



2016 Campaign Report



2016 Media Successes

Media relations efforts resulted in coverage in several mainstream and trade media outlets. Below are some of the key highlights of 2016:

- Secured a 2-minute interview, featuring David DuBois, shown on **American Airlines flights** in January via Talk Business 360
- A 30-second Talk Business 360 segment running on **CNN, CNN Airport** and **Fox Business** continued from Q4 into early January 2016. In the segment, David DuBois addressed history of the industry, the impact of exhibitions and events on economy and the value exhibitions provide with regards to networking.
- Collaborated with Dallas CVB to promote the upcoming World Travel and Tourism Council resulting in coverage in **Dallas Morning News** and **Skift**
- Worked with **Utah Business** reporter to connect them with a representative at ASAE to discuss their annual show held at the Salt Lake City Convention Center
- Promoted IAEE and ESCA's Industry Security Initiative, resulting in coverage from various trade media outlets
- Provided **Sacramento Business Journal** with industry statistics, resulting in a story relating to the proposed expansion of its Convention Center
- Pitched the expansion of multiple convention centers to **BizBash**, resulting in a story encompassing the top convention center expansions currently in progress around the country
- Brokered an additional interview with David DuBois on the industry's security initiative that played on **27,000 American Airlines flights**
- Pitched **Orange County Business Journal** about IAEE's Expo! Expo! being held at the Anaheim Convention Center

Total 2016 Impressions:

90,321,843

Total 2016 Publicity Value:

\$17,609,510

2016 Media Successes



The Dallas Morning News



ORANGE COUNTY
BUSINESS JOURNAL



UB Utah
Business

Trade Show Executive
News, Views and Tools for Trade Show and Event Executives



SUCCESSFUL
MEETINGS

BIZBASH

associations
now

BEST PRACTICES IN TRADE SHOWS AND EVENTS
EXHIBITOR

Total Media Relations Efforts

2011 – 2016:

MEDIA IMPRESSIONS

760M

TOTAL MEDIA HITS

2,974

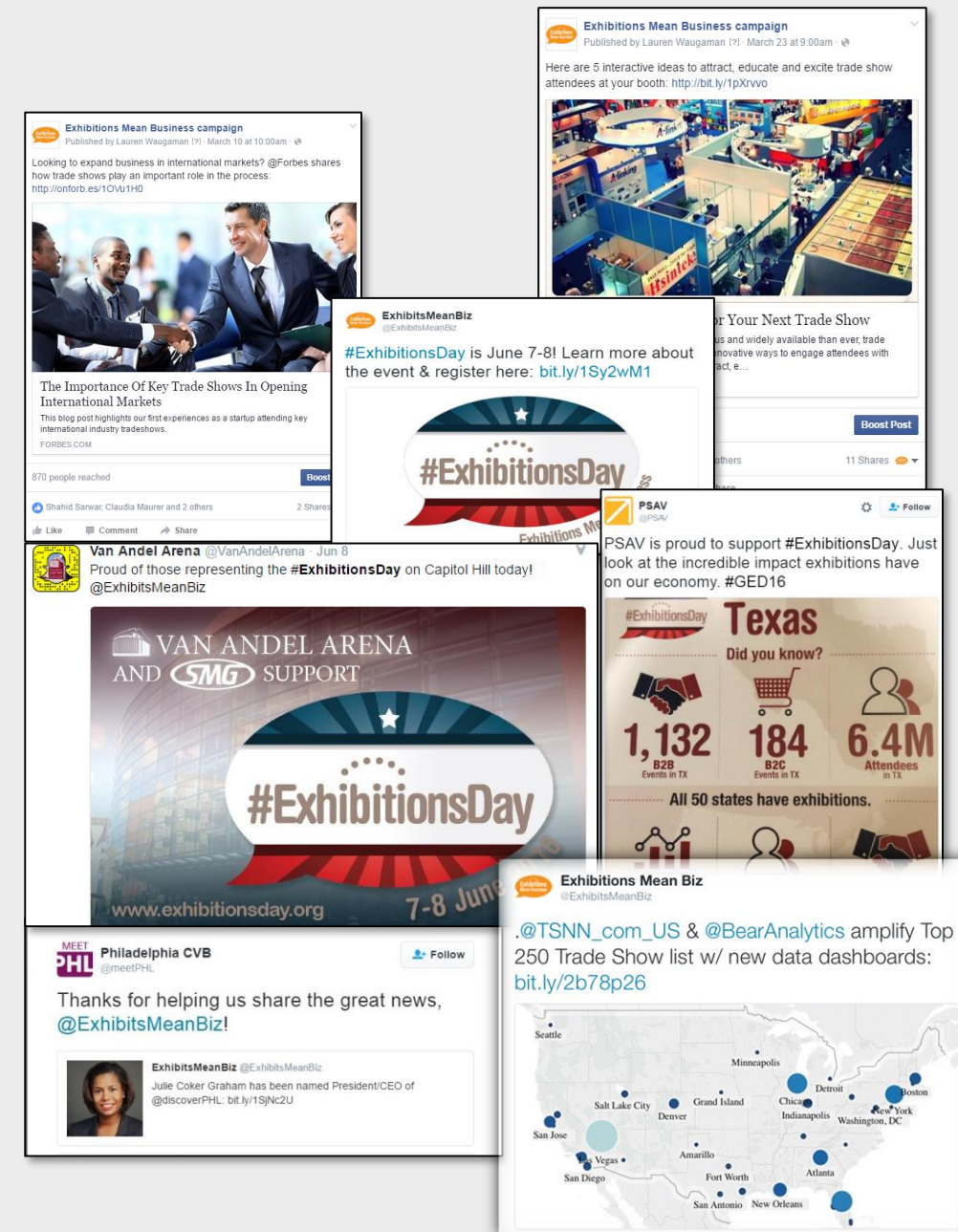
PUBLICITY VALUE

\$86M

2016 Social Media Efforts

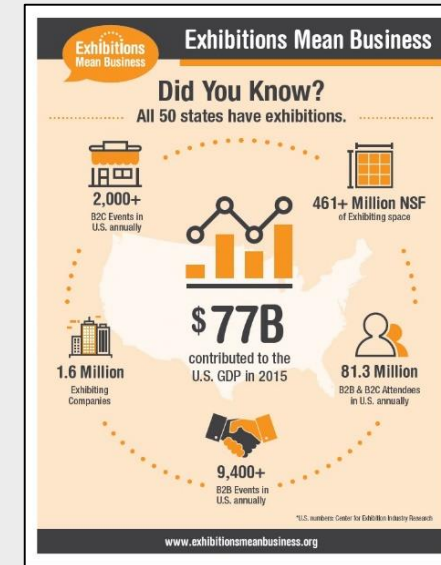
EMB's social media team focused on publishing timely, relevant content across Twitter and Facebook pages throughout 2016. A combination of new content tailored for industry members, a renewed follow-strategy and an improved social listening strategy resulted in a major increase in Twitter followers and Facebook page likes.

- Created weekly social content calendars to ensure consistency of posting across all EMB social channels
- Maintained consistent posting activities and ongoing community management for Exhibitions Mean Business Twitter and Facebook pages.
- Social media topics included trade show and convention center news in both mainstream and trade media, tips and best practices for trade show ROI and attendee engagement, and overall industry data.
 - Twitter Followers (as of December 31st): 1212
 - 51% Increase for 2016
 - Facebook Page Likes (as of December 31st): 880
 - 44% Increase for 2016



2016 Exhibitions Day

- Created overview of legislative topics and the industry's position to be communicated with members of Congress during Exhibitions Day
- Wrote national registration press release announcing opening of Exhibitions Day registration
- Wrote national press release announcing the issues for Exhibitions Day 2016
- Penned op-ed on behalf of Senator Begich discussing the importance of trade in this election and trade's connection to exhibitions industry
- Crafted tailored digital content as part of a paid social media campaign during Exhibitions Day to increase followers and online visibility
- Created national and state-specific industry impact infographics for use event; infographics could also be tailored by organization / show to tell personalized stories



2016 Exhibitions Day Success

In its third year, Exhibitions Day 2016 saw a significant YoY increase in visibility with both earned and social media.

435% ↑

earned media impressions

81% ↑

social media users

101% ↑

social reach

30% ↑

social impressions

2016 Exhibitions Day Feedback

Speaking about the most beneficial aspects, in their opinion, of Exhibitions Day:

*Thinking more about how these issues will affect my organization and networking with others, discussing the issues. – **Penelope Freire, American College of Medical Genetics and Genomics (ACMG)***

*The experience of teaming up with associations and suppliers together advocating for the same outcome. Competition was set aside that day and we were all working together to better our industry. – **Thomas Malek, T3 Expo***

*This was my first time participating in ExhibitionsDay and I thoroughly enjoyed it. It felt good being able to put on the lobbyist cap for a day and push the issues that directly affect our industry. It was also great to network with other industry colleagues. I truly feel that my time was well spent and that our team made a difference. I look forward to returning next year! - **Paul Bascomb, CEM - American Academy of Otolaryngology-Head and Neck Surgery Foundation***

*I enjoyed being able to actively advocate for our industry directly with those who influence policy. As an industry, we often host events in which we just talk about the importance and economic impact of our industry. Exhibitions Day brought true action on our belief in the value of our industry. - **Christine Frye, National Trade Products, Inc.***

#HeresWhy

Established during the run up to Expo! Expo! in 2015, #HeresWhy was created to promote content that showcases why industry members are proud to be part of the exhibitions and events space. Through a series of social posts and blog posts from contributors, #HeresWhy encouraged people share what they loved the most about exhibitions, thereby creating a dialogue among like-minded individuals while promoting the value of the entire industry.

For 2016, the EMB team expanded #HeresWhy and began conducting Q&A-style interviews with more industry members. These interviews has resulted in insightful Q&A sessions with a host of industry members that have been added to the EMB blog.

#HeresWhy



Tom Cindric
Informa Exhibitions

"With trade shows, you have an opportunity to experience and someday influence entire industries, whether it's by representing a specific show or working for a manufacturer that exhibits in the show."

#HeresWhy



Jim Kelley
Production Resource Group

"More and more events are looking toward an attendee experience that is geared toward education and entertainment. At PRG, we want to create a unique attendee experience that enhances engagement and helps exhibitors create a discernable difference."

#HeresWhy



Paige Cardwell
CSG Creative

"I am so grateful that I've been able to contribute to this dynamic and fun industry full of intelligent, warm and interesting people."

#HeresWhy



Dan Cole
Hargrove, Inc.

"The continued success of our industry indelibly contributes to the success of our economy and indeed the profile of the United States as the leader in the creation of platforms that make the world smaller."

#HeresWhy



Chris Brown
National Association of Broadcasters

"The NAB show has been a huge innovation driver over the years, allowing people to come together and discuss future trends, opportunities and technologies."

#HeresWhy



Sue Huet
NBM Events

"We need to make sure Congress knows the value events bring to our economy, including the number of workers who have a job because of this industry."

#HeresWhy



Jessica Finnerty
Auto Care Association

"I would definitely recommend this event to anyone who is passionate about the events and exhibitions industry. You CAN be a voice, and together, perhaps we can truly make a difference."

#HeresWhy



Jay Tokosch
Core-apps

"Our industry is embracing technology and realizing that it can really enhance what we are doing whether it's the user, the organizer or the exhibitor."

#HeresWhy



Jim Pittas
PMMI

"New technologies are great, but there is still intrinsic value to shows that can't be replaced. The more technology advancements are made, the more people actually are craving that face-to-face interaction."

#HeresWhy



Carrie Ferenac
CNTV

"Stories about the exhibitions and events industry impact real people in very tangible ways."

2016 Expo! Expo!

Onsite Activations:

- Engaged trade media and local mainstream outlets around Expo! Expo!, its work with the Orange County Family Justice Center and the industry's overall impact upon Anaheim
- Promoted show floor happenings and various educational sessions and sharing #HeresWhy content via all EMB social channels

