

The background of the entire page is a warm-toned, slightly blurred photograph of laboratory glassware. It includes several Erlenmeyer flasks, some containing liquids, and a test tube held in a white plastic rack. The lighting is soft, creating a professional and scientific atmosphere.

# Trade Show Executive **RESEARCH ROUNDUP**

*By Nicole Burnes, assistant editor*

***Trade Show Executive's Research Roundup*** includes valuable data from prominent industry associations and organizations that you can use in presentations, strategic planning, reports to management and sales efforts to exhibitors. These factoids range from the power of expositions to growth trends.

Accurate statistics are particularly valuable in a rapidly changing business environment. This easy-to-use and insightful information will prove to be a valuable resource in day-to-day decision-making and the development of longer-term strategies.

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## Power of: Expositions/Face-to-Face



**86% of attendees use face-to-face at exhibitions** to become aware of new products, evaluate vendors for future purchase and/or narrow their choices to

preferred vendors.

Source: *The Role & Value of Face-to-Face Interaction – Purchase Process & Customer Relationships*; Center for Exhibition Industry Research (CEIR), 2003

Executives and business travelers estimate that **28% of current business would be lost without in-person meetings**. Nearly 40% of prospective customers become new customers with an in-person meeting, and just 16% without such a meeting.

Source: *Oxford Economics Business Travel Study*; Oxford Economics, 2009

Businesses experience an average **\$12.50 in increased revenue** and **\$3.80 in new profits for every dollar invested** in business travel.

Source: *Oxford Economics Business Travel Study*; Oxford Economics, 2009



Executives cited conference and trade show participation returns ranging from **\$4.00 to**

**\$5.99 per dollar invested.**

Source: *Oxford Economics Business Travel Study*; Oxford Economics, 2009

Business travel in the U.S. is responsible for \$246 billion in spending and 2.3 million American jobs; \$100 billion of this spending and **1 million American jobs are linked directly to meetings and events.**

Source: *Oxford Economics Business Travel Study*; Oxford Economics, 2009



**Overseas visitors spend** an average of **\$4,500 per person**, per trip in the United States.

Source: *U.S. Travel Association*, 2009

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**\$1,059.31: The average economic impact** of a trade show attendee **on the local economy** at U.S. exhibitions.

Source: Destination Marketing Association International (DMAI) 2005 study adjusted for inflation in 2006-2008 and deflation of (0.2)% in 2009



**\$297: The average delegate spending per day** at U.S. exhibitions in 2009.

Source: Destination Marketing Association International (DMAI) 2005 study adjusted for inflation in 2006-2008 and deflation of (0.2)% in 2009

**2.3 days: The average delegate length of stay** at U.S. exhibitions.

Source: How Much Time Attendees Spend at Exhibitions; Center for Exhibition Industry Research (CEIR), 2008

## Power of: Exhibiting



**45% of attendees** develop an emotional connection with a

brand after interacting with it at a trade show.

Source: Exhibit Surveys, Inc., 2007

**53%: Attendees who plan to buy** one or more products or services as a result of what they saw at an exhibition.

Source: The Role & Value of Face-to-Face Interaction – Purchase Process & Customer Relationships; Center for Exhibition Industry Research (CEIR), 2003



**63% of sales and marketing managers agree or strongly agree** that exhibitions assist in gaining/retaining market share.

Source: The Cost Effectiveness of Exhibition Participation: Part I; Center for Exhibition Industry Research (CEIR), 2009



To **identify a potential customer** at an exhibition, the **average cost is \$96**;

to identify a prospect by means other than a trade show, the **average cost is \$443**.

Source: The Cost-Effectiveness of Exhibition Participation: Part I; Center for Exhibition Industry Research (CEIR), 2009

The cost of making **first face-to-face contact** with a potential customer through an exhibition lead is **\$96**, compared to \$1,039 without.

Source: The Cost-Effectiveness of Exhibition Participation: Part I; Center for Exhibition Industry Research (CEIR), 2009

It takes an average of **3.5 sales calls to close a sale with a lead from an exhibition**, compared to 4.5 sales calls without a lead from an exhibition.

*Source: The Cost-Effectiveness of Exhibition Participation: Part II; Center for Exhibition Industry Research (CEIR), 2009*

**\$2,092:** The average cost of **3.5 sales calls** to a prospect acquired with a lead from an exhibition.

**\$2,659:** The average cost of **4.5 sales calls** to a prospect acquired without a lead from an exhibition.

*Source: The Cost-Effectiveness of Exhibition Participation: Part II; Center for Exhibition Industry Research (CEIR), 2009*

The **average cost to close a sale with an exhibition lead is \$2,188** (including costs to identify a potential customer and 3.5 sales calls to the prospect). To close a sale **without an exhibition lead** costs **\$3,102**.

*Source: The Cost-Effectiveness of Exhibition Participation: Part II; Center for Exhibition Industry Research (CEIR), 2009*

On average, an **organization saves \$914 per new customer** by closing a sales call with a lead from an exhibition versus by non-exhibition means.

*Source: The Cost-Effectiveness of Exhibition Participation: Part II; Center for Exhibition Industry Research (CEIR), 2009*

## Power of: Attendees

**77% of qualified attendees** at exhibitions represent new customers.

*Source: Research Report ACRR 1130.08; Center for Exhibition Industry Research (CEIR), 2008*

**50%:** The percentage of visitors who come to trade shows with **buying plans** for products and services.

*Source: Center for Exhibition Industry Research (CEIR) data, 2007*

On average, **30%** of attendees are **top management personnel** (vice president, director or above).

*Source: The Role & Value of Face-to-Face Interaction – Profiles of Attendees & Exhibitors; Center for Exhibition Industry Research (CEIR), 2003*



**Two-thirds of all young respondents**

(professionals ages 18-39

with an income of \$30,000 or more) do have the power to make buying recommendations.

*Source: Power of Exhibitions in the 21st Century; Center for Exhibition Industry Research (CEIR), 2009*

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**Nine in ten attendees** who previously attended an exhibition say that they are very or somewhat likely to attend an exhibition in the next two years.

Source: *Power of Exhibitions in the 21st Century*; Center for Exhibition Industry Research (CEIR), 2009

**87% of purchasing decision-makers** stated that national exhibitions are an **“extremely useful”** source of needed purchasing information.

Source: *Research Report PE1.03*; Center for Exhibition Industry Research (CEIR), 2004

Young attendees (professionals ages 18-39 with an income of \$30,000 or more) **spend an average of 10.7 hours visiting exhibits** at a given show. Compared to an industry average of 8.3 hours, this reflects a higher level of interest than the average attendee.

Source: *Power of Exhibitions in the 21st Century*; Center for Exhibition Industry Research (CEIR), 2009

**73%** of young respondents interviewed **created a must-see list** of exhibitors before attending the event.

Source: *Power of Exhibitions in the 21st Century*; Center for Exhibition Industry Research (CEIR), 2009

## Power of: Technology

In a 2009 CEIR survey, **56%** of respondents said they would prefer to receive **information about an exhibition via e-mail**, rather than by other methods of notification.

Source: *Power of Exhibitions in the 21st Century*; Center for Exhibition Industry Research (CEIR), 2009

**88%** of respondents use a **social media** website regularly.

Source: *Power of Exhibitions in the 21st Century*; Center for Exhibition Industry Research (CEIR), 2009



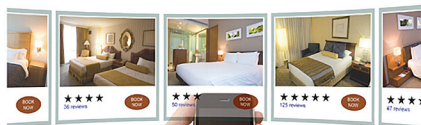
**Facebook** is the most frequently used social media site by both Millennials and Gen Xers.

Source: *Power of Exhibitions in the 21st Century*; Center for Exhibition Industry Research (CEIR), 2009

**78%** of respondents said **websites** are their most frequently used sources of industry information.

Source: *Power of Exhibitions in the 21st Century*; Center for Exhibition Industry Research (CEIR), 2009

## Stats & Projections for 2010



The U.S. **average daily hotel rate** for **January 2010** was

\$96.68; for the Asia Pacific region it was \$130.75; for Europe, \$126.67; and for the Middle East/Africa, it was \$170.20.

Source: Smith Travel Research, 2010

**Facility rental rates** in 2010 will range from **complimentary to \$1.70 sf**. The projected increase in venue rates for 2010 is 0%.

Source: Trade Show Executive, July 2009

**Attendance** was the first metric to reflect signs of a **comeback** in 2010.

Source: Trade Show Executive's Dashboard of Trade Show Metrics, October 2009 to February 2010



The projected increase in rates for **general contracting services** in

2010 is **3% to 6%**.

Source: Trade Show Executive, July 2009

The projected increase in rates for **registration services** in 2010 is **flat to down (10)%**.

Source: Trade Show Executive, July 2009

(Projections taken from 2010 budget guide, Trade Show Executive, July 2009)



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## Trade Show Executive Dashboard Metrics

	October 2009	November 2009	December 2009	January 2010	February 2010
Net SF of Exhibit Space	(18.0)%	(15.3)%	(18.8)%	(14.9)%	1.9%
Number of Exhibitors	(6.8)%	(9.9)%	(11.2)%	(5.3)%	(5.1)%
Number of Attendees	(7.4)%	(1.8)%	(8.2)%	4.2%	0.6%



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