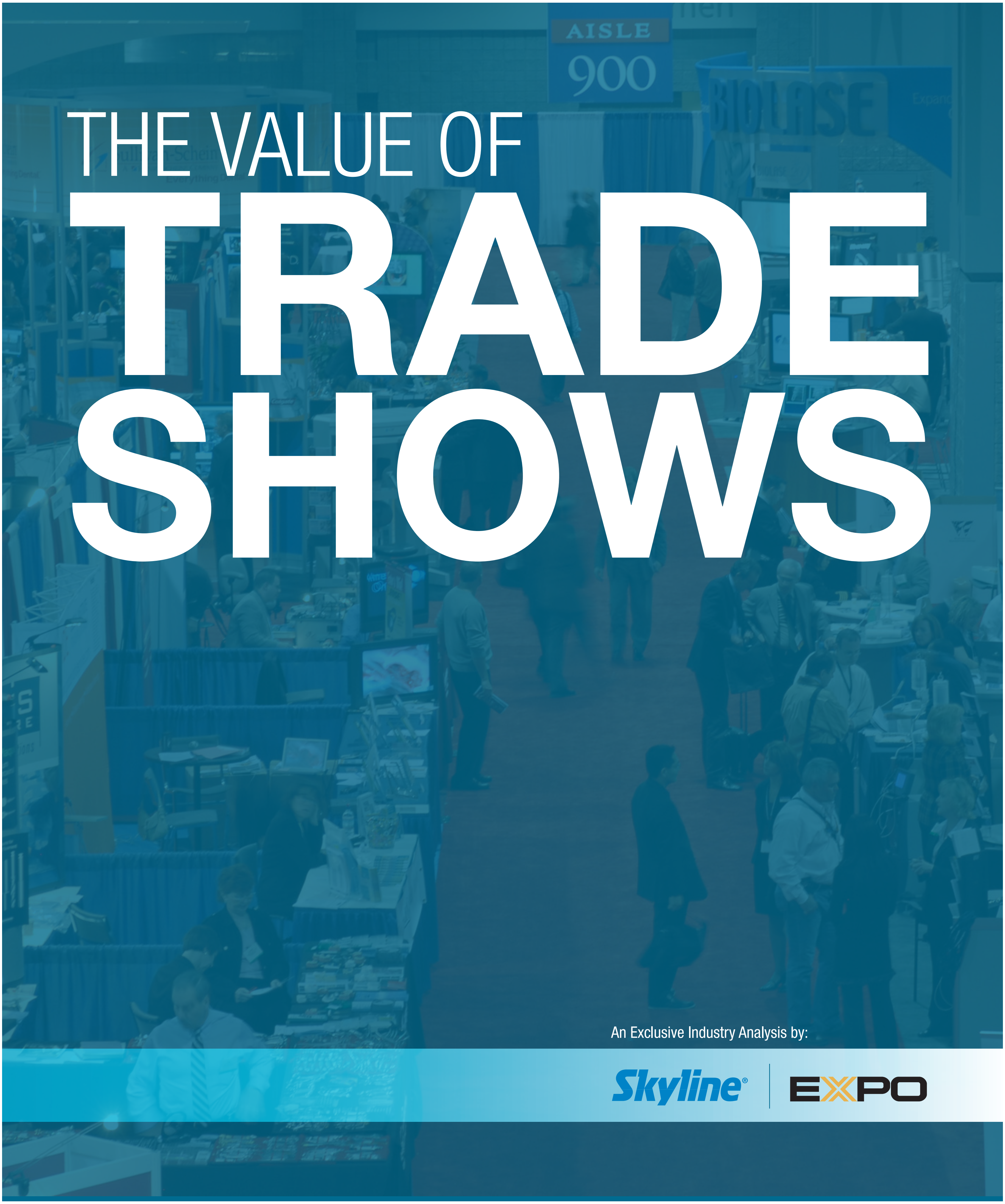
THE VALUE OF TRADE SHOWS



An Exclusive Industry Analysis by:

Skyline® | EXPO

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Introduction

Skyline Exhibits and EXPO Magazine have collaborated to develop this exclusive report on **The Value of Trade Shows.** With the marketing and media industries rapidly changing due to technology, both of our organizations felt now is the right time to gauge how marketers and attendees/buyers perceive and are using conventions, trade shows and conferences.

The report provides results from surveys of exhibitors and event marketers to quantify how major organizations are using trade shows and events. This report also examines the needs of event attendees and industry buyers today in terms of their event participation and requirements.

The report includes 2011 event and travel budget forecasts, attendance growth rate expectations, and other trends and benchmarks.

Following the Executive Summary, the report is presented in three sections:

I.) Attendee and Exhibitor Survey Comparisons

II.) Exhibitor Survey

III.) Attendee Survey

This report is part of a series of white papers and special reports developed by Skyline Exhibits to inform the Exhibition Industry.

Executive Summary

With the rapid growth of new digital marketing mediums, trade shows may seem to be a hallmark of previous generations' marketing strategies. But trade shows are more vital and important than ever. In an increasingly digital world, business people, both buyers and sellers, require face-to-face interaction to access information, network, make decisions and close deals. Trade shows and events are in fact the original Social Media.

Consider how major corporate purchasing and partnering decisions are made today. First, research and information gathering starts on the web, and increasingly, final purchases are made online. Trade shows are critical in the middle of business-to-business purchase and partnering decisions. Today's trade shows go hand-in-hand with digital marketing initiatives, and stand-out as a cost effective way for buyers to see many key companies and their people at once.

This special report, based on extensive surveys of exhibitors and attendees, shows that both of these groups find significant value in trade shows, and expect to for many years ahead.

EXHIBITORS

Companies and marketers value trade shows because they are effective in achieving a number of critical sales and marketing objectives. The top reasons why exhibitors participate in conventions and trade shows are to raise awareness of company and brand, capture leads from new buyers and prospects, and create and/or strengthen industry relationships or partnerships. Additional key survey findings include:

- Exhibitors that responded to the survey plan on average to increase the number of events they exhibit in or sponsor from 21 events in 2010 to 23 in 2011.
- Sixty-three percent of the exhibitors indicated their organizations' rate conventions, trade shows and conferences as "extremely" or "very valuable".
- A significant 79% of the survey respondents say that not exhibiting at key events in their industry may negatively impact organizational performance. And only 10% of exhibitors believe they will participate in fewer events over the next two years.
- Exhibitors on average expect their total event budgets to increase by a significant 9.6% in 2011.
- The bulk of sales that result from show leads are started within the first three months following the event, although 21% of sales are started more than nine months after the shows end.
- Exhibitors are optimistic about the attendance outlook at their most important shows in 2011. They are expecting an increase of 7.5%.
- An extremely high 91% of exhibitors say that conventions, trade shows and conferences will remain to be critical to marketing over the next five years.

ATTENDEES

Today, attendees and buyers have even more ways to benefit from trade shows. Leading business events are improving the attendee experience by enhancing networking and educational opportunities. Event producers and exhibitors are helping business people be more efficient and allow them to focus on their primary reasons for attending – see new products, keep up with industry trends, and visit with many companies at one time.

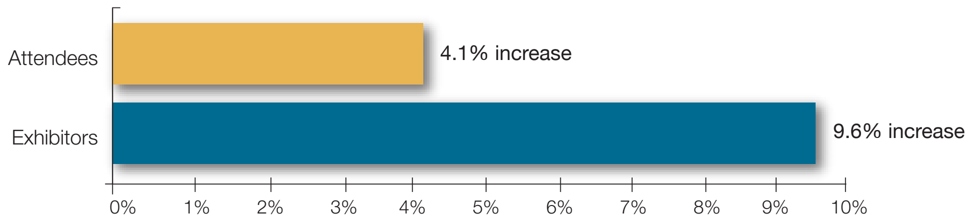
- The executives and managers surveyed expect to attend about the same number of conventions, trade shows and conferences in 2011 as they did last year.
- A significant 88% of attendees say that conventions, trade shows and conferences are an important part of their product sourcing and buying process. An even higher percentage (91%) agrees that conventions, trade shows and conferences are essential for comparing products and meeting suppliers.
- Seventy-three percent of attendees say their organizations rate conventions, trade shows and conferences as "extremely" or "very valuable."
- Travel and event attendance budgets are expected to increase by an average of 4.1% this year.
- Sixty-three percent of attendees and buyers feel that not attending key events may negatively impact their future personal or organizational performance.
- Only 10% of attendees expect to reduce the number of events they attend over the next two years.
- Fifty-seven percent of attendees say they or their organization make a major purchase, or finalize an important deal, within three months of attending an event.
- The most common actions taken at events by attendees are seeing product demonstrations and speaking with technical and sales employees.
- Nine out of ten attendees according to the survey feel that business events will continue to be critical to their product sourcing and purchasing over the next five years.

I. Attendee and Exhibitor Survey Comparisons

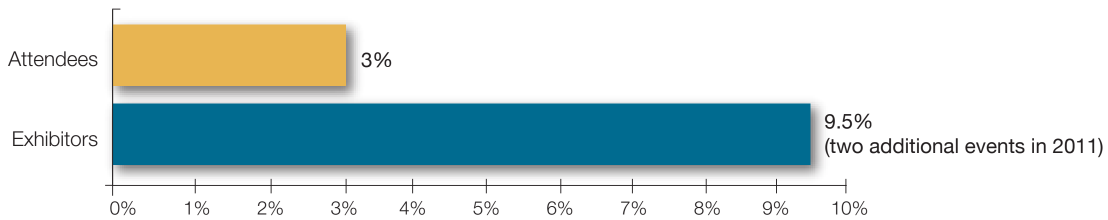
This section of the report compares the findings from the surveys that asked both groups similar questions and themes.

The biggest differences between attendees and exhibitors are mainly the number of events planned for 2011 and the level of budget increases. Exhibitor budgets will increase at a faster rate than attendee travel budgets. This divergence is likely due to the fact that exhibitors cut more on a percentage basis during the recession than attendees. In short, 2011 will be a year for exhibitors to "catch up" with attendees.

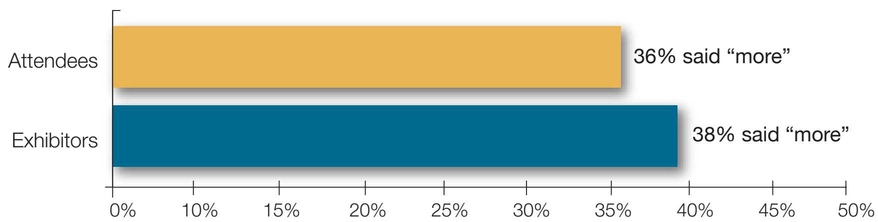
2011 BUDGETS: TRAVEL SPENDING COMPARED TO EXHIBIT AND EVENT SPENDING



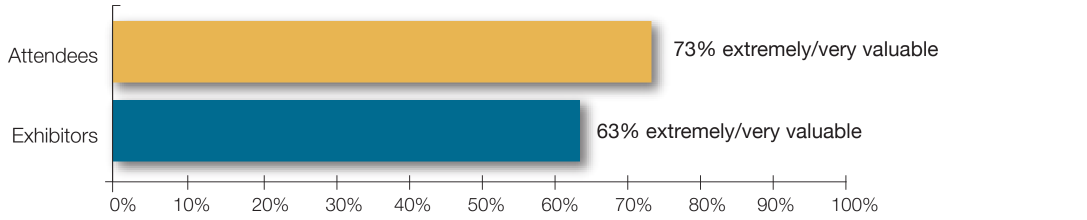
NUMBER OF EVENTS IN 2010 AND 2011



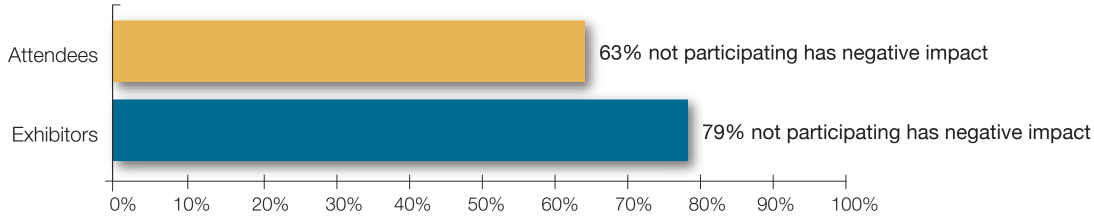
NUMBER OF EVENTS EXPECTED OVER THE NEXT TWO YEARS



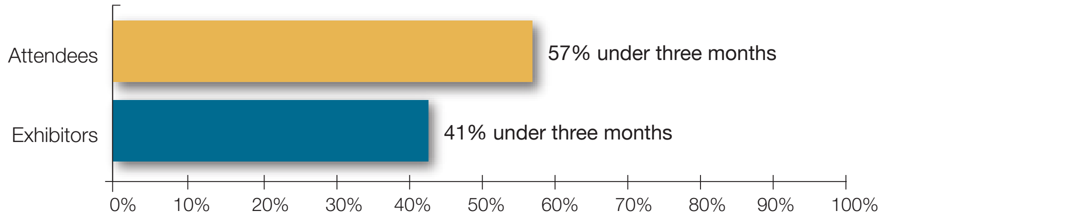
HOW ORGANIZATIONS RATE EVENTS



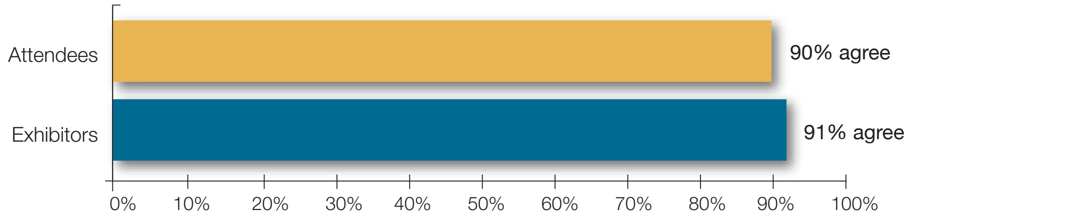
EVENT PARTICIPATION IMPACT ON FUTURE PERFORMANCE



WHEN SALES ARE STARTED FOLLOWING EVENTS



WILL EVENTS REMAIN CRITICAL TO ORGANIZATIONS OVER THE NEXT FIVE YEARS



II. Exhibitor Survey

The complete results from the survey of exhibitors and event marketers are provided in this section of the report.

The survey respondents on average plan to increase the number of events they exhibit in or sponsor by over 9%, from 21 events in 2010 to 23 in 2011.

SURVEY QUESTION 1.

HOW MANY CONVENTIONS, TRADE SHOWS AND CONFERENCES DID YOUR COMPANY EXHIBIT IN OR SPONSOR IN 2010? AND HOW MANY DO YOU EXPECT FOR CALENDAR YEAR 2011?

- 2010 average: 21
- 2011 average: 23

Sixty-three percent of the exhibitors indicated their organizations rate conventions, trade shows and conferences as “extremely” or “very valuable,” while 32% said “somewhat valuable.”

SURVEY QUESTION 2.

HOW VALUABLE DOES YOUR ORGANIZATION RATE EXHIBITING AND SPONSORING CONVENTIONS, TRADE SHOWS AND CONFERENCES?

	EXHIBITORS
Extremely Valuable	20%
Very Valuable	43%
Somewhat Valuable	32%
Not Too Valuable	3%
Not At All Valuable	1%

Only 10% of exhibitors believe they will participate in fewer events over the next two years. Nearly four times as many expect to participate in more (38%) versus fewer (10%).

SURVEY QUESTION 3.

DO YOU EXPECT TO PARTICIPATE IN MORE, FEWER OR THE SAME NUMBER OF CONVENTIONS, TRADE SHOWS AND CONFERENCES IN THE NEXT TWO YEARS?

	EXHIBITORS
More	38%
Same	52%
Fewer	10%

A significant 79% of the survey respondents say that not exhibiting at key events in their industry may negatively impact organizational performance.

SURVEY QUESTION 4.

DO YOU FEEL THAT NOT EXHIBITING AT KEY EVENTS MAY NEGATIVELY IMPACT FUTURE ORGANIZATIONAL PERFORMANCE?

	EXHIBITORS
Yes	79%
No	21%

SURVEY QUESTION 5.

HOW IS YOUR ORGANIZATION USING TRADE SHOWS DIFFERENTLY TODAY THAN TWO YEARS AGO?

Some of the key responses to this question are segmented based on if exhibitors expect to participate in a larger or smaller number of trade shows in the future.

Select responses from some of the exhibitors that will be doing a *greater* number of trade shows over the next two years:

- "A lot more pre-planning and evaluation of results."
- "Appearance at shows is more about reconfirming existing customers' choice in our product, retention, meeting many customers in one setting and connecting with possible business partners than they are about sales."
- "Better lead follow-up techniques, planning meeting to take place in the booth."
- "Collecting more visitor data."
- "Different booth structures, more light weight, cheaper to ship, etc. Better display models. More organized booth staffing."
- "Engaging attendees more by making exhibit more interactive and hands on."
- "Exhibiting more strategically."
- "Launching new product or featured product campaigns at trade show. Sponsoring knowledge breakfasts. Increased post-conference direct mail."
- "More data compiled after the show. More on-site meeting with customers."
- "More proactive and aggressive pre-, during and post-show lead generation tactics."
- "Our appearance at trade shows is enhanced (larger booth) and much more organized."
- "We are putting forth a stronger follow-up effort."
- "We are requiring speaking time on the main agenda. Although this requires an additional cost, it allows us to maximize exposure."
- "We are tightening up the show and using much more social outreach to get to the right people."
- "We are trying more innovative ways to exhibit, thinking outside the box, we're trying to understand what the customers want to see–new products, better designs–and we're implementing it in our equipment and showing it at the trade shows."
- "We're going to more vertical events, adding to our regular list of broader technology/business events. Doing smaller presence at more shows."
- "We've upgraded our exhibit materials."

Responses from some of the exhibitors that will be doing a *smaller* number of trade shows over the next two years:

- “Attending for networking vs. exhibiting.”
- “Doing an advance survey of customers and prospects to predict attendance. If attendance is expected to be way down, we don’t go. We are also cutting costs to the bone and doing extensive reviews to measure ROI.”
- “Less exhibitor personnel. Lower cost accommodations; shorter stays.”
- “Less paper and materials; more digital signage.”
- “More selective participation.”
- “More sponsorships, looking at quality vs. quantity.”
- “Networking better.”
- “Now we go to trade shows as attendees, and not as exhibitors.”
- “Simple table tops instead of big booths. Speaking at key events. Sending less people.”
- “Smarter.”
- “Social Media, RFID, etc.”
- “Staying in touch better after the show with people that visited our booth.”
- “Use it for leads during the slow winter months. Same as we have been for years. Now we evaluate which events we should do, how much we should spend and cut when needed. In the past few years we have cut the number of and cost of events by about 10%.”
- “We are attempting to be more interactive and engaging.”
- “We are identifying specific objectives and outcomes before attending. If they do not have a quantifiable ROI – we are rethinking our level of participation.”
- “We are taking a harder look at the return on each trade show. We will only exhibit at the shows with proven results.”
- “We have consolidated more of our brands to show more with less space.”
- “We take a more strategic approach to planning and promoting.”

One of the clearest signs that 2011 is expected to be a strong year for conventions, trade shows and conferences, the survey respondents on average collectively expect their total event budgets to increase by 9.6% this year.

SURVEY QUESTION 6.

BY WHAT PERCENTAGE DO YOU EXPECT YOUR ORGANIZATION’S TOTAL CONVENTION, TRADE SHOW AND CONFERENCE BUDGET IN 2011 TO CHANGE COMPARED TO 2010 (OR YOUR CURRENT FISCAL YEAR COMPARED TO LAST FISCAL)?

- 9.6% average

The bulk of sales that result from show leads are started within the first three months following the event, although 21% of sales are made more than nine months after the shows end.

SURVEY QUESTION 7.

HOW SOON AFTER YOUR MOST IMPORTANT TRADE SHOWS DOES YOUR ORGANIZATION START TO RECORD SALES FROM THE SHOW LEADS?

	EXHIBITORS
Immediate	23%
Less than 3 months	18%
Less than 6 months	15%
Less than 9 months	4%
Less than 12 months	7%
More than 12 months	10%
Don't know	23%

Exhibitors are optimistic about the attendance outlook at their most important shows in 2011. In fact they are more optimistic than convention and trade show producers, which are forecasting 5.9% attendance growth at their key events this year. One reason for the difference is that exhibitors may be considering this question in terms of booth traffic, while event owners/producers may have early pre-registration data already and are looking at a "bigger picture."

SURVEY QUESTION 8.

BY WHAT PERCENTAGE DO YOU EXPECT THE TOTAL ATTENDANCE AT YOUR MOST IMPORTANT TRADE SHOW IN 2011 TO CHANGE COMPARED TO THE ATTENDANCE IN 2010?

- 7.5% average

There are many highly valued reasons for exhibiting at trade shows. The survey picked up eight factors that all were selected by more than 50% of the exhibitor respondents. The top three are:

- Raise awareness of company and brand, selected by 88% of respondents
- Leads from new buyers and prospects, 72%
- Create and/or strengthen industry relationships or partnerships, 70%

It is interesting to note that the third highest ranked reason for exhibiting (create and/or strengthen industry relationships or partnerships), is not directly tied to prospects, clients, or brands, but to other companies at the show, to eventually help grow sales. This is an example of the long-term, strategic value of exhibiting at trade shows and conventions.

Another key finding is that "take orders, make sales at the event" was selected by 24% of exhibitors. This finding almost exactly matches the attendee survey finding that 25% of attendees say they place orders when attending trade shows. (See survey question 11 in the attendee survey section of this report.)

SURVEY QUESTION 9.

WHY DOES YOUR ORGANIZATION EXHIBIT AT TRADE SHOWS? (PLEASE CHECK ALL THAT APPLY.)

	EXHIBITORS
Raise awareness of company and brand	88%
Leads from new buyers and prospects	72%
Create and/or strengthen industry relationships or partnerships	70%
See current clients	65%
Network with colleagues and/or vendors	58%
Because our competition is there	54%
Support the industry or association	52%
See many buyers at one time	52%
Launch new products or services	49%
Present at educational sessions	42%
Public relations, to see industry or national press	39%
Provide education to the industry	36%
If we don't exhibit, the industry may think the organization is having problems	33%
Provide technical information/specifications	25%
Take orders, make sales at the event	24%
Tradition, we always exhibit	22%
Source partners	18%
Recruit employees	7%
Other	3%

SURVEY QUESTION 10.

HOW HAS THE WAY YOUR ORGANIZATION EVALUATES AND SELECTS TRADE SHOWS CHANGED OVER THE PAST TWO YEARS?

The key themes in exhibitors' answers from this question include:

- More strategic selection process
- Greater focus on ROI
- Closer evaluation of attendee demographics
- Past results, post-event evaluations
- Event selection follows more segmentation and specialization by companies

Some of the verbatim responses include:

- "Each lead from the tradeshow is analyzed and tracked to determine success of attending the event. In the past we would follow-up on the lead, but the activity ended at that point. Now, even if we receive business long after the tradeshow ended we count this as a success from attending."
- "In the past, we exhibited at dozens of shows (on a national and regional level) regardless of the ROI. Now, we are choosing to exhibit at only those shows that we feel confident will result in new sales."
- "It's become more focused on returning the investment so success metrics have become a bigger focus. Selection is done on a segment basis; if we want to target a specific segment of the market we'll look to associations and events in that market."
- "Studying demographics more closely."
- "We are paying more attention to the data. Evaluations were never conducted in the past, but with the economic hardships most are encountering the data will become a part of history and this will become the new 'norm'."
- "We used to attend all trade shows that were relevant to our industry. Now we evaluate trade shows based on the number of attendees and the amount of time attendees have to walk to the exhibit floor."

Most exhibitors that are cutting back their show schedule are not abandoning trade shows completely, but instead are using a rigorous, strategic approach to choose which shows to shrink or drop.

SURVEY QUESTION 11.

HOW IS YOUR ORGANIZATION IMPROVING YOUR EXHIBITING RESULTS AT TRADE SHOWS?

The most commonly mentioned themes from the survey were, in order:

- Improved focus on lead management and follow-up
- New or improved exhibit booth
- Better pre-event planning
- Staff training/booth staffing
- Increased/improved pre- and post-show marketing
- Branding changes and improvement

Some of the verbatim responses include:

- "Arranging more meetings pre-show."
- "Exhibiting more efficiently, sales and marketing working more closely together to set and accomplish goals related to tradeshows."
- "Faster follow-up on leads, better education of the customer at the event."
- "Improved displays and trained personnel in conducting trade shows. Written procedures for preparation, execution and follow-up. This year we will focus on tracking results."
- "More training, better booth design, less giveaways, and arranging client and vendor meetings in advance of the event."
- "Purchasing new trade show booth and spending on sponsorships."
- "Recently purchased a new booth property. In the process of expanding event collateral. Continually enhancing demo capabilities."
- "Refreshing our graphics and imagery and simplifying our message instead of attempting to communicate our entire product story."
- "Sending more experienced people."
- "Simplified metrics that are quick to grasp by management."
- "We have invested in graphics and displays."
- "We have recently begun focusing on the value added benefits and not just the trade show itself. We try to take advantage of as many networking opportunities as is possible at each show."

An extremely high percentage of exhibitors say that conventions, trade shows and conferences will remain to be critical to marketing over the next five years.

SURVEY QUESTION 12.

DO YOU AGREE THAT CONVENTIONS, TRADE SHOWS AND CONFERENCES WILL CONTINUE TO BE A CRITICAL PART OF THE BUSINESS-TO-BUSINESS MARKETING PROCESS OVER THE NEXT FIVE YEARS?

	EXHIBITORS
Yes	91%
No	9%

III. Attendee Survey

The complete results from the survey of attendees and buyers are provided here.

The number of 2011 events expected to be attended by the executives and managers surveyed is expected to be about the same as last year.

SURVEY QUESTION 1.

HOW MANY CONVENTIONS, TRADE SHOWS AND CONFERENCES DID YOU ATTEND IN 2010? AND HOW MANY DO YOU PLAN TO ATTEND IN CALENDAR YEAR 2011?

- 2010 average: 3.3
- 2011 average: 3.4

A significant 88% of the attendees and buyers say that conventions, trade shows and conferences are an important part of their product sourcing and buying process, and an even higher percentage (91%) agree that conventions, trade shows and conferences are essential for comparing products and meeting suppliers.

SURVEY QUESTION 2.

DO YOU CONSIDER CONVENTIONS, TRADE SHOWS AND CONFERENCES AN IMPORTANT PART OF YOUR PRODUCT SOURCING AND BUYING PROCESS?

	ATTENDEES
Yes	88%
No	12%

SURVEY QUESTION 3.

DO YOU AGREE WITH THIS STATEMENT: CONVENTIONS, TRADE SHOWS AND CONFERENCES ARE ESSENTIAL FOR COMPARING PRODUCTS AND MEETING SUPPLIERS IN PERSON?

	ATTENDEES
Yes	91%
No	9%

Interestingly, attendees and buyers rate events higher than exhibitors. Seventy-three percent of the attendees say their organizations rate conventions, trade shows and conferences as “extremely” or “very valuable,” compared to 63% of exhibitors.

SURVEY QUESTION 4.

HOW VALUABLE DOES YOUR ORGANIZATION RATE ATTENDING CONVENTIONS, TRADE SHOWS AND CONFERENCES?

	ATTENDEES
Extremely Valuable	20%
Very Valuable	53%
Somewhat Valuable	24%
Not Too Valuable	3%
Not At All Valuable	0%

A solid increase of just over 4% is expected on average for event attendance and travel budgets this year.

SURVEY QUESTION 5.

BY WHAT PERCENTAGE DO YOU EXPECT YOUR ORGANIZATION’S TOTAL CONVENTION, TRADE SHOW AND CONFERENCE ATTENDANCE AND TRAVEL BUDGET IN 2011 TO CHANGE COMPARED TO 2010 (OR YOUR CURRENT FISCAL YEAR COMPARED TO LAST FISCAL)?

- Average: 4.1% increase

SURVEY QUESTION 6.

PLEASE BRIEFLY EXPLAIN THE SPECIFIC REASONS YOU GO TO CONVENTIONS, TRADE SHOWS AND CONFERENCES?

The key themes are:

- Review and source new products, services and technology
- Keep up with industry trends
- Receive education
- Network
- Meet with current or prospective vendors and suppliers
- Make purchases

Some of the verbatim responses include:

- “By attending these conventions we get to know potential suppliers and people than can assist us in solving some problems when they appear.”
- “Find new products, see suppliers, see friends in the industry, attend lectures, seminars and see a new city.”
- “It is an opportunity to see personally the new technology as well as the people involved.”
- “Just to make sure I am not missing anything.”
- “Meet the individual or others behind the organization.”

Even with the weak economy in 2010, attendees said they still participated in their industry's most important events.

SURVEY QUESTION 7.

OVER THE LAST YEAR HAVE YOU BEEN GOING TO THE CONVENTIONS, TRADE SHOWS AND CONFERENCES YOUR ORGANIZATION CONSIDERS THE MOST IMPORTANT IN YOUR INDUSTRY OR SECTOR?

	ATTENDEES
Yes	88%
No	12%

Sixty-three percent of attendees and buyers feel that not attending key events may negatively impact their future personal or organizational performance.

SURVEY QUESTION 8.

DO YOU FEEL THAT NOT ATTENDING KEY EVENTS MAY NEGATIVELY IMPACT FUTURE PERSONAL OR ORGANIZATIONAL PERFORMANCE?

	ATTENDEES
Yes	63%
No	37%

The exact same percentage of attendees (10%) as exhibitors expects to participate in a smaller number of events over the next two years.

SURVEY QUESTION 9.

DO YOU EXPECT TO PARTICIPATE IN MORE, FEWER OR THE SAME NUMBER OF CONVENTIONS, TRADE SHOWS AND CONFERENCES IN THE NEXT TWO YEARS?

	ATTENDEES
More	26%
Same	64%
Fewer	10%

Over two and a half times as many attendees expect to participate in more (26%) versus fewer (10%) conventions, trade shows and conferences.

Fifty-seven percent of attendees say they or their organizations make a major purchase, or finalize an important deal, within three months of attending events.

SURVEY QUESTION 10.

ABOUT HOW LONG AFTER ATTENDING A CONVENTION, TRADE SHOW OR CONFERENCE DO YOU OR A COLLEAGUE, OR BUYING TEAM, TYPICALLY MAKE A MAJOR PURCHASE OR FINALIZE AN IMPORTANT DEAL WITH AN EXHIBITOR OR SPONSOR YOU VISITED?

	ATTENDEES
Immediate	16%
Less than 3 months	41%
Less than 6 months	16%
Less than 9 months	5%
Less than 12 months	4%
More than 12 months	2%
Don't know	17%

Attendees attend conventions, trade shows and conferences for many reasons, but the top three are to see new products, keep up with industry trends and issues, and visit many companies at one time.

SURVEY QUESTION 11.

WHAT ARE YOUR REASONS FOR ATTENDING CONVENTIONS, TRADE SHOWS AND CONFERENCES? (PLEASE CHECK ALL THAT APPLY.)

	ATTENDEES
See new products	92%
Keep up to date on industry trends/issues	78%
See many companies at one time	75%
See existing suppliers	67%
See specific company(s) or products(s)	67%
Network with colleagues and/or vendors	65%
Create and/or strengthen industry relationships or partnerships	60%
See products "in-person" that were first reviewed online	57%
Get technical information/specifications	52%
Attend seminars/workshops	41%
Place orders	25%
Source partners	25%
Present at educational sessions	16%
Because our competition attends	14%
Recruit employees	3%

The core value of conventions and trade shows to attendees is illustrated in the table below – the ability to see product demonstrations and meet and talk with technical and sales employees with potential vendors, suppliers and partners.

SURVEY QUESTION 12.

WHICH OF THE FOLLOWING ACTIONS ARE YOU LIKELY TO TAKE FROM AN EXHIBITOR OR SPONSOR WHILE AT ONE OF YOUR MOST IMPORTANT CONVENTIONS, TRADE SHOWS OR CONFERENCES THIS YEAR? (PLEASE CHECK ALL THAT APPLY.)

	ATTENDEES
See a product demonstration	63%
Talk to technical employees	58%
Talk to sales employees	53%
Talk to senior management employees	47%
Ask for a price quote	44%
Attend an exhibitor's special event	44%
Attend their educational session(s)	37%
Participate in meetings	32%
Place an order	28%
Request a sales visit	25%
Other, please specify	3%

Nine out of ten attendees according to the survey feel that business events will continue to be critical to their product sourcing and purchasing over the next five years.

SURVEY QUESTION 13.

DO YOU AGREE THAT CONVENTIONS, TRADE SHOWS AND CONFERENCES WILL CONTINUE TO BE A CRITICAL PART OF THE BUSINESS-TO-BUSINESS PRODUCT SOURCING AND BUYING PROCESS OVER THE NEXT FIVE YEARS?

	ATTENDEES
Yes	90%
No	10%

Conference and educational sessions are very important aspects of conventions and trade shows. The primary topics and issues of most interest to the respondents are provided in the table below.

SURVEY QUESTION 14.

WHAT ARE YOUR CONFERENCE AND EDUCATIONAL SESSION INTERESTS OR REQUIREMENTS CURRENTLY? THAT IS, WHICH OF THE FOLLOWING ISSUES AND TOPICS ARE OF MOST INTEREST TO YOU FOR SESSION TOPICS? (PLEASE CHECK ALL THAT APPLY.)

	ATTENDEES
Specific industry trends	64%
Sales and Marketing	45%
Pricing	41%
Specific technical education	41%
Internet and digital media	32%
Governmental regulations and related issues	30%
Customer service	27%
Strategies for success (or survival) during the downturn	27%
Social media	20%
International marketing	15%
Financial management	7%
Human resources	6%
Other, please specify	5%
M&A	3%

SURVEY QUESTION 15.

HOW CAN EXHIBITORS AND SPONSORS BEST STAND OUT AND CAPTURE YOUR ATTENTION AT A TRADE SHOW?

Attendees recommend the following for exhibitors to stand out and be effective:

- Quality booths and displays
- Informed and engaged booth staff that make eye contact
- Educational presentations
- Product demonstrations
- New products
- Have products in exhibit
- Advance invitations
- Scheduled meetings
- Free samples and/or quality giveaways

Some of the write-in responses include:

- “Have good technical demonstrations (and an) un-crowded area so you can actually see the product.”
- “Have key selling points readily available in writing at the booth so that I don’t have to wait for a rep to be available to see if they have anything that might meet our needs.”
- “Have product on display, have experts in the booth to demonstrate or explain the product and have a follow-up contact process in place if requested.”
- “They must clearly specify the advantages of their products and how it can be of benefit to the different customers.”

SURVEY QUESTION 16.

WHAT IS THE SINGLE MOST IMPORTANT ASPECT OR ATTRIBUTE THAT A CONVENTION, TRADE SHOW OR CONFERENCE COULD OFFER THAT WOULD MAKE IT A "MUST ATTEND" EVENT?

The key themes from the verbatim responses included:

- New products and technology
- Networking
- Good mix of business and social events/activities
- Cutting-edge education, insight and products/services
- Attention to attendee costs
- Product demonstrations
- Diversity of suppliers
- Good keynote speakers
- Great location
- Decision makers from the industry in attendance
- Identify new items
- Qualified buyer/seller matching

Methodology and About the Respondents

EXHIBITOR SURVEY

In December 2010 and January 2011, EXPO magazine sent an online survey to 6,156 exhibitors and event marketers. 320 responded for a 5.1% response rate.

EXHIBITORS' INDUSTRY SECTORS

	EXHIBITORS
Apparel	1%
Aviation & Aerospace	2%
Building & Construction	4%
Education	6%
Entertainment, Broadcasting & Media	3%
Financial Services/Legal	5%
Food Service & Processing	2%
Health Care & Pharmaceutical	12%
Manufacturing & Industrial	20%
Natural Resources	1%
Sporting Goods & Recreation	1%
Technology & Telecommunications	9%
Transportation	1%
Other	33%

EXHIBITOR BUDGETS

The average exhibitor budget is about $458,000 based on the survey results.

	EXHIBITORS
Less than $49,999	35%
$50,000 to $99,999	15%
$100,000 to $499,999	31%
$500,000 to $749,000	7%
$750,000 to $999,999	3%
$1 to $2.5 million	5%
$2.5 to $5 million	1%
$5 million to $10 million	2%
Over $10 million	0%

ATTENDEE SURVEY

In December 2010 and January 2011, EXPO magazine sent an online survey to 3,618 attendees and buyers. 236 responded for a 6.5% response rate.

ATTENDEE JOB TITLES

	EXHIBITORS
Owner/CEO/President/Chairman	49%
CFO	1%
COO	1%
Executive or Senior VP	3%
VP	2%
Director	3%
Manager	16%
Other Professional	13%
Other	11%

ATTENDEES' INDUSTRY SECTORS

	EXHIBITORS
Apparel	7%
Automotive & Trucking	9%
Building & Construction	5%
Education	2%
Food Service & Processing	7%
Health Care & Pharmaceutical	4%
Hospitality, Hotels & Resorts	1%
Manufacturing & Industrial	17%
Natural Resources	3%
Retail	9%
Sporting Goods & Recreation	3%
Technology & Telecommunications	5%
Transportation	5%
Other	24%

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