

Effective Methods for Visitor Promotion Part II: Exhibitors

In order to statistically validate the most effective methods for visitor promotion to an exhibition, a survey was conducted in the first quarter of 2009 among exhibition organizers and exhibitors. The results within this report, the second in a two-part series of findings, are based upon exhibitor responses and help identify the types of promotions and best practices utilized by exhibitors to increase attendance.

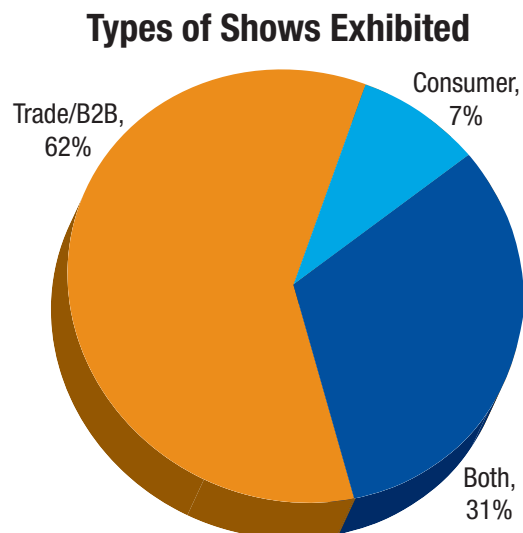
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Demographics of All Exhibitor Respondents

Survey participants for this report included 218 exhibitor respondents. They represent a cross-section of the exhibitor population with over six out of 10 being female and nine out of 10, or 87 percent, holding marketing or sales job titles. Sixty-two percent of exhibitor respondents exhibit at business-to-business events, as shown below in Figure 1.

Figure 1. Type of Event Attended by Exhibitors



Key Findings

A. Average Spending on Pre- and Post-Exhibition Promotion

Overall, exhibitors spend an average \$32,200 on pre- and post-promotion at their largest annual show. Fifty-seven percent of these exhibitors expect their marketing budgets to remain the same in 2010, while 36 percent expect a 37 percent decrease to their advertising budgets. Average spending on promotion varied widely among specific industry segments, as shown in detail in Figure 2.

Figure 2. Exhibitor Spending on Exhibitor Promotion by Sector

| SECTOR | AVERAGE |
|--|----------|
| <u>Industrial</u> Air Conditioning, Heating & Refrigeration, Manufacturing, Metal Working & Coatings Technology, Packaging, Robotics, Waste Management, Welding | \$47,400 |
| <u>Medical/Healthcare</u> Dental, Industrial, Nursing, Pharmaceuticals, Veterinary | \$41,400 |
| <u>Communications & IT</u> Computers & Computer Applications, Electrical & Electronics, Publishing, Radio, TV & Cable, Telecommunications, Telephone | \$36,000 |
| <u>Professional Business Services</u> Accounting, Advertising & Marketing, Architecture, Audio Visual, Banking, Business, Engineering, Financial & Legal, Insurance, Plant Engineering & Operations, Printing, Safety, Security | \$9,700 |
| <u>Government/Public & Non-Profit Services</u> Associations, Education, Fire & Fire Protection, Government, Libraries, Military, Police | \$4,500 |

Currently, exhibitors' budgets are distributed over a range of activities, with the most spent on print advertising, direct mail, giveaways, hospitality, show signage and sponsorships. These activities will continue to receive the most budget allocation during the next three years, though there may be slight declines in spending on print advertising and direct mail. These funds may be shifted to online advertising, handouts, social networking, virtual booths and hospitality.

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