

**MATSO Roundtable Program Report**  
**Thursday, 11 December 2014; 8:30 a.m. – noon PT**  
**Los Angeles Convention Center; Los Angeles, California**

Exhibitions Growth building Develop Acquisition  
larger provided Research Identify major partnership  
website events Identify major collaboration  
challenges/issues experiences History participation Big  
members value platform attendees task Keeping  
Impressive Advocacy Hotel Build better Exhibitors  
centers initiative ACTION industry senior  
beyond advocate annual top Attendee because tier identified  
Exhibitor Associations engagement relevance cities Practices  
topics Best Creative Media Forces issues  
show content grow established strong anchor business city change  
changing vertical presence focus  
Revive Expo  
group Roundtable Potential Data identifying opportunities  
LARGE Engage Horizontal between challenges  
shows IAEE meeting Foundation Discussion  
marketing information Based talk  
buying/selling areas influence  
Strategies statistics Education

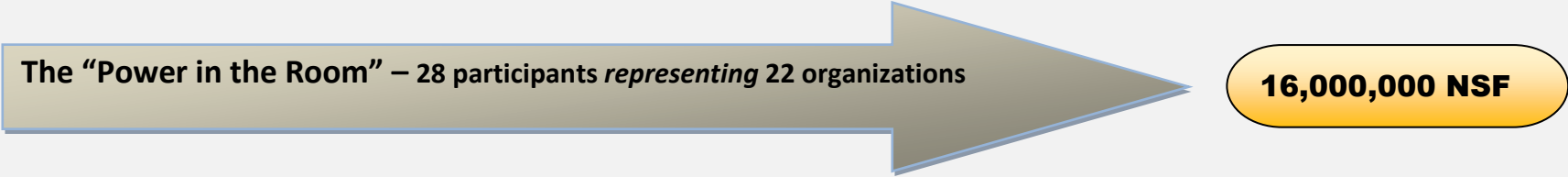
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FACILITATOR	PRESENTERS
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Brian Casey, CEM, President & CEO, Center for Exhibition Industry Research (CEIR)	Joe Federbush, Exhibit Surveys Sam Lippman, Lippman Connects
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PARTICIPANTS (Name/Organization)			
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Adam Andersen	Penton Media	Ray Luca	PMMI
Melodie Anderson	Institute of Food Technologists	Iain Mackenzie, CEM	International Sign Association
Marian Bossard	Toy Industry Association	Justine McVaney	National Association of Broadcasters
Mary Bukovic, CMP, CEM	Association of Equipment Manufacturers	Jennifer Morris	National Restaurant Association
Shannon Burch, CEM	ASIS International	Chris Nemchek	Specialty Food Association, Inc.
John Catalano	Society of Manufacturing Engineers	Steve Pitt	National Automobile Dealers Association
Jane Conway, CEM	International Association of Chiefs of Police	Jim Pittas	PMMI
John Gallagher	Naylor CMG	Leslie Rauscher, CEM	SEMICON West
Tracy Garcia, CEM	Hanley Wood Exhibitions/Pool, Spa, Patio Expo	Cindy Sample	NAMM
Lisa Goecke	National Restaurant Association	Michelle Sanford, CEM	Association of Equipment Manufacturers
Lenay Gore	American Public Transportation Association	Camille Stern	Naylor CMG
Angela Harar, CEM	The Vision Council	Ryan Strowger, CEM	IAAPA
Mary Pat Heftman	National Restaurant Association	Megan Tanel, CEM	Association of Equipment Manufacturers
Kelly Kilga, CEM	Graphic Arts Show Company, Inc.	Jackson Wong, CEM	Toy Industry Association



**The “Power in the Room” – 28 participants *representing* 22 organizations**

**16,000,000 NSF**

BACKGROUND
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Chris Nemchek, Chairman of the MATSO Council provided the immediate past history of the joining of IAEE and MATSO. He noted the spirit of MATSO remains the same; sharing experiences, identifying best practices and cooperation and collaboration between members of the group.

The 2015 MATSO program was announced. NPE2015 – The International Plastics Showcase will host the MATSO group on 23-24 March 2015 in Orlando, Florida. More details to come.

Brian Casey, Facilitator for the Roundtable provided a more in-depth history and reviewed MATSO’s past areas of focus. Based on information

received from the pre-program survey of attendees, three areas of focus were established for general discussion: Education, Advocacy and Research. Discussion points from the Roundtable will be used to lay a strong foundation and platform for MATSO to build on in the coming years. An additional goal will be to develop industry best practices for identified industry challenges.

## 2014 LARGE SHOW PRACTICES STUDY PRESENTATION – Joe Federbush and Sam Lippman

### KEY FINDINGS from the *Large Show Practices Study* and Roundtable, Spring 2014

#### Large Show Event Profile (Average Results)

- Attendance, 27,700
- Exhibiting Companies, 905
- Attendees per Exhibitor, 20
- Attendee Promotion Spending, \$372,00
- Promotion Spending per Attendee \$24.11
- Revenue, price per square foot, \$27.97
- Total Revenue, \$10,830,000

#### Ways to Prove Exhibitor ROI

- Attendee demographics
- Leads/traffic generated
- Analytics, data, post show reports
- Testimonials from sponsoring exhibitors
- Event prospectus

#### Attendee Acquisition – Best Practices

- Digital remarketing
- Turn first-timers into fans
- “Reasons to Attend” prominent on home page
- Leverage exhibitor’s competitive spirit

#### Attendee Acquisition Budget Allocations

- Provides Best ROI – Email, direct mail, telemarketing
- Provides Worst ROI – Print ads, social media, list purchases

#### Challenges

- Bringing more attendees to the show
- Enhancing & Personalizing attendee experience
- Keeping satisfied exhibitors
- Controlling costs
- Outgrowing facilities

#### Co-location Usage

- Not interested at this time, 49%
- Currently co-locating, 34%
- Considering co-locating in near future, 17%

#### Interest in International Events

- Not interested, 57%
- Considering in near future, 17%
- Currently produce international versions of event as co-location, 9%
- Discontinued international event, 6%

The group was asked to submit any specific questions relevant to MATSO’s needs for the 2015 Large Show Study to Joe or Sam as soon as possible.  
[joe@exhibitsurveys.com](mailto:joe@exhibitsurveys.com)  
[sam@lippmanconnects.com](mailto:sam@lippmanconnects.com)

## FACILITATED DISCUSSION – Brian Casey, CEM – Three Pillars; Education, Advocacy and Research

### EDUCATION

#### **Big Picture Items:**

- Ways to reduce costs
- Sales
- Attendee Acquisition & Marketing
- Exhibitor ROI – training

#### **Things Keeping You Up at Night:**

- Segment marketing of horizontal shows
- Competing with ourselves for limited sponsorships/revenue (between multiple shows/regional events)
- Consolidations/mergers
- Engage/bring back anchor exhibitors who have left the floor
  - Other opportunities – non-traditional presence over concrete
  - Horizontal shows losing to vertical
- How to keep the money with you
- How to change the floor environment for changing requests – business model changing – meeting space
- Exhibitors wanting contact with only a select list (excluding thousands of other attendees)
- Keeping your show on top
- More shows going vertical
- Small, niche, parasitic events impacting the larger events

### ADVOCACY

- Should be a priority for this group
- The collective influence of major shows represented can be a strong advocate for the industry on both a regional and national scale
- In the past – city task forces identified challenges/issues and reported at MATSO meetings.
  - Revive this practice beginning at the March program.
  - Identify which MATSO shows are in which top tier cities.
- Exhibitions Day participation
  - Generally more district representation (in the larger cities many major shows are based in)
  - Impressive statistics of major shows to prove relevance and value of face to face
- Different dynamic with MATSO shows and facilities/convention centers and hotels
  - Opportunity to dialogue with hotel chain senior official to talk issues (at an upcoming MATSO meeting/program)
  - May need to include this initiative with the city task force(s)

## RESEARCH

Mr. Casey spoke about the importance of reporting show data to the CEIR Index and supporting the CEIR Foundation through contributions. When questioned if CEIR could do reports on large show topics or statistics, Mr. Casey suggested for MATSO to start at the macro level and identify some topical areas of interest and come back with a proposal to CEIR. Discussion included:

### Growth

- Creative ways to show support to the “waiting list” (those organizations that are part of the industry, yet they have no physical presence because there is no room) One solution presented was to create a new show (spin-off, acquisition or partnership).
- Associations buying/selling properties/shows
- Leveraging technology for better information to grow show
- Data mining/segment marketing (Really need the information and know why you need it! This should increase growth.)

### Potential Research Topics (need further development per Mr. Casey’s suggestion)

- Best Practices in Data Mining for Large Shows
- Best Practices – Social Media, Digital Strategies and Content Marketing (also, engage with a content marketer to present at the March meeting.)
- Exhibitor Training/ROI (as a resource for MATSO members) (includes information on training/education, engagement and the value of face-to-face)
- How to Leverage Your Customer Database

## OUTCOMES and ACTION ITEMS

- This session begins building the platform for MATSO for 2015 and beyond.
- Identify members who can speak to topics and generate conversation to help identify solutions.
- Communication methods for the group – email messages, website page, discussion group on website, IAEE media outlets.
- Develop annual marketing plan to drive engagement.
- Develop MATSO education track for Expo! Expo! in 2015.
- Discuss timeslot (Tuesday versus Thursday) for the MATSO Roundtable at Expo! Expo! in 2015.
- Build the group!
- Participate in Exhibitions Day.
- Revive City Task Forces (including hotel initiative).
- Identify which MATSO events are in which top tier cities.
- Engage with hotel chains senior officials to talk “hotel” issues and major shows. (March meeting?)
- Identify a content marketing presenter for the March meeting. (pre- at and post-show)

## **MEETING/PROGRAM SCHEDULE – 2015 through 2017**

### **2015**

23-24 March – NPE2015 – The International Plastics Show, Orlando, Florida

1-3 December – Expo! Expo! MATSO Roundtable, Baltimore, Maryland

### **2016**

Open for a host event

6-8 December – Expo! Expo! MATSO Roundtable, Anaheim, California

### **2017**

7-11 March – ConExpo/ConAgg 2017, Las Vegas, Nevada

28-30 November – Expo! Expo! MATSO Roundtable, San Antonio, Texas