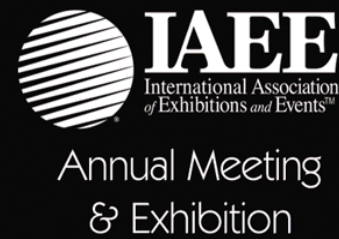




Expo! Expo!
NEW ORLEANS, LA.
7-10 December 2010
INNOVATION UNMASKED



Public Events Industry Report 2010

*Presented by: Paul Schweitzer, Chairman
Public Events Council
9 December 2010*



INDUSTRY SECTORS

- Agriculture-Farm-Ranch
- Antiques-Collectibles
- Arms-Guns-Knives
- Automobile
- Aviation
- Boating-Marine
- Bridal
- Business-Franchise
- Computer-Electronics
- Craft-Hobby-Woodworking
- Education-College
- Fairs-Festivals
- Food-Beverage
- Gift-Gem-Jewelry
- Home-Garden
- Kids-Family-Lifestyle-Pets
- Miscellaneous
- RV
- Retirement-Senior
- Sportsman-Hunting-Outdoors
- Travel
- Women



EXPECTATION OUTCOMES

Organizers were asked their general expectation outcomes for existing and new launch events.

EXISTING EVENTS -- Meeting or Exceeding Expectations

Sector	2010	2009
Agriculture-Farm	100%	100%
Antiques	100%	0%
Automobile	67%	0%
Boating-Marine	33%	0%
Bridal	100%	n/a
Business-Franchise	100%	n/a
Computer-Electronics	50%	0%
Craft-Hobby	100%	100%
Fairs-Festivals	100%	100%

Sector, Cont'd.	2010	2009
Food-Beverage	100%	100%
Gift-Gem-Jewelry	67%	100%
Home-Garden	60%	80%
Kids-Family-Pets	50%	100%
Miscellaneous	50%	75%
RV	67%	0%
Sportsman-Hunting	75%	100%
Travel	67%	100%
Women	50%	100%

n/a = data not submitted in the sector



NEW LAUNCHES -- Meeting or Exceeding Expectations

Sector	2010	2009
Agriculture-Farm	n/a	50%
Antiques	100%	0%
Arms-Guns	100%	n/a
Craft-Hobby	100%	100%
Food-Beverage	n/a	100%
Home-Garden	100%	100%
Kids-Family-Pets	n/a	100%
Miscellaneous	67%	100%
RV	100%	0%
Sportsman-Hunting	100%	n/a
Women	n/a	0%



EXISTING EVENTS

Below Expectations

Sector	2010	2009
Arms-Guns-Knives	100%	n/a
Automobile	33%	100%
Boating-Marine	67%	100%
Computer-Electronics	50%	100%
Education-College	100%	n/a
Gift-Gem-Jewelry	33%	0%
Home-Garden	40%	20%
Kids-Family-Pets	50%	0%
Miscellaneous	50%	25%
RV	33%	100%
Sportsman-Hunting	25%	0%
Travel	33%	0%
Women	50%	0%

NEW LAUNCHES

Below Expectations

Sector	2010	2009
Education-College	100%	n/a
Miscellaneous	33%	0%



REVENUE

Organizers were asked if the event revenue for their most profitable event was better, nearly the same or worse as compared to the previous year.

	2010	2009
Better	65%	29%
Same	15%	36%
Worse	20%	29%

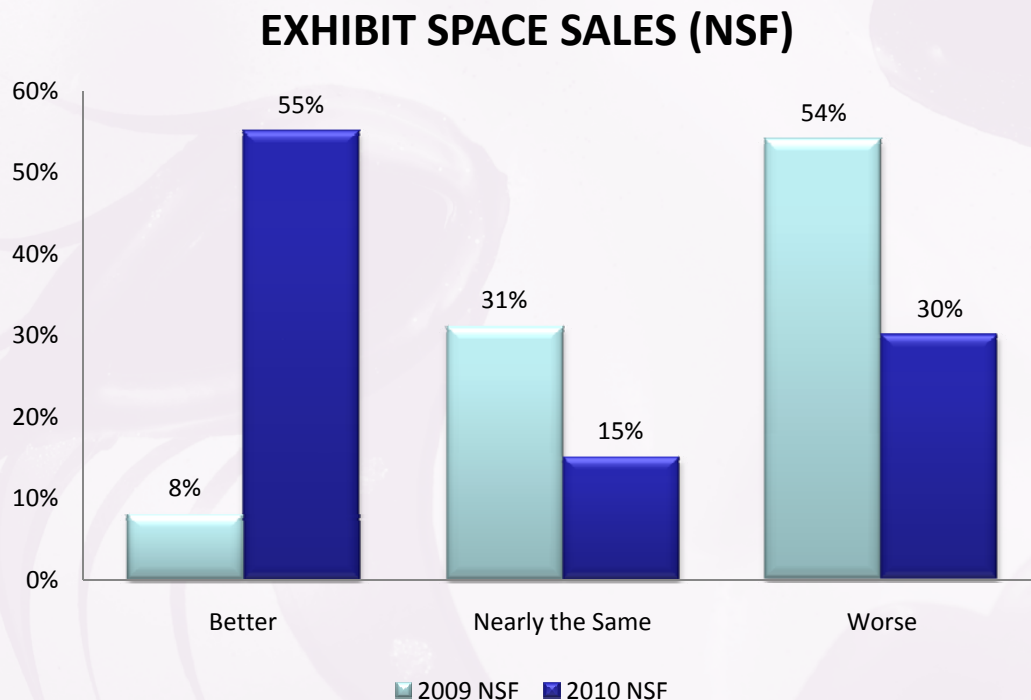




EXHIBIT SPACE SALES (NSF)

Organizers were asked if the exhibit space sales (NSF) for their most profitable event was better, nearly the same or worse as compared to the previous year.

	2010	2009
Better	55%	8%
Same	15%	31%
Worse	30%	54%

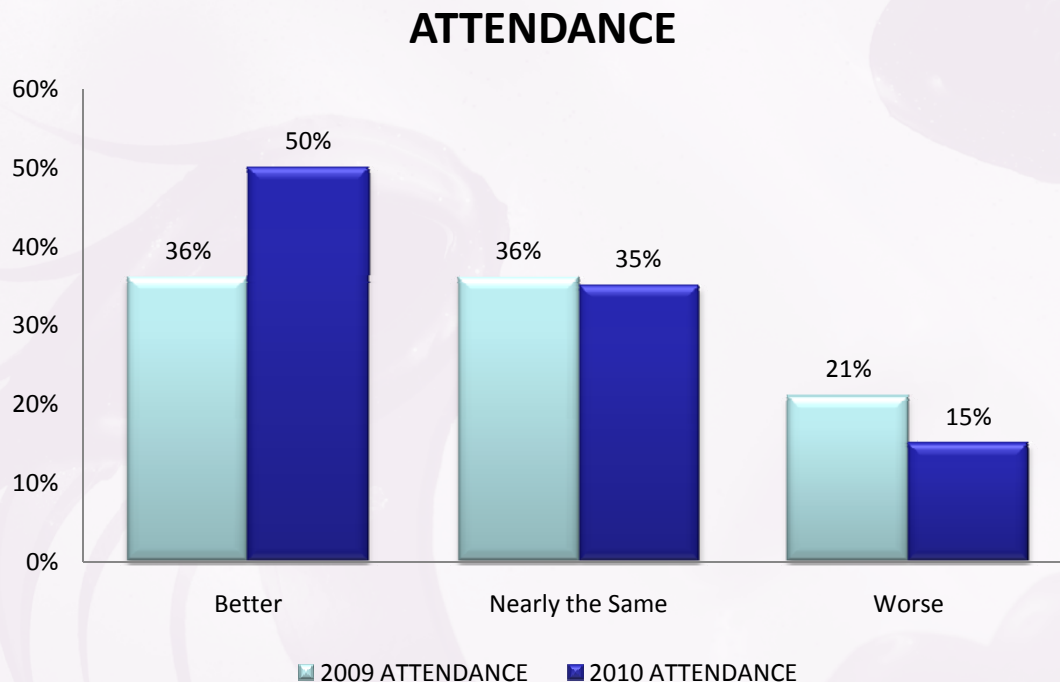




ATTENDANCE

Organizers were asked if the visitor attendance for their most profitable event was better, nearly the same or worse as compared to the previous year.

	2010	2009
Better	50%	36%
Same	35%	36%
Worse	15%	21%

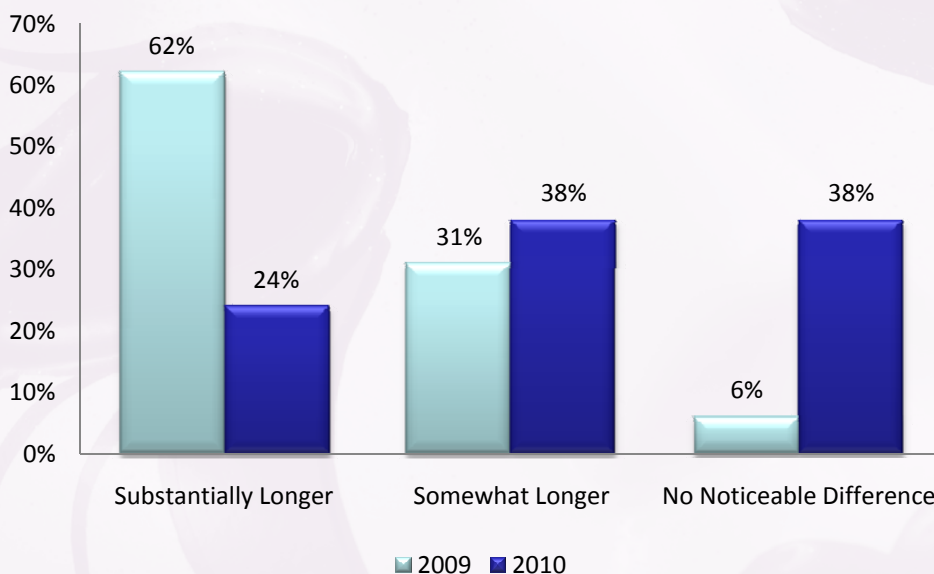




ARE EXHIBITORS WAITING LONGER TO SECURE EXHIBIT SPACE?

	2010	2009
Substantially Longer	24%	62%
Somewhat Longer	38%	31%
No difference	38%	6%

Are Exhibitors Waiting Longer to Secure Exhibit Space?



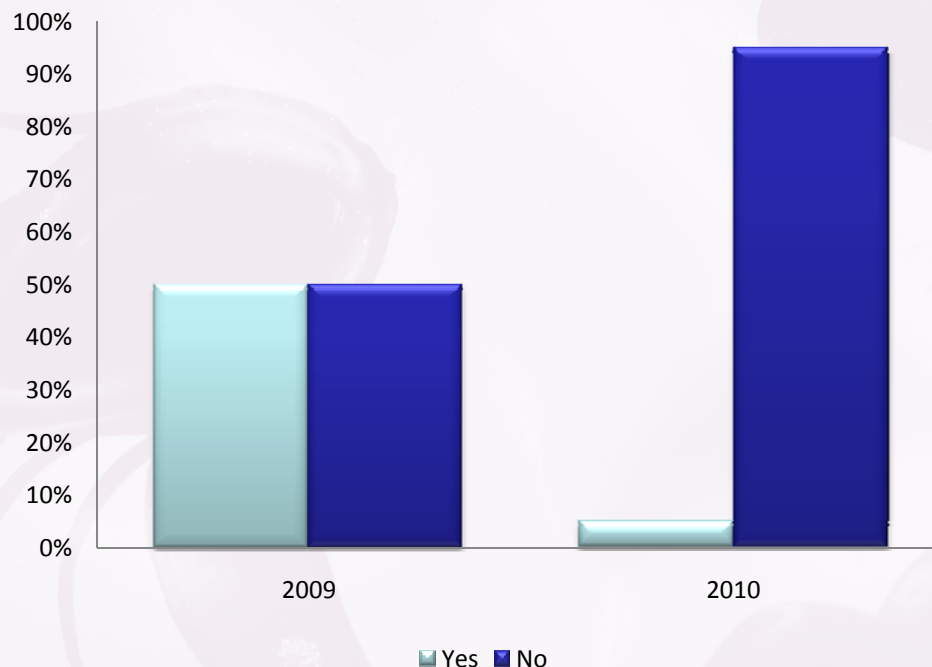


EVENT CANCELLATIONS

Organizers were asked if they cancelled any events due to economic circumstances.

	2010	2009
Yes	5%	50%
No	95%	50%

Did You Cancel Any Events Due to Economic Circumstances?





EVENT CANCELLATIONS

Fifty percent of organizers in the 2009 survey responded that they had cancelled events due to economic circumstances, and three-quarters of them indicated they would not reschedule. As a follow-up, organizers in 2010 were asked if they had cancelled events in 2009 due to economic circumstances, did they reschedule them in 2010?

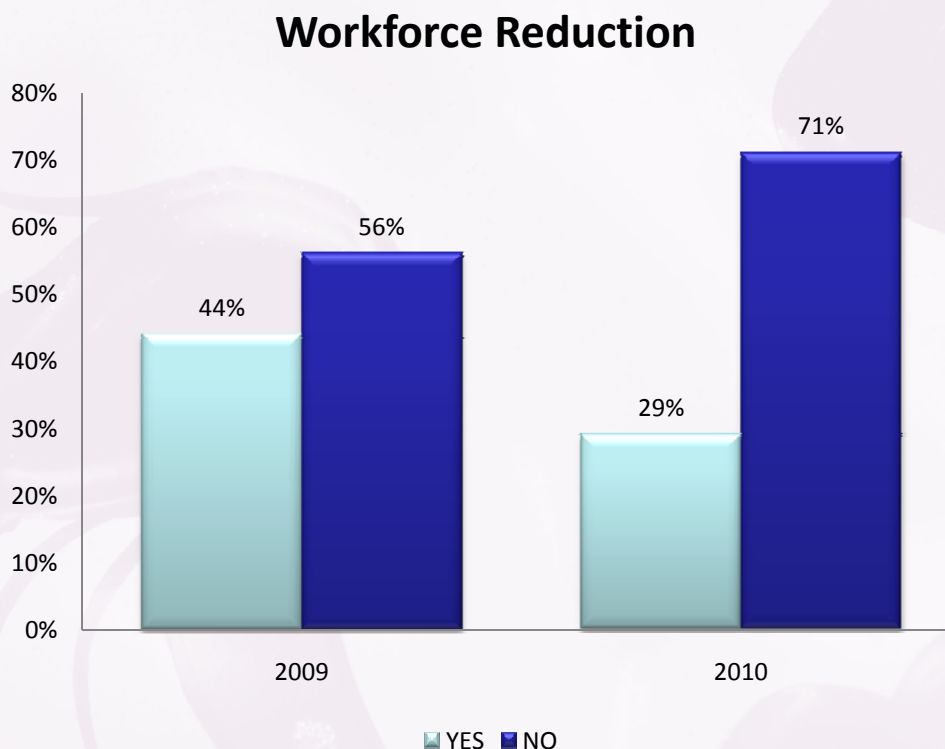
**100% did not
reschedule events
cancelled in 2009.**



WORKFORCE REDUCTION

Organizers were asked if they had to lay off employees.

	2010	2009
Yes	29%	44%
No	71%	56%



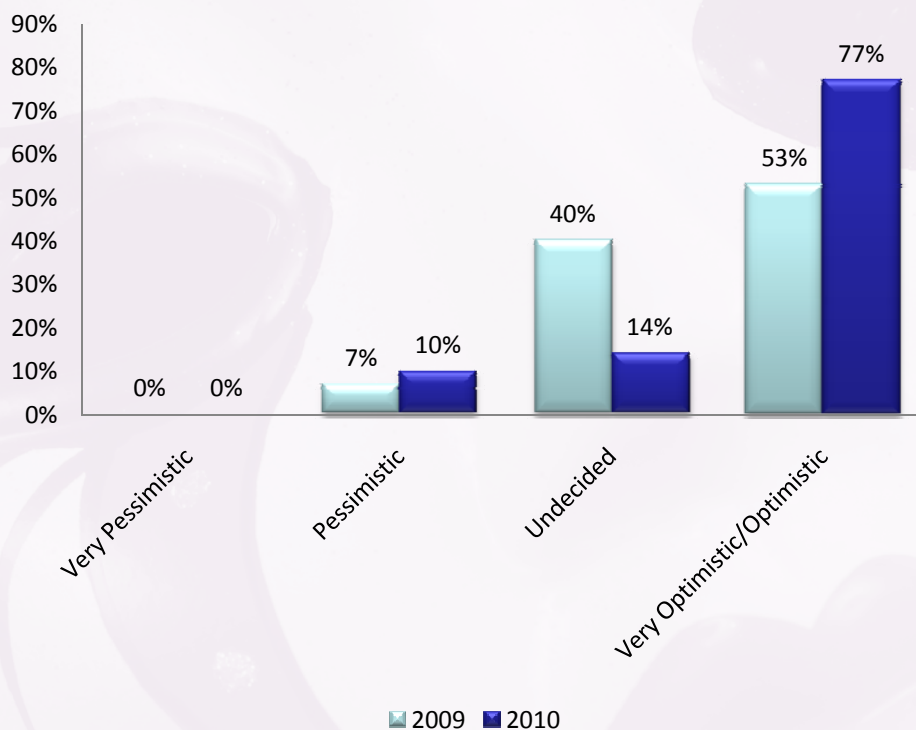


LOOKING TO THE FUTURE

Organizers were asked what their attitude is toward the next year.

	2010	2009
Very Optimistic Optimistic	77%	53%
Undecided	14%	40%
Pessimistic	10%	7%
Very Pessimistic	0%	0%

Attitude Toward Next Year



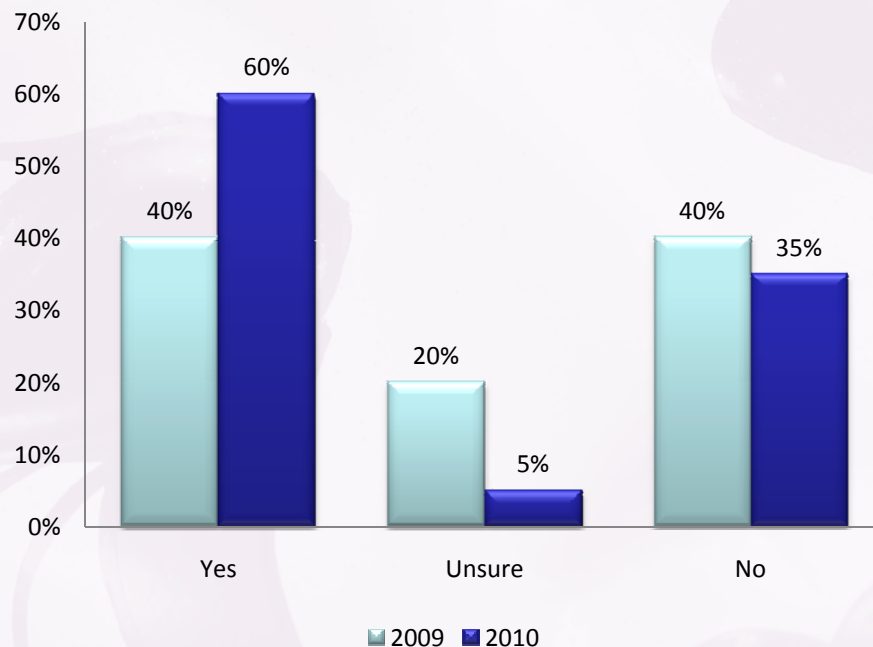


LAUNCHING NEW EVENTS

Organizers were asked if they were planning to launch new events in the next year.

	2010	2009
Yes	60%	40%
Unsure	5%	20%
No	35%	40%

Launch New Events in 2011

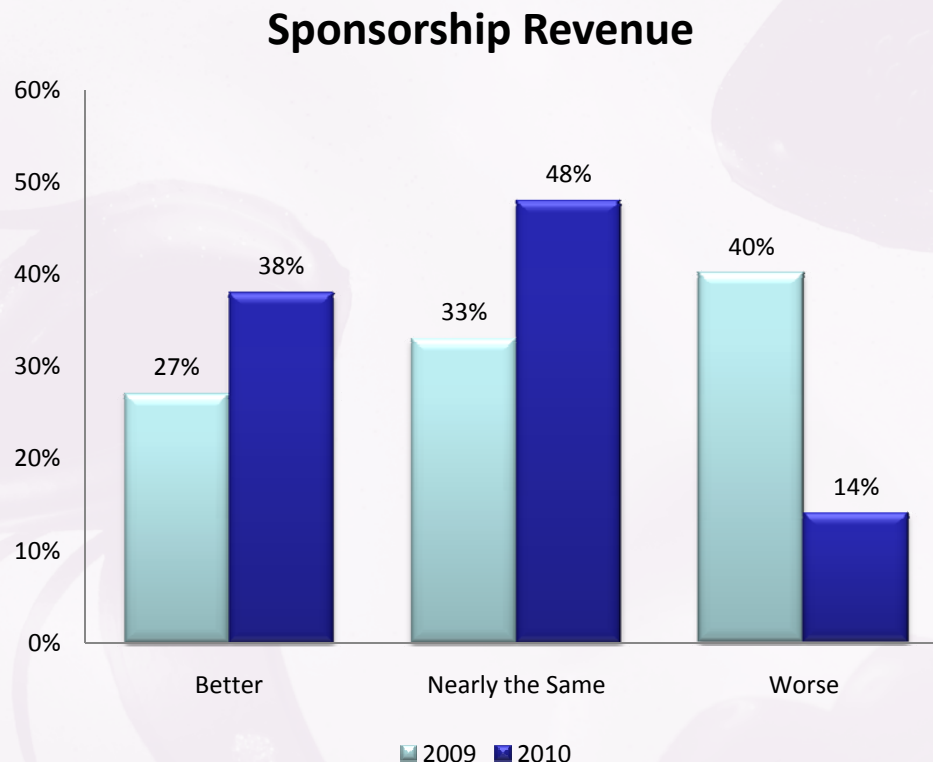




SPONSORSHIP REVENUE

Organizers were asked if they anticipated sponsorship revenue to be better or worse than the previous year.

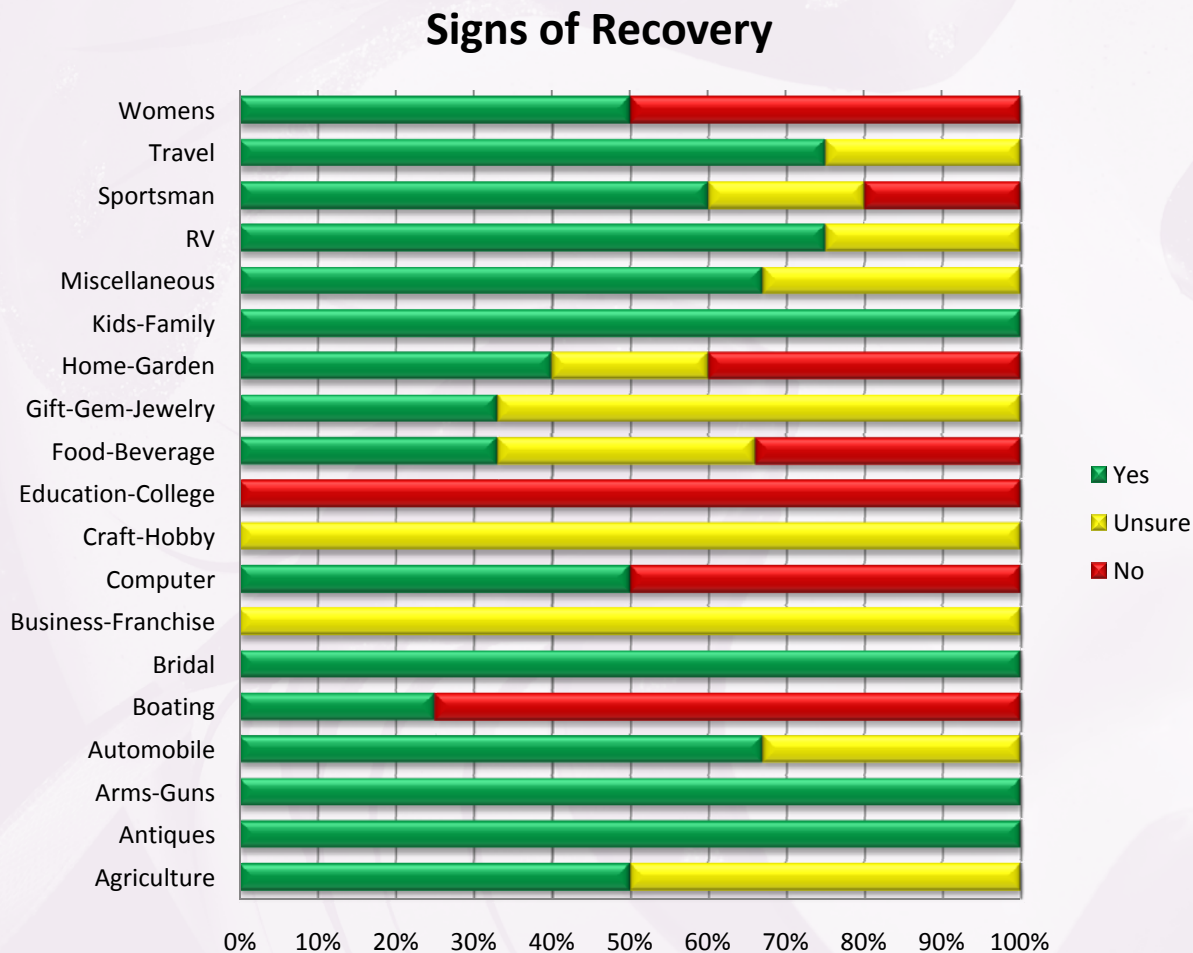
	2010	2009
Yes	38%	27%
Unsure	48%	33%
No	14%	40%





SIGNS OF RECOVERY

Organizers were asked if they were seeing any signs of recovery as 2011 approaches.





2010 TOP ISSUES IDENTIFIED

Organizers were asked to identify the top issues facing the industry today.

Top issues identified consistently by respondents:

- **Exhibitor Issues** (Exhibitor ROI, keeping exhibitors healthy, exhibitors going out of business, exhibitor training, decrease in numbers, exhibitors not willing to work harder to draw attendees to booth)
- **The Economy** (and the effect on labor costs, spending power of attendees, consumer buying power, staffing, falling revenues and overall budgets)
- **Technology/Digital Marketing** (how to keep up with all the changes and incorporating those changes into events while maintaining existing budgets)
- **Facilities/Venues** (available dates, appropriate sizes, costs and fees)



2009's TOP IDENTIFIED ISSUES

In 2009, the top identified issues were economy-related.

- **The Economy**
 - **The Decline in Sponsorship Dollars**
 - **Exhibitors Waiting Too Long to Commit**
-
- *It is interesting to note that in **2009** the economy was the central focus in general and in relation to sponsorship revenue and exhibitors waiting too long to commit to exhibit space.*
 - *Although **2010** results included the economy as the second most identified concern, it is encouraging to note that the other three issues are by and large event-related.*



IN CONCLUSION...

Key Points from 2010 Survey:

- Most **existing** and **new launch** events report *meeting or exceeding expectations* in 2010.
- Event **revenue** and **exhibit space sales** in particular show *substantial improvement* over 2009.
- Although **attendance** growth is slower, the overall increase is *positive*.
- A *vast improvement* is noted in **exhibitors waiting longer to secure exhibit space** as well as **anticipated sponsorship revenue**.
- Over *three-quarters* of those surveyed are **optimistic about 2011**.
- Sixty percent *plan* to **launch new events** next year.
- Although the **economy** is still of *concern* to the organizers, it is *encouraging* to see that concern *balanced* with issues relating to **exhibitors, technology** and **facilities/venues**.



Directions for Take-A-Ways

To access an electronic copy of this session's
Take-A-Way, please

1. Go to www.iaee.com
2. Hover over the Resources Tab
3. Click on Public Exhibitions and Events
4. Click on Public Event Industry Report
2010 PowerPoint