

# Measure Performance Using The CEIR Index

## Inside *The Index*, you will discover:

- ▶ How the exhibition industry performed overall and in 11 industry sectors
- ▶ Which economic factors have impacted exhibition growth last year
- ▶ How your show compares to others utilizing charts, graphs and data analysis
- ▶ What are the top-performing industries and which sectors are in transition
- ▶ How to compare your show data to others in your industry sector
- ▶ How to attract buyers and secure venture capital funding to purchase new shows



Consider the advantage in sales to exhibitors and sponsors by demonstrating better results for your show.

## Why should I register my show data?

Now more than ever in an uncertain economy, it is imperative to expand *The Index* to include additional events in order to provide higher quality data, report options, and more frequent reporting. For example, *The Index* shows the decline in revenue in 2001 and 2002 and the fact that the revenue metric trailed the other metrics by more than a year in recovery was a real plus for exhibition organizers. It was tangible evidence of what exhibiting companies were facing and whether to hold the line on pricing and whether they should absorb increased costs to protect themselves. *The CEIR Index* is the ONLY TOOL that can be applied to the entire U.S. exhibition industry to analyze its performance.

The goal is to increase participation to 800 shows in order to release data on a quarterly basis, providing you even more useful tools. All submissions are kept **completely confidential** through a “blind submission” process to an independent consulting firm and reports all data in the aggregate.

## What's in it for me?

When you submit your show's data, you will **receive a COMPLIMENTARY 2009 6<sup>th</sup> Edition CEIR Index** valued at \$125 for members upon its release – emailed to you directly at the address you provide. Additionally, submit your data by 9 February 2009 and receive a **FREE Starbucks Gift Card** worth \$10.

Fax in your data submission form today or find out more at [www.ceir.org](http://www.ceir.org).

Thank you for supporting *The CEIR Index*!