

INTRODUCTION

In 2009, IAEE's Public Events Council prepared a survey report, *Public Events in 2009: How They Fared During the Worst Economy in Fifty Years*. The survey was sent to public event producers across 22 public events industry sectors, to examine overall industry performance in 2009 compared to 2008. The report identified which public event industry sectors fared well, which sectors struggled and their expectations for the future. As a follow-up to that report, the Public Events Council has repeated the study each year since 2009.

This report presents five years of findings detailing individual statistics for 2013 and comparative results using the 2009 benchmark information and 2010, 2011 and 2012 data. **NEW THIS YEAR** – A predictive element was incorporated in 2013 that forecasts new launch and sponsorship expectations through 2016. Also, as part of a collaborative effort to improve industry research, the National Association of Consumer Shows (NACS) included their membership in the survey request.

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Public Events Industry Report 2013

OVERVIEW BY SECTOR

Existing Event Expectations

Public Event producers were asked to indicate their *general expectation outcomes* for 2013 events conducted in each of the 22 identified sectors. (Figure 1 below)

In comparing specific industry sectors for existing events from 2012 to 2013, the majority of events reported on *Met or Exceeded Expectations*. Specifically, events in the **Aviation, Food-Beverage, RV and Sportsman-Hunting-Outdoors** sectors *exceeded expectations* while **Agriculture-Farm-Ranch, Antiques-Collectibles, Auto, Boating-Marine, Bridal, Business-Franchise-Entrepreneur, Computer-Electronics, Craft-Hobby-Woodworking, Education-College-Career, Fairs-Festivals, Gift-Gem-Jewelry, Home-Garden, Kids-Family-Lifestyle-Pets, Retirement-Golden Age-Senior, Travel, Women's** and the **Miscellaneous** sectors were all at **60%** or more having *met expectations*.

The **Arms-Guns-Knives** sector reported in with **50%** of their events *below expectations* and the other **50%** *meeting expectations*; losing some momentum from 2011 and 2012. The other sectors reporting a percentage of events *below expectations* were not remarkable when compared with the percentage of events in the respective sectors reporting having *met or exceeded expectations*.

Sectors with the most significant positive change from 2012 to 2013 include **Agriculture-Farm-Ranch, Boating-Marine, Business-Franchise-Entrepreneur, Craft-Hobby-Woodworking, Gift-Gem-Jewelry, Sportsmen-Hunting-Outdoors** and **Travel**. Seven events in the **Retirement-Senior** sector were reported on for the first time since the survey/report was launched in 2009. **One-hundred percent met or exceeded expectations**.

In the 2009 report, the **Travel** sector reported **100%** of its events *meeting or exceeding expectations* but in 2011 and 2012 in particular, this sector struggled. The **Travel** sector is once again at **100%** *meeting or exceeding expectations*.

EXISTING EVENTS COMPARISON; 2009 -2013

EXISTING EVENTS INDUSTRY SECTOR	2013 EVENTS			2012 EVENTS			2011 EVENTS			2010 EVENTS			2009 EVENTS		
	% Met or Exceeded	% Below		% Met or Exceeded	% Below		% Met or Exceeded	% Below		% Met or Exceeded	% Below		% Met or Exceeded	% Below	
Agriculture-Farm-Ranch	1	100%	0%	2	50%	50%	4	33%	67%	2	100%	0%	13	100%	0%
Antiques-Collectibles	5	75%	25%	42	55%	45%	14	75%	25%	13	100%	0%	5	0%	100%
Arms-Guns-Knives	2	50%	50%	2	100%	0%	3	100%	0%	3	0%	100%	0	-	-
Automobile	7	86%	14%	15	100%	0%	11	62%	38%	3	67%	33%	1	0%	100%
Aviation	2	100%	0%	1	100%	0%	0	-	-	0	-	-	0	-	-
Boating-Marine	1	100%	0%	11	57%	43%	18	50%	50%	9	33%	67%	12	0%	100%
Bridal	3	100%	0%	24	86%	14%	11	75%	25%	2	100%	0%	0	-	-
Business-Franchise-Entrepreneur	1	100%	0%	2	50%	50%	2	100%	0%	2	100%	0%	0	-	-
Computer-Electronics	1	100%	0%	1	100%	0%	1	0%	100%	5	50%	50%	1	0%	100%
Craft-Hobby-Woodworking	6	100%	0%	3	67%	33%	13	60%	40%	2	100%	0%	2	100%	0%
Education-College-Career	1	100%	0%	2	100%	0%	3	100%	0%	0	-	-	0	-	-
Fairs-Festivals	5	80%	20%	5	67%	33%	5	100%	0%	2	100%	0%	1	100%	0%
Food-Beverage	3	100%	0%	16	100%	0%	33	100%	0%	6	100%	0%	3	100%	0%
Gift-Gem-Jewelry	1	100%	0%	5	50%	50%	3	50%	50%	7	67%	33%	1	100%	0%
Home-Garden	19	89%	11%	30	73%	27%	14	75%	25%	15	60%	40%	39	80%	20%
Kids-Family-Lifestyle-Pets	5	80%	20%	10	75%	25%	11	80%	20%	2	50%	50%	7	100%	0%
Miscellaneous*	25	85%	15%	35	100%	0%	9	100%	0%	25	50%	50%	17	75%	25%
RV	1	100%	0%	27	87%	13%	17	75%	25%	33	67%	33%	21	0%	100%
Retirement-Senior	7	100%	0%	0	-	-	0	-	-	0	-	-	0	-	-
Sportsman-Hunting-Outdoors	1	100%	0%	14	40%	60%	8	100%	0%	14	75%	25%	5	100%	0%
Travel	2	100%	0%	25	33%	67%	2	0%	100%	13	67%	33%	2	100%	0%
Women's	13	100%	0%	1	100%	0%	13	100%	0%	3	50%	50%	2	100%	0%
TOTAL	112			273			195			161			131		

*2013 Miscellaneous events include: Christmas Gift/Food Shows; Golf; Motorcycles; Health/Fitness; Pets; Gaming/Comics; Landscaping; Disabilities; Photography

Figure 1

New Launch Expectations

Six of nine sectors reporting on new launches in 2013 reported **100%** performing *at or exceeding expectations*. Those sectors with positive results include **Automobile, Aviation, Craft-Hobby-Woodworking, Home-Garden, Miscellaneous and Sportsman-Hunting-Outdoors**.

Sectors that struggled include **Fairs-Festivals** with half of the events *meeting or exceeding expectations* and the other half *below expectations*. The **Antiques-Collectibles** sector is in a downward trend, dropping from **60% below expectations** in 2012 to **100%** below in 2013. The new event in the **Food-Beverage** sector performed *below expectations*, which is interesting when compared to the performance of the **Food-Beverage** sector's existing events over the years, consistently **100% meeting or exceeding expectations** from 2009 through 2013. New launches can take several years to become profitable.

NEW LAUNCH COMPARISON; 2009-2013

NEW LAUNCHES INDUSTRY SECTOR	2013			2012			2011			2010			2009		
	Events	% Met or Exceeded	% Below	Events	% Met or Exceeded	% Below	EVENTS	% Met or Exceeded	% Below	EVENTS	% Met or Exceeded	% Below	EVENTS	% Met or Exceeded	% Below
Agriculture-Farm-Ranch	0	-	-	0	-	-	1	100%	0%	0	-	-	6	50%	50%
Antiques-Collectibles	1	0%	100%	6	40%	60%	0	-	-	2	100%	0%	1	0%	100%
Arms-Guns-Knives	0	-	-	0	-	-	1	-	-	1	100%	0%	0	-	-
Automobile	1	100%	0%	0	-	-	1	-	-	0	-	-	0	-	-
Aviation	1	100%	0%	0	-	-	0	-	-	0	-	-	0	-	-
Boating-Marine	0	-	-	0	-	-	0	-	-	0	-	-	0	-	-
Bridal	0	-	-	2	100%	0%	3	0%	100%	0	-	-	0	-	-
Business-Franchise-Entrepreneur	0	-	-	0	-	-	0	100%	0%	0	-	-	0	-	-
Computer-Electronics	0	-	-	0	-	-	1	100%	0%	0	-	-	0	-	-
Craft-Hobby-Woodworking	1	100%	0%	0	-	-	0	-	-	2	100%	0%	1	100%	0%
Education-College-Career	0	-	-	0	-	-	0	-	-	1	0%	100%	0	-	-
Fairs-Festivals	2	50%	50%	0	-	-	0	-	-	0	-	-	0	-	-
Food-Beverage	1	0%	100%	4	100%	0%	3	0%	100%	0	-	-	1	100%	0%
Gift-Gem-Jewelry	0	-	-	0	-	-	0	-	-	0	-	-	0	-	-
Home-Garden	1	100%	0%	0	-	-	0	-	-	1	100%	0%	2	100%	0%
Kids-Family-Lifestyle-Pets	0	-	-	2	100%	0%	0	-	-	0	-	-	1	100%	0%
Miscellaneous*	7	100%	0%	2	100%	0%	2	-	-	11	67%	33%	4	100%	0%
RV	0	-	-	3	67%	33%	2	50%	50%	1	100%	0%	1	0%	100%
Retirement-Senior	0	-	-	0	-	-	0	-	-	0	-	-	0	-	-
Sportsman-Hunting-Outdoors	1	100%	0%	0	-	-	1	100%	0%	3	100%	0%	0	-	-
Travel	0	-	-	2	0%	100%	0	-	-	0	-	-	0	-	-
Women's	0	-	-	0	-	-	0	-	-	0	-	-	1	0%	100%
TOTAL	16			21			15			22			16		

*2013 Miscellaneous events include: Ski /Snowboard, Christmas Gift/Food Show, Health/Fitness, Photography

Figure 2

With five years of data comparison, 2013's event performance (existing events and new launches) against expectations across the majority of sectors continues to reflect positively for the public events/consumer show industry.

EVENT REVENUE, ATTENDANCE AND EXHIBIT SPACE SALES (NSF)

Public event producers were asked if their event **Revenue, Exhibit Space Sales (NSF) and Attendance** for their most profitable event in 2013 was *better, nearly the same or worse* when compared to 2012.

Since the benchmark report of 2009, **Revenue** and **Attendance** results have been growing incrementally and consistently from year to year. Both metrics showed substantial positive movement in 2013. **NSF** results improved again in 2013 continuing the positive momentum and leaving the distressing results from the baseline year of 2009 a distant memory.

REVENUE 2009-2013

As shown in Figure 3 below, **73 %** of respondents reported **better** revenue results from 2012 to 2013. This directly corresponds to the decrease to **22%** for those reporting **nearly the same** revenue and only **5%** reporting **worse** results. Using the comparative data provided over the years from 2009 to 2013, the positive results are evident.

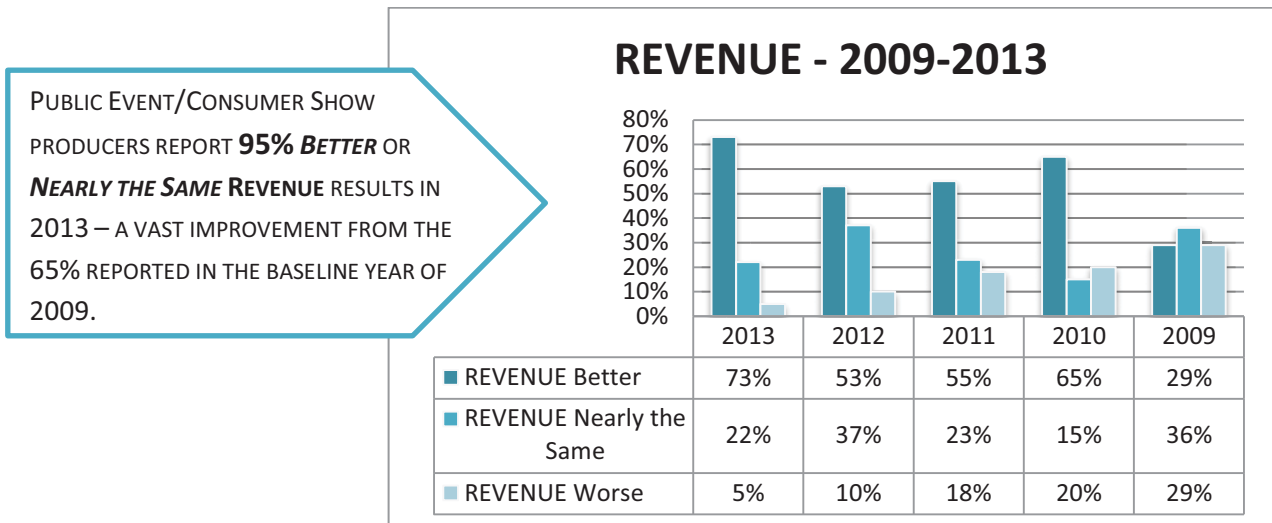


Figure 3

When asked by what percentage revenue for 2013 was **better** or **worse** than 2012, the majority, **86%**, reported their event revenue was **1-15% better**. Of the **5%** reporting **worse** results, **67%** reported their event was **1-15% worse** and **33%** reported being **26+% worse**.

Note: In Figures 3-5, 2009-2011 columns might not total 100% due to the timing of the earlier surveys (2009-2011). Originally, there was an additional category for "event not yet held" that has since been removed from the survey.

ATTENDANCE 2009-2013

Figure 4 below details the appreciable increase in **nearly the same** results from 2012 to 2013 matching the same decrease reflected in **worse** attendance results. As attendance is one predictor of recovery, these continued positive results bode well for the industry's recovery from the economic recession.

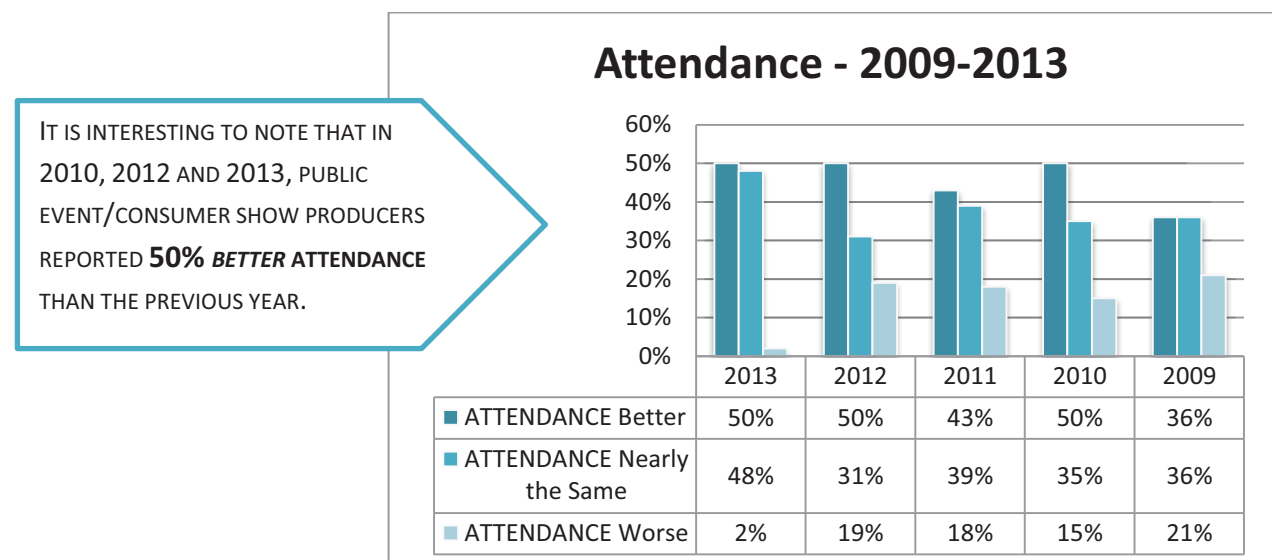


Figure 4

When asked by what percentage attendance for 2013 was **better** or **worse** than 2012, **three-quarters** of the respondents reported **1-15% better**. It is concerning, however, that for the **2%** reporting **worse** results, **50%** report attendance at **26+% worse** than the previous year (the other **50%** reported **1-10%**). The **26+% worse** results, although representing a small percentage, indicate that some events still struggle to retain attendees from year to year.

NSF OF EXHIBIT SPACE SOLD 2009-2013

The NSF metric continues positive progress as evidenced by going from **40%** in 2012 to **47%** in 2013 in the **better** category. The **nearly the same** category decreased from **51%** in 2012 to **47%** in 2013 adding to the positive movement in the better responses. And for the first time, each of the three metrics of **Revenue, Attendance** and **NSF** are under double-digits in the **worse** category.

WHEN COMPARING EACH OF THE YEARS, IN PARTICULAR 2013, TO THE BASELINE YEAR OF 2009, THERE IS A **REMARKABLE TURNAROUND** IN THE RESULTS.

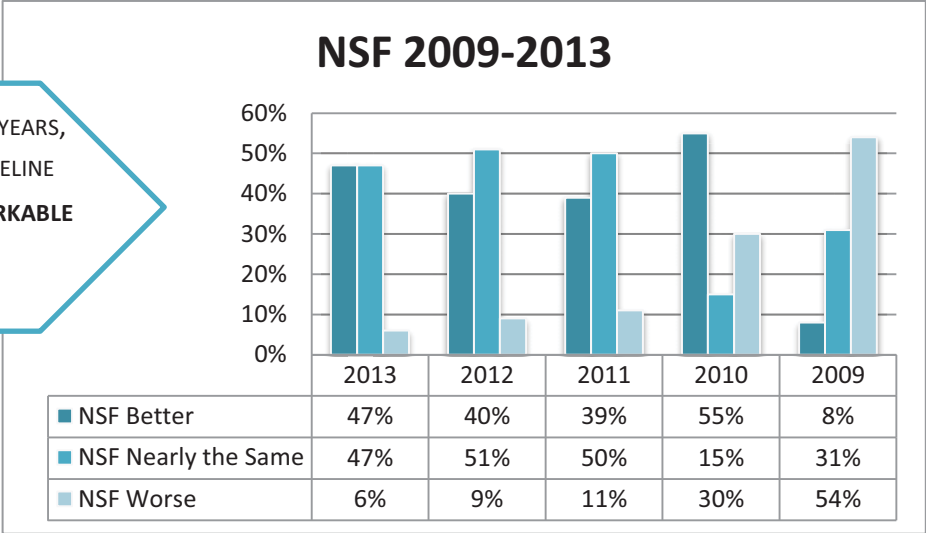


Figure 5

When asked by what percentage was 2013 NSF **better** or **worse** than 2012, **95%** of the respondents reported **better NSF** of Exhibit Space Sold. For the **6%** reporting **worse** results, **50%** were at **1-15%** and the other **50%** were at **16-20% worse**. This is a strong result as compared to 2012 when **20%** reported **worse** results at **26+%**.

EXHIBITORS SECURING EXHIBIT SPACE

One area that has been troublesome since the inception of the survey and report is that exhibitors continue to wait longer in the process to commit to exhibit space. One show producer commented, "there seems to be no sense of urgency with exhibitors."

As evidenced in Figure 6, the up and down nature of this public event/consumer show producer challenge continues. In 2009, **93%** of producers reported exhibitors were **waiting substantially to somewhat longer** to reserve space. In 2010 it was down to **62%**, 2011 back up to **82%**, 2012 down to **53%** and for 2013 back up to **62%**.

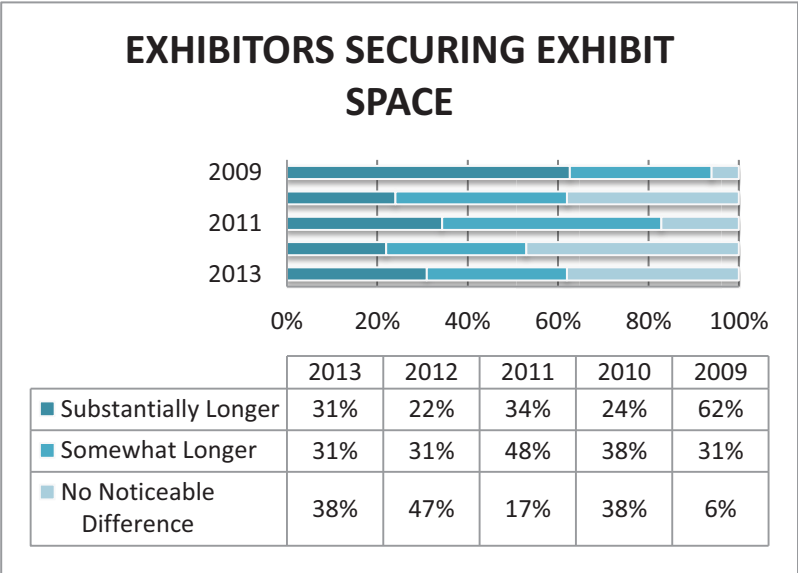


Figure 6

Although fluctuations in reporting continue from year to year, there is no comparison to the benchmark set in 2009, and in fact, 2013 is more balanced among the categories offered.

EVENT CANCELLATIONS AND WORKFORCE REDUCTIONS

In 2009, **50%** of organizers submitting survey data **cancelled events** due to economic circumstances and nearly **three-quarters** had **no plans to reschedule**. As shown below in Figure 7, 2010-2012 results showed vast improvements with a substantial decrease in those **cancelling events**. For those who did report having to cancel events, **100% planned to reschedule**. It is interesting to note that while 2013 results were the same as in 2012, **94% did not cancel events** and **6% did**; only **50% have plans to reschedule** (figure 7a).

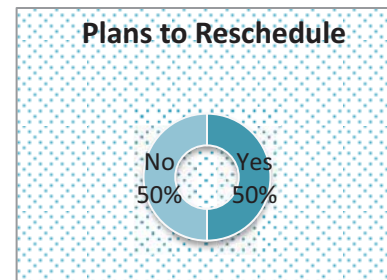
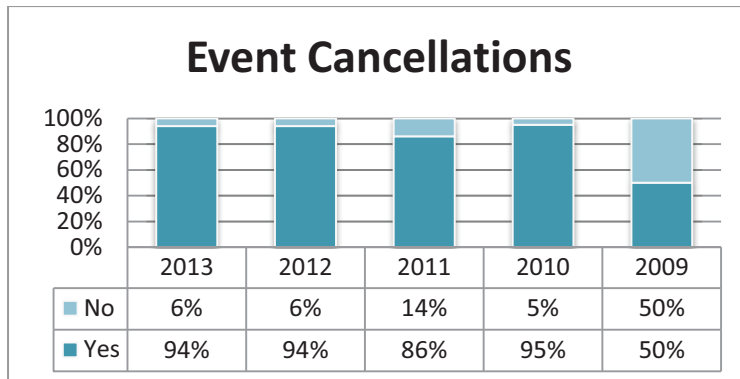


Figure 7a

Figure 7

Although respondents **laying off employees** in 2013 increased to **9%** from **5%** in 2012, these figures are still respectable considering the baseline showed **94%** (figure 8). The **9%** who **did lay off** employees were asked by what percentage was their workforce diminished. Those responding were **split evenly (at 33%)** between **1-10%, 11-15% and 26+%**. **Three-quarters** of the respondents **reducing their workforce** report they **will not rehire** in 2014.

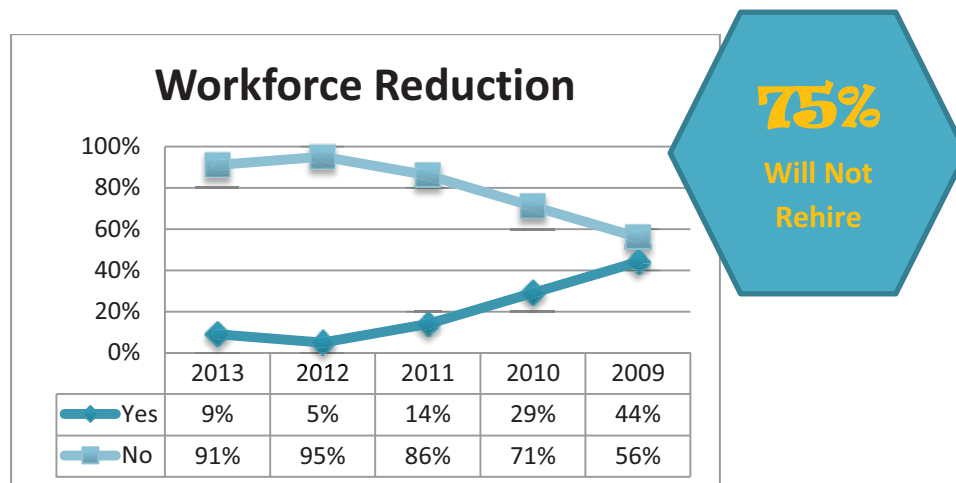


Figure 8

On the Flip Side...

A first time question for the survey; show producers were asked if they were able to **add employees in 2013** due to positive economic circumstances, to which **45%** responded **Yes** and **55%** **No**. This result demonstrates that the show producers are thoughtful when balancing their human resource needs against the economics of the event.

LOOKING TO THE FUTURE

In an effort to provide a more predictive look at the industry, show producers were asked if they were **planning to launch new events** and what their **expectation for sponsorship revenue** would be in 2014, 2015 and 2016. The first table for each indicates the answers reported in 2009 through 2012 and the second will show the responses for 2014-2016.

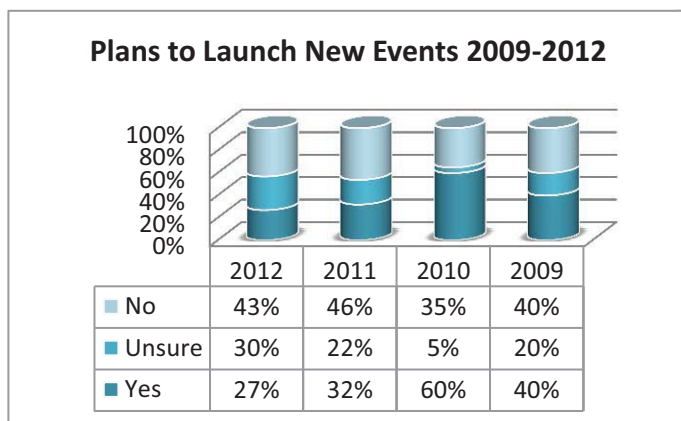


Figure 9a

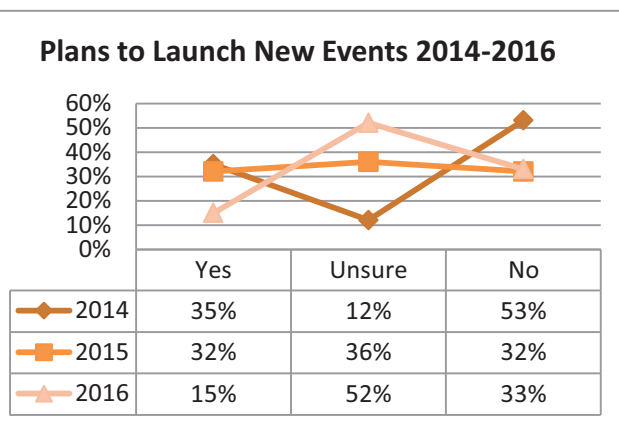


Figure 9b

Results for **Plans to Launch New Events**, 2009 through 2012 (figure 9a), show on average **41% not planning** to launch new events in the following year; leaving close to **60% unsure** or **planning** to launch new events over that time frame. When looking to the future, an average of **39%** of the respondents **do not expect** to launch events over the three years speculated on. The good news is that **61%** of the responding show producers are **unsure** or **plan** to launch new events, similar to the historical results.

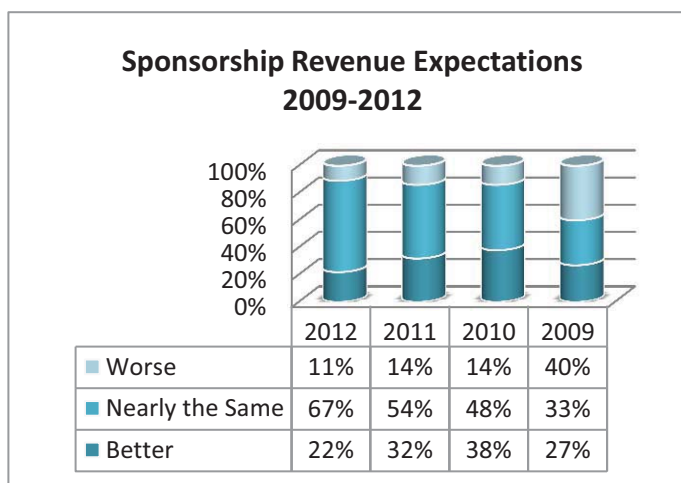


Figure 10a

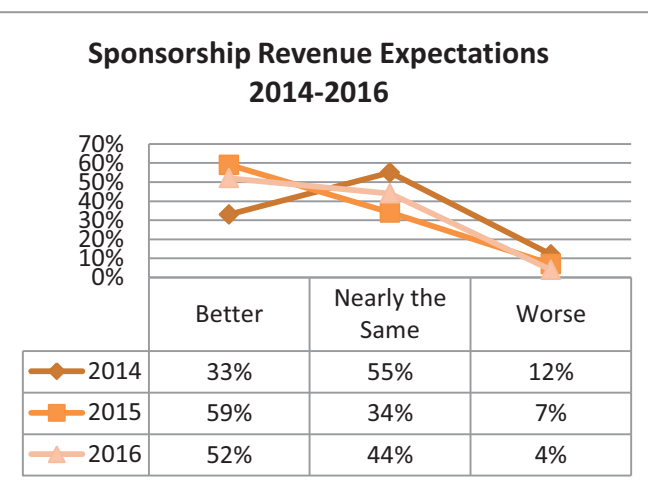


Figure 10b

Expectations for **Sponsorship Revenue** historically have been **stable** over the 2010-2012 survey periods. The baseline year of 2009 showed the most **negative** expectations. The predictive results in figure 10b above show progressive **optimism** from 2014, through 2015 and continuing in to 2016.

Rising costs, venue issues (date protection, security and costs), traditional/digital marketing mix, competition and changing demographics were all identified as the most important factors public event producers will face in 2014 and beyond.

SIGNS OF RECOVERY MOVING INTO 2014

While most of the earlier survey questions were represented by mostly positive or at least status quo responses, it is interesting to note that when show producers were asked about *seeing signs of recovery*, not one sector reported **100% seeing signs of recovery** as in previous years. Sectors that reported **60% or more seeing signs of recovery** were **Automobile, Fairs-Festivals, Food-Beverage, Kids-Family-Lifestyle-Pets, and Miscellaneous**.

Sectors reporting **75-100% unsure about seeing signs of recovery** include **Arms-Guns-Knives, Bridal, Craft-Hobby-Woodworking, Computers-Electronics, Education-College-Career, Retirement-Senior and Travel**. While, there appears to be a hesitance to report *seeing signs of recovery* in the 2013 responses, the overall results are conservatively **positive**.

Four sectors responded that they were **100% not seeing signs of recovery** including **Agriculture-Farm-Ranch, Aviation, Business-Franchise-Entrepreneur, and Women's events**. This response is truly sector-related as the other responses in the category are minimal as detailed in figure 11. In 2012, zero sectors reported **100% not seeing signs of recovery** in comparison to four for 2013.

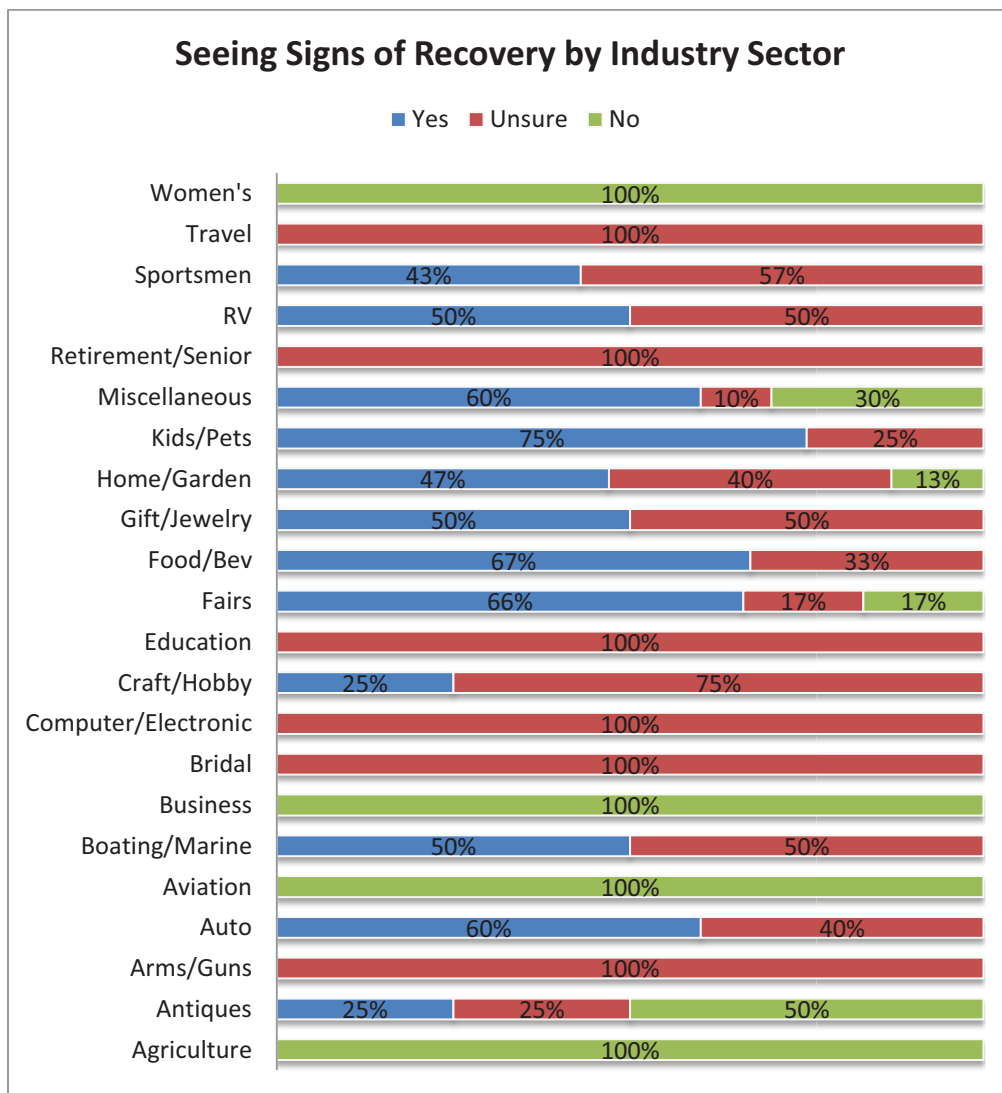


Figure 11

THE TOP ISSUES FACING THE PUBLIC EVENTS INDUSTRY TODAY

Each year survey participants are asked, in their opinion, what are the three most important issues facing the industry today? Business of the event/economy and sponsorships/marketing/advertising dominated the responses in 2013 with venue-related challenges and changing demographics of the exhibitor and attendee rounding out the top responses. There is still concern about government regulations, restrictions and permitting that can add costs and be confusing for the show producer and exhibitors.

1. Business of the Event/Economy: consumer confidence in economy must return; controlling general costs; increased production costs; less vendor base/small businesses (exhibitor companies) going out of business; cost of reaching attendees; finding additional revenue sources; competition; healthcare costs; timely exhibitor commitment; uncertainty of recovery; growing audience through innovation; keeping shows fresh; severe weather planning; streamlined booking, invoicing and CRM; onsite wayfinding technology; industry standard for attendance reporting needed.

2. Sponsorships/marketing/advertising: Sponsorship activation; obtaining sponsorship dollars is very tough; securing sponsorships; ad sales; advertising, specifically television which is becoming more fractured; social media campaigns, navigating the social media landscape; tracking all marketing efforts; balancing digital and social media spend with traditional marketing.

3. Venue-related: Show dates; dates at convention centers (getting moved to unattractive dates in favor of other shows); venue selection; venue cost increases; open dates with venues.

4. Changing Demographics (attendee and exhibitor): Generating new demographic attendance; aging customer base; aging exhibitor base; attracting and interesting the younger audience.

5. Government: Increasing amount of regulations, restrictions and permitting.

IN CONCLUSION ...

It all comes down to the business of the event. Operating an event is costly and the state of the economy over the past five years has been a huge factor in increasing costs leading to exhibitors and attendees being more thoughtful with their budgets and spending. This contributes negatively to the ongoing cycle of cause and effect for the show producer and the overall public events industry.

For existing events in 2013, 21 of the 22 sectors reported meeting or exceeding event expectations, substantially outperforming the previous years' expectations. While most new launches reported meeting or exceeding expectations, there were three sectors, Antiques-Collectibles, Fairs-Festivals and Food-Beverage reporting below expectations for their newly launched events.

2013 event Revenue, Attendance, and Exhibit Space Sales have shown consistent growth from the baseline year of 2009. In particular, Exhibit Space Sales results are impressive, with producers reporting only 6% worse results than in 2012 and much improved since the 54% reported in 2009. While exhibitors are waiting longer in the process to secure space, they eventually do contract as evidenced by the increases noted in space sales.

Event cancellations and workforce reductions are minimal and, in fact, 45% of show producers report adding employees in 2013. When respondents were asked if they planned to launch future new events, the response was optimistic for 2015 and 2016. Sponsorship expectations are expected to grow each year from 2014 through 2016.

The Public Events industry is holding its own. Through balancing resources with event costs and engaging the exhibitor and attendee with both practicality and innovation, the positive momentum will continue to build.



The IAEE Public Events Council recognizes and thanks the National Association of Consumer Shows (NACS) for supporting the industry report in providing a survey link to their membership. IAEE and NACS are collaborating on new initiatives beginning in 2014 to better serve the public event/consumer show audience through joint education and networking opportunities.

Methodology: The data for this report was obtained through an IAEE Public Events Council Survey sent to 398 public event producers. Of those producers, 38 responded reporting on 128 existing and newly launched events in 2013.



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