2017 REPORT

EXHIBITIONS MEAN BUSINESS
2017 IN REVIEW

2017 has been yet another successful year for the Exhibitions Mean Business campaign. Increases in media placements, owned content and followers across all social channels has allowed EMB to target key audiences and decision makers throughout 2017 with the right message at the right time.

In addition to media relations and social efforts, the campaign created new advocacy-focused content designed not only to garner support and attendance to Exhibitions Day, but to also continue the dialogue and sustain grassroots advocacy efforts for the industry year-round. For Exhibitions Day 2017, the campaign’s efforts resulted in a significant increase in media coverage and social engagement which helped to secure a 52% increase in co-sponsors for key pieces of legislation.

What follows is a more detailed outline of various EMB activities completed in 2017 by the EMB campaign team.
HOW FAR WE’VE COME

MEDIA:
- Shared 15 new #HeresWhy blog posts to EMB website
- Earned over 778M media impressions to date
- Introduced new advocacy information source: the monthly newsletter

SOCIAL MEDIA:
- 2,383 followers across Twitter and Facebook, a 17% increase in since 2016
- EMB social channels received over 215K impressions in 2017
- Activated five social promotions on Facebook, garnering over 10K impressions and 800 engagements

source: the monthly newsletter
2017 MEDIA

$30M+
Publicity Value

18M
Earned Media Impressions

32
Media Placements

- Established earned media partnership model based on successful Expo! Expo! partnership with San Antonio CVB
- Interviewed Advocacy Committee Members and IAEE Top 20 Under 30 honorees for 15 #HeresWhy blogs
- Generated 25+ creative media pitching angles throughout the year
2017 MEDIA SNAPSHOT

Brand USA Says It Is Confident It Will Still Be Here in 2018

Trade Show Executive
Travel Industry Closes Ranks in Support of Brand USA

TSNN
Record-Breaking 112 Trade Show Professionals Take Part in #ExhibitionsDay on Capitol Hill

Brand USA Drives Tourism

SAN ANTONIO BUSINESS JOURNAL
SA gets rare audience with global group to pitch convention assets

TRAVEL WEEKLY
DMOs under assault

International Meetings
AUGUST 1, 2017
From Culture and Customs to Contracts and Compliance, There’s a World of Concerns to Consider

Meeting Planners Gathering in S.A.:
Politics Matters in Location Selection
2017 SOCIAL MEDIA

- 583 Total Posts
- 215K Earned Social Impressions
- 5,895 Total Engagements
- 341 New Followers

- Twitter and Facebook had steady follower growth month-over-month in 2017, acquiring 341 new followers across channels.
- Successfully promoted five Facebook posts throughout the year to amplify EMB messaging, acquire new followers and drive traffic to the website; yielding over 10K impressions and 800 engagements.
- Posts shared in real-time from events EMB team members were at, such as Exhibitions Day, Expo! Expo! and NCSL, drove the most engagement throughout the year.
- EMB’s strong content mix, increase presence at events and new activations such as the Monthly Newsletter were all major contributors to EMB’s social channel growth in 2017.
2017 SOCIAL MEDIA SNAPSHOT
In its fourth year, Exhibitions Day 2017 saw significant growth in Congressional action and significant YoY increases in earned media placements and social media engagement.

The need for an ongoing, year-round source for advocacy and legislation information was answered with the introduction of the monthly advocacy newsletter.

The #ExhibitionsDay hashtag earned over 1.7M social media impressions.

LEGISLATION STATUS HEADING INTO 2018:

- **H.R. 1265**: Currently with the Subcommittee on Aviation
- **H.R. 2495**: Currently with the Subcommittee on Digital Commerce and Consumer Protection
- **S. 1164**: Currently with the Committee on Commerce, Science, and Transportation
EXHIBITIONS DAY SNAPSHOT

Global Exhibitions Day is June 7, Activities Scheduled in 45 Countries

We had a record-breaking number of attendees at #ExhibitionsDay this year! Watch the recap from @CNTV here: bit.ly/2smvJ66

33.2M people attend #B2B events in the U.S. annually! Learn how #ExhibitionsDay helps businesses thrive nationwide: bit.ly/2sM8SPy

All 50 states have exhibitions.

Exhibitor

Trade Show Executive

Record-breaking 112 trade show professionals take part in #ExhibitionsDay on Capitol Hill

Industry Leaders Prepare for Exhibitions Day June 6-7

Trade Show Executive

Travel Industry Closes Ranks in Support of Brand USA
EXPO! EXPO!

7.9M
Earned Media Impressions
16K% Increase YoY

6 stories in 4 outlets

6.5K
Social Media Impressions

134
Social Media Engagements

• Partnership with San Antonio CVB yielded highest record of Expo! Expo! media placements to date
• Social posts including pictures and live updates from Expo! Expo! performed well, garnering the majority of impressions and engagements.
NCSL

• Met with state senators, representatives and legislative stats from 23 different states.

• Discussed the importance of the exhibitions industry to local economies and how decisions at the state legislature level could provoke economic boycotts.

• Reminded attendees that they have voters and businesses in their state districts that either buy or sell, good and services at exhibitions and trade shows and that many people get continuing education by attending exhibitions, trade shows and conventions.
2017 IN DETAIL

What follows is a monthly breakdown of EMB activities completed in 2017.
January Dashboard

**KEY TAKEAWAYS:**

- Finalized a 2-minute interview, featuring David DuBois, shown on 27,000 American Airlines flights via Talk Business 360.

- Twitter performed well in January, receiving over 8K impressions.

**CAMPAIGN METRICS TO DATE:**

- $87 Million Publicity Value
- 760 Million Media Impressions
January Activity Snapshot

MEDIA

Proactive media outreach:
- Finalized a 2-minute interview, featuring David DuBois, shown on 27,000 American Airlines flights via Talk Business 360.
- Pitched updated stats to San Antonio media on the Henry B. Gonzalez Convention Center and how the renovation has benefited the larger San Antonio community.

#HERESWHY

- Conducted outreach to IAAE 20 Under 30 recipients for #HeresWhy Q&A blog posts
- Scheduled interviews with Kelly Ferrante and Abby Eastman

SOCIAL

- Top performing posts discussed industry news, EMB messaging and tradeshow best practices.
- Posts that tagged other users or used hashtags received high engagement and impressions across channels.
Facebook followers continue to grow month-over-month, gaining nine new followers in January.

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<thead>
<tr>
<th></th>
<th>Proactive Posts</th>
<th>Post Likes &amp; Comments</th>
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<td>Facebook:</td>
<td>21</td>
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February Dashboard

**KEY TAKEAWAYS:**

Published #HeresWhy Q&A blog posts from Kelly Ferrante and Abby Eastman

#HeresWhy social posts performed well, garnering over 2K impressions and 90 engagements across channels.

**CAMPAIGN METRICS TO DATE:**

- $87 Million Publicity Value
- 760 Million Media Impressions
February Activity Snapshot

MEDIA

- The #HeresWhy blog post performed well on social, garnering over 2K impressions and 90 engagements.
- Posts including industry news, EMB messaging, and upcoming shows continue to perform well.

#HERESWHY

- Published #HeresWhy Q&A blog posts from Kelly Ferrante and Abby Eastman
- Contacted additional IAEE 20 Under 30 recipients for Q&A participation

SOCIAL

Proactive media outreach:
- Pitched Florida media on the proposed bill threatening Visit Florida
- Reached out to San Antonio Business Journal media for potential contributed piece on convention center renovation
February Digital Performance

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<th>Overall:</th>
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- Twitter engagement increased by 60% from January to February, most engagements are attributed to #HeresWhy posts and industry news.
March Dashboard

44 pieces of media and social content
17.1K reach via proactive social posts
2 media interactions

**KEY TAKEAWAYS:**

Developed **Exhibitions Day advocacy toolkits** and researched various pieces of legislation for consideration.

**Exhibitions Day social posts** performed well across channels, encouraging users to register for the event.

**CAMPAIGN METRICS TO DATE:**

$87 Million Publicity Value
760 Million Media Impressions
March Activity Snapshot

**MEDIA**

- Pitched Texas CEO on the benefits of convention center expansion.
- Followed up with San Antonio Business Journal media for potential contributed piece on convention center renovation.

**#HERESWHY**

- Interviewed and published #HeresWhy post from Alexandra Adsit.
- Published contributed post from ossi Ralenkotter, President/CEO of the Las Vegas Convention and Visitors Authority.

**SOCIAL**

- Exhibitions Day posts performed well, encouraging users to register for the event.
- Posts about industry trends, EMB messaging and business travel performed the best in March.
March Digital Performance

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<th>Overall:</th>
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- Facebook and Twitter received high engagement in March, garnering over 300 post likes, comments and clicks.
April Dashboard

**KEY TAKEAWAYS:**

*Media continue to show interest in insights/commentary relating to convention center expansion at the local level.*

*IAEE 20 Under 30 recipients have helped to significantly increase the number of #HeresWhy contributions for 2017.*

*Twitter and Facebook reach both performed well in April, with over 17.7K impressions.*

**CAMPAIGN METRICS TO DATE:**

- **$86 Million** Publicity Value
- **760 Million** Media Impressions
April Activity Snapshot

**MEDIA**

- BizBash, Multichannel News and Broadcasting & Cable: NAB Show and the importance of face-to-face interactions to business
- U.S. News & World Report: Convention center improvements throughout the US
- Texas CEO, FastCo and Business Insider: Careers opportunities within the exhibitions and events industry

**#HERESWHY**

- Published two #HeresWhy Q&A blog posts from IAEE 20 Under 30 recipients
- Coordinated with Jessica Finnerty to pen a blog post on her previous experience with Exhibitions Day

**SOCIAL**

- The main focus for social in April was to increase Exhibitions Day posts, leading to an overall increase in content, reach and engagement for the month.
- In addition to Exhibitions Day posts, we shared the new CNTV video, industry updates, industry tips and tricks, and promoted upcoming events.
April Digital Performance

Overall:

- Proactive Posts: 49
- Post Likes & Comments: 297
- Page Likes & Followers: 26

Twitter:

- Proactive Posts: 25
- Post Likes, Comments & Clicks: 91
- Page Likes & Followers: 19

Facebook:

- Proactive Posts: 24
- Post Likes, Comments & Clicks: 206
- Page Likes & Followers: 7

- Facebook post engagement is up 54% from previous month.
- Twitter performed extremely well for the month of April, receiving over 322 profile visits and 19 new followers.
May Dashboard

KEY TAKEAWAYS:

Travel reporters have expressed initial interest in Exhibitions Day issues tied to infrastructure and security, opening the door for mainstream coverage.

IAEE Advocacy Committee members have helped to continue the #HeresWhy conversation online by expressing their support for Exhibitions Day.

Twitter and Facebook reach both performed well in May, with over 19.9K impressions.

CAMPAIGN METRICS TO DATE:

$86 Million
Publicity Value

760 Million
Media Impressions
May Activity Snapshot

**MEDIA**

- **Huffington Post**: How to improve networking through exhibitions and events
- **Arizona Republic, AZ Central**: Three completely different industries that all rely on trade shows
- **Chicago Sun-Times, Washington Post**: Why tourism-related businesses rebuilt after regional disasters
- **Forbes, Inc.**: Why trade shows deserve a seat at the marketing table

**HERESWHY**

- Published #HeresWhy Q&A blog posts from Mark Bogdansky and Mark Sussman
- Contacted remaining IAEE Advocacy Committee members for Q&A participation

**SOCIAL**

- The focus for May was to increase Exhibitions Day posts to support registration.
- Exhibitions Day posts with infographics continue to perform well in engagement and reach.
- In addition to Exhibitions Day posts, we shared the new #HeresWhy blog posts, industry updates, industry tips, and promoted upcoming events.
May Digital Performance

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- Facebook post engagement is up 41% from previous month.
- Twitter performed extremely well for the month of May, receiving an average of 430 impressions per day and 31 new followers.
June Dashboard

**86**
pieces of media and social content

**40.5K**
reach via proactive social posts

**24**
media interactions

**KEY TAKEAWAYS:**

Reporters have **expressed interest in EMSSI over any other Exhibitions Day issue**, mainly due to its uniqueness and timeliness given the current security climate.

**IAEE Advocacy Committee** members have **helped to continue the #HeresWhy conversation online** by expressing their support for Exhibitions Day.

**Twitter and Facebook** reach both performed well in June with over **40.5K impressions**. Most of the increase in reach can be linked to Exhibitions Day.

**CAMPAIGN METRICS TO DATE:**

- **$89 Million** Publicity Value
- **767 Million** Media Impressions
June Activity Snapshot

**MEDIA**
- Secured email interview for Ryan Strowger with freelancer Maura Keller in *Associations, Facilities and Conventions* magazine
- Washington Post: Shared post-tragedy tourism media opportunity with New Orleans CVB
- Sent Online Booking Scams/Exhibitions Day pitch to *Ars Technica* and *Dark Reading* for consideration

**#HERESWHY**
- Published #HeresWhy Q&A blog posts from Jack Patronski, Sarah Madonia and Carrie Ferenac
- Contacted remaining IAEE Advocacy Committee members for Q&A participation

**SOCIAL**
- Paid Facebook posts for Exhibitions Day received high engagement and impressions.
- Posts that used photos of the event and/or event attendees performed well during the week of Exhibitions Day.
- Posts containing infographics received high engagement and impressions throughout the month of June.
June had an increase in posts, post likes, comments and clicks, and followers due to Exhibitions Day. Exhibitions Day posts received high engagement across Facebook and Twitter.
July Dashboard

42 pieces of media and social content

10.2K reach via proactive social posts

17 media interactions

KEY TAKEAWAYS:

Brand USA funding has gained significant traction within mainstream media, giving us an opportunity to insert our POV into the ongoing conversation.

IAEE Advocacy Committee members have helped to continue the #HeresWhy conversation online by expressing their support for Exhibitions Day.

Twitter and Facebook posts received high engagement in July, with over 230 likes, comments, link clicks and shares.

CAMPAIGN METRICS TO DATE:

$90 Million
Publicity Value

768 Million
Media Impressions
July Activity Snapshot

**MEDIA**

- Posts that tag brands, use hashtags and use statistics in the copy received high engagement and impressions throughout the month of July.
- Posts that discuss industry trends, events and issues continue to perform well.

**PROACTIVE MEDIA OUTREACH:**

- Secured email interview for Cathy Breden with freelancer Maura Keller in *The Meetings Magazines*.
- Sent Brand USA funding POV pitches to mainstream media targets.
- Secured Brand USA DMO story by providing statistics and our POV regarding the need for more funding.

**#HERESWHY**

- Secured interview with Chris Dolnack for #HeresWhy Q&A.
- Contacted remaining IAEE Advocacy Committee members for Q&A participation.

**SOCIAL**

- Posts that tag brands, use hashtags and use statistics in the copy received high engagement and impressions throughout the month of July.
- Posts that discuss industry trends, events and issues continue to perform well.
# July Digital Performance

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<th>Post Likes &amp; Comments</th>
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- July had a decrease in posts and acquired followers, due to June containing Exhibitions Day posts.
- Posts about events and industry trends received high engagement and impressions on Facebook and Twitter.
August Dashboard

53 pieces of media and social content

17.8K reach via proactive social posts

24 media interactions

KEY TAKEAWAYS:

Reporters have expressed interest in EMSSI over any other Exhibitions Day issue, mainly due to its uniqueness and timeliness given the current security climate.

Here’s Why blog posts and NCSL Summit performed well on social in August, receiving high engagement on Facebook and Twitter.

Twitter and Facebook posts received high impressions in August, increasing by 42% from July to August.

CAMPAIGN METRICS TO DATE:

$90 Million Publicity Value

769 Million Media Impressions
August Activity Snapshot

**MEDIA**

- Published #HeresWhy Q&A blog posts from Jack Patronski, Sarah Madonia and Carrie Ferenac
- Contacted remaining IAEE Advocacy Committee members for Q&A participation

**#HERESWHY**

**SOCIAL**

- Here’s Why blog posts continue to collect high engagement and impressions from users
- Posts from the NCSL Summit performed well, receiving high engagement on Twitter and Facebook

Proactive media outreach:
- Secured email interview for Ryan Strowger with freelancer Maura Keller in *Associations, Facilities and Conventions* magazine
- Shared post-tragedy tourism media opportunity from *Washington Post* with New Orleans CVB
- Sent Online Booking Scams/Exhibitions Day pitch to *Ars Technica* and *Dark Reading* for consideration
August had a 31% increase in engagement, due to the increase in posts from events such as the NCSL Summit and Here’s Why blog posts.

Posts about events and industry trends continue to receive high engagement and impressions across channels.
September Dashboard

- **46** pieces of media and social content
- **13K** reach via proactive social posts
- **25** media interactions

**KEY TAKEAWAYS:**

Reporters expressed interest in materials coming out of CEIR Predict, indicating potential for more media-focused infographics.

Local advocacy efforts continue to drive media attention throughout the U.S.

The first boosted Facebook post to support the EMB newsletter performed well, receiving 1.4K impressions and 130 engagements

**CAMPAIGN METRICS TO DATE:**

- **$91 Million** Publicity Value
- **770 Million** Media Impressions
September Activity Snapshot

**MEDIA**

- Sent economy pitch to Bloomberg, NY Times, US News and World Report, NBC, AP, Business Insider, WSJ, USA Today and Washington Post for consideration
- Sent media roundtable/political pitch to The Hill, Daily Beast, Buzzfeed, Axios and Politico for consideration
- Sent event technology pitch to Skift, Huffington Post and Inc. for consideration
- Sent events industry outlook pitch to NPR, Financial Times, Washington Business Journal and LA Times for consideration

**#HERESWHY**

- Contacted remaining IAEE Advocacy Committee members for Q&A participation

**SOCIAL**

- The first boosted post to support the advocacy newsletter resulted in over 1.4K impressions and 130 engagements
- Posts relating to CEIR reports or the CEIR Predict event performed well across channels
### September Digital Performance

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<tr>
<td>Page Likes &amp; Followers</td>
<td>12</td>
<td>3</td>
<td>9</td>
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- September had a 31% increase in engagement, with top performing posts relating to business travel, CEIR, and advocacy opportunities.
- Followers continue to increase month-over-month across Facebook and Twitter.
October Dashboard

52 pieces of media and social content

24K reach via proactive social posts

3 media interactions

**KEY TAKEAWAYS:**

Local advocacy efforts continue to **drive media attention throughout the U.S.**

Reporters expressed interest in materials coming out of CEIR Predict, indicating **potential for some more media-focused infographics.**

Twitter received high engagement in October, **increasing by 110%**

**CAMPAIGN METRICS TO DATE:**

$91.1 Million Publicity Value

770.2 Million Media Impressions
October Activity Snapshot

**MEDIA**
- Promoting Expo! Expo! and EMB messaging was a key focus in October.
- Posts concentrating on EMB messaging, upcoming shows and industry news performed well in October.
- Posts that tag brands, use hashtags and use statistics in the copy continue to receive high engagement and impressions across channels.

**SOCIAL**
- Sent economy pitch to Bloomberg, NY Times, US News and World Report, NBC, AP, Business Insider, WSJ, USA Today and Washington Post for consideration
- Sent media roundtable/political pitch to The Hill, Daily Beast, Buzzfeed, Axios and Politico for consideration
- Sent event technology pitch to Skift, Huffington Post and Inc. for consideration
- Sent events industry outlook pitch to NPR, Financial Times, Washington Business Journal and LA Times for consideration

**#HERESWHY**
- Interviewed Sydney Rhea for an IAEE 20 Under 30 #HeresWhy blog post.
- Continued following up with remaining IAEE 20 Under 30 recipients requesting Q&A participation

- Promoting Expo! Expo! and EMB messaging was a key focus in October.
- Posts concentrating on EMB messaging, upcoming shows and industry news performed well in October.
- Posts that tag brands, use hashtags and use statistics in the copy continue to receive high engagement and impressions across channels.
## October Digital Performance

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<tr>
<td><strong>Facebook:</strong></td>
<td>22 Proactive Posts</td>
<td>133 Post Likes, Comments &amp; Clicks</td>
<td>6 Page Likes &amp; Followers</td>
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- Twitter performed extremely well in October, with a 110% increase in engagement. Top performing posts focused on upcoming shows, EMB messaging and industry news.
November Dashboard

**KEY TAKEAWAYS:**

*Advocacy efforts and interview opportunities with David DuBois* were key drivers of media coverage for Expo! Expo!

*Reporters expressed interest* in various Expo! Expo! activities as well as key industry topics

*Expo! Expo! posts earned over 6.5K social impressions* in November

**CAMPAIGN METRICS TO DATE:**

- **$91.7 Million** Publicity Value
- **778 Million** Media Impressions
November Activity Snapshot

**MEDIA**

- Pitched local and trade media various angles surrounding Expo! Expo!, security and advocacy leading up to the event in San Antonio.
- Secured coverage and interviews from San Antonio Business Journal, Rivard Report, WOAI, Exhibitor and TSNN

**EMB BLOG CONTENT**

- Provided update on Exhibitions Day legislation and published blog post on the importance of improving airport infrastructure.
- Transformed the blog post into the first EMB newsletter designed to build support for Exhibitions Day 2018.

**SOCIAL**

- Expo! Expo! posts performed well in November, with many partners engaging with and sharing EMB posts.
- Posts concentrating on EMB messaging, upcoming shows and industry news performed well in November.
- Posts that tag brands, use hashtags and use statistics in the copy, continue to receive high engagement and impressions across channels.
November Digital Performance

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<th>Post Likes, Comments &amp; Clicks</th>
<th>Page Likes &amp; Followers</th>
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- Twitter and Facebook performed well in November, garnering over 600 engagements. Expo! Expo! was a large contributor to this month’s strong social performance.
December Dashboard

43 pieces of media and social content
14.4K reach via proactive social posts
2 media interactions

**KEY TAKEAWAYS:**

Local advocacy efforts continue to be a unique angle for local markets throughout the U.S.

Reporters expressed interest in post-Expo! Expo! recaps and materials.

The EMB 2017 recap video performed well across social channels, earning over 600 impressions and 30 engagements

**CAMPAIGN METRICS TO DATE:**

$91.9 Million Publicity Value
778.2 Million Media Impressions
December Activity Snapshot

**MEDIA**

- Secured story from TSNN on Expo Expo’s giving to Boysville in TSNN’s “Give Back” series.

**EMB BLOG CONTENT**

- Secured #HeresWhy interview with IAEE 20 Under 30 winner, Samantha Spitzner.
- Contacted remaining IAEE 20 Under 30 recipients requesting Q&A participation.

**SOCIAL**

- The EMB 2017 recap video performed well across channels, garnering over 600 impressions and 30 engagements.
- Posts concentrating on EMB messaging, upcoming shows and business travel performed well in December.
- Posts that tag brands, use hashtags and use statistics in the copy, continue to receive high engagement and impressions across channels.
December Digital Performance

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- Twitter and Facebook performed well in December, garnering over 300 engagements. Industry news, business travel and EMB focused posts were the largest contributors to engagement and impressions.