

Center for Exhibition Industry Research

MC 41 (\$24)

Effective Methods for Visitor Promotion

Part I: Exhibition Organizers

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 first in a two-part series of findings, are based upon exhibition organizer responses. Practices that are being utilized by exhibition organizers as a means of increasing attendance and decreasing attrition are identified.

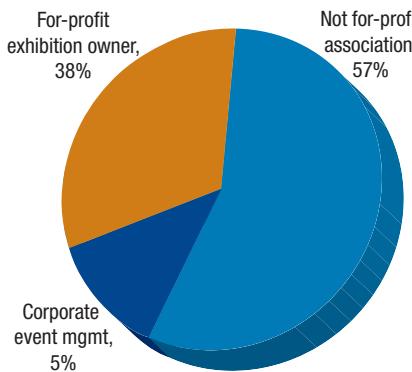
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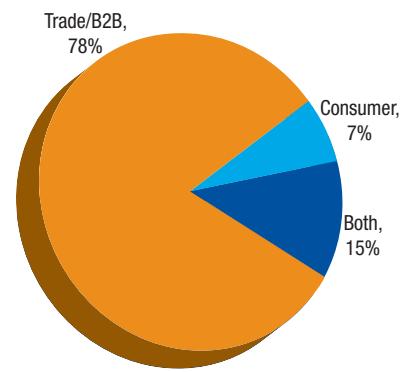
Types of promotions and best practices utilized by exhibitors to increase attendance to their booths will be examined in a subsequent CEIR report.

Demographics of All Exhibition Organizer Respondents

Types of Business



Types of Events Produced



Results from this survey are based on 483 exhibition organizer respondents from various industry organizations.

The representation of industries was well distributed, with professional business services, consumer goods and medical healthcare each represented by 13 percent of the exhibition organizer respondents, building and construction 10 percent, and all other industries represented by nine percent or less of participants.

Overall Attitudes Towards Attendee Promotion

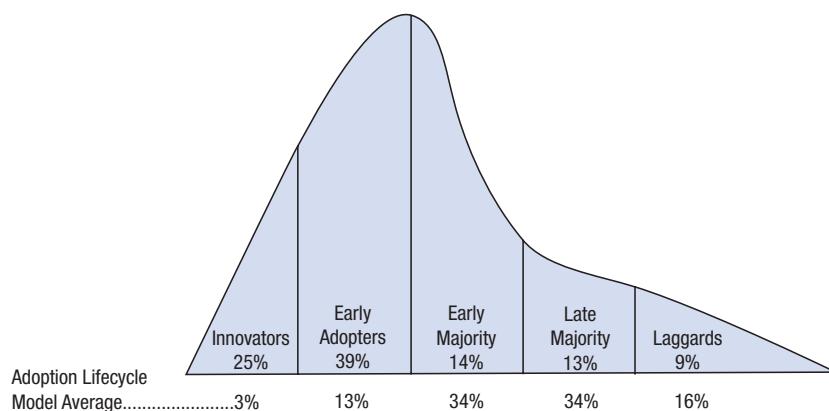
MORE THAN 8 OUT OF 10 EXHIBITION ORGANIZERS
BELIEVE THAT PARTNERSHIPS WITH EXHIBITORS
ARE CRITICAL TO THEIR SHOWS' SUCCESS.

The study found that more than eight out of 10 exhibition organizers believe that partnerships with exhibitors are critical to their shows' success. Data from the study also indicates that using more than one advertising or promotional vehicle is a critical factor for successful attendee acquisition.

The study's findings indicate that the market is split between those who believe primarily in traditional marketing methods – particularly direct mail – versus those who favor primarily online marketing. Nearly four out of 10 respondents state they are marketing almost entirely online today. Over 50 percent of all respondents believe they will be marketing entirely online in three years. However, four out of 10 believe that while online is less expensive, it is also less effective, and that direct mail is still the most reliable marketing method.

In order to identify how many respondents are likely to be either innovators or laggards when it comes to attendee marketing, a series of attitudinal questions was asked of survey participants. "Innovators" tend to be the first to implement and test new promotional solutions, while "early adopters" frequently adopt new solutions early even though they are not the first to try them. Based on the responses to these questions, exhibition organizers consider themselves to be fairly progressive in the adoption of new attendee marketing solutions.

Exhibition Organizers' Attitude Towards Adoption of New Attendee Marketing Solutions



Among study respondents, corporate event organizers were the most bullish on the adoption of online marketing methods with 72 percent reporting that their attendee marketing will be done almost entirely through electronic methods within three years. Respondents whose largest shows represent government, public and non-profit services, along with the communications and IT sector, were more likely than others to agree that their attendee marketing is currently done almost entirely online.

For a full copy of the report, log into:

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