Q2 IN REVIEW

During Q2, EMB largely focused on Exhibitions Day, developing event and press materials, creating an issues blog series, as well as engaging media contacts across verticals and regions to secure **27 stories** that told potentially **1.4 million readers** why “Exhibitions Mean Business.”

EMB social channels continue to perform well, **acquiring 66 new followers and garnering over 82.4K impressions and 2.2K engagements.** Exhibitions Day organic and paid efforts along with community management contributed to the success of Q2.

What follows is a more detailed outline of various EMB activities completed in Q2 2019 by the EMB campaign team.
## HOW FAR WE’VE COME

### MEDIA:

- Garnered 784M media impressions and $95M in publicity value to date
- Secured 27 earned and organic placements
- Shared 5 new #HeresWhy blog posts to EMB website in Q2 of 2019

### SOCIAL MEDIA:

- 2,713 followers across Twitter and Facebook, a 2.5% increase since Q1 of 2019
- EMB social channels received over 82.4K impressions in Q2 of 2019
- #ExhibitionsDay garnered over 1,721,127 total impressions in 2019
Q2 MEDIA

$1.8M  
Publicity Value

1.4M  
Media Impressions

67  
Media Interactions

5  
Blog Posts

• Coordinated phone interview for VenuesNow with Steven Walker and Lisa Williams to discuss Exhibitions Day goals and their experiences.
• Facilitated email Q&A with David DuBois for Smart Meetings to discuss how Exhibitions Day 2019 went.
• Wrote and posted five new Here’s Why blogs detailing Exhibitions Day and 2019 issues, which were also amplified across social.
• Produced issues brief and press release for Exhibitions Day 2019.
• Created and distributed first-ever EMB donor survey to identify areas of collaboration and potential storylines for media.
Q2 MEDIA SNAPSHOT

#HeresWhy
Bill McGlade
Personify A2Z Events

"No matter how many phone calls you make, it's not going to be as effective as seeing that person face-to-face. Once you have that first handshake, that's a connection."

#HERESWHY Q&A: BILL MCGLADE

Exhibitions Day Spotlights Value of Trade Shows

Leaders in the exhibitions industry visited Washington, D.C. to lobby for policies that encourage travel.

Time to Think DC as Exhibitions Day Nears

WASHINGTON — Spring has arrived and it’s time for the trade show industry to rally and prepare for the annual Exhibitions Day campaign to inaugurate Capitol Hill in Washington.

Registration for the June 4-5 lobbying expedition to the halls of Congress is open at http://www.exhibitionsday.org/ The trip includes a welcome reception and orientation on the Hill with groups of show organizers and industry partners lobbying Congress to support various issues affecting the industry.
### Q2 SOCIAL MEDIA

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Posts</td>
<td>146</td>
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<tr>
<td>Earned Social Impressions</td>
<td>82.4K</td>
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<tr>
<td>Total Engagements</td>
<td>2,229</td>
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<tr>
<td>New Followers</td>
<td>66</td>
</tr>
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</table>

- Twitter and Facebook continue saw excellent follower growth in Q2, acquiring 66 new followers across channels.
- Activated paid social posts to promote Exhibitions Day. Posts focused on issues addressed at the event, driving event registration, and building awareness.
- Promoted Exhibitions Day across EMB social channels as well as performed community management for the Exhibitions Day including live tweeting onsite at the event.
Q2 SOCIAL MEDIA SNAPSHOT

Breaking News: Just in from @CEIR_HQ, the $B2B exhibitions industry contributed $97B to U.S. GDP in 2018! Join us for #ExhibitionsDay June 4-5 in D.C. to advocate for our $97B industry: bit.ly/ExhibitionsDay

In our latest #HeresWhy blog post, we interviewed Vice President of Account Management at @Personifycorp A2Z Events, Bill McGlade. Read his take on the importance of face-to-face connections and more: bit.ly/2Q6Q0tw #eventprofs

Did you know the U.S. ranks 9th in the world for infrastructure quality? Join us for #ExhibitionsDay in D.C. to address this and other issues impacting the events industry: bit.ly/2Qc43l4

What state are you representing for #ExhibitionsDay this week? Find shareable infographics showcasing the impact each state has on the #B2B events industry: bit.ly/2Qc43l4

#ExhibitionsDay has arrived! Make sure to tag @ExhibitsMeanBiz in your tweets as you celebrate the $97B B2B events industry today! Learn more: exhibitionsmeanbusiness.org/2019/06/u-s-ev...

"EXHIBITIONS DAY IS AN INVALUABLE FORUM TO MEET FACE-TO-FACE WITH MEMBERS OF CONGRESS."

DAVID ROBINSON
PRESIDENT AND CEO OF IAEE

Exhibitions Day 2019: Exhibitions Mean Business | The Power of Face to Face Events - Exhibitions, Events and Tradeshows
Exhibitions Day 2019
Exhibitions Day YoY Results

Overall media impressions and publicity value were down in 2019 compared to 2018, which can be attributed to an external drop in media around Global Exhibitions Day and one organic story in 2018 that yielded nearly 4 million impressions by itself. This year, Exhibitions Day earned five more stories overall compared to 2018, and when omitting the 4M-impression piece from 2018, the event actually earned an additional 427k impressions.

Social performance decreased in number of posts, earned impressions, and total impressions. Although we did see an increase in supporters and industry members participating and celebrating #ExhibitionsDay on social media, there was not as much support for Global Exhibitions Day on social which impacted our results since users who support GED often tag Exhibitions Day in posts as well (75% decrease in impressions when comparing #GED2019 to #GED2018).
Exhibitions Day Support

In addition to participating capturing content from Capitol Hill and answering all messaging inquiries for Exhibitions Day attendees, the campaign team developed and managed the following content for Exhibitions Day in Q2:

- **Facilitated interviews** between Steven Walker and Lisa Williams with VenuesNow
- Coordinated email **Q&A for David DuBois** with Smart Meetings and Meetings & Conventions Magazine
- **Pitched a variety of angles** to local, trade and national media outlets
- Conducted owned **social media campaign** for Facebook and Twitter during Exhibitions Day
- Engaged with Exhibitions Day supporters on social by **sharing and liking their posts**
- **Live tweeted** from the event to build excitement and drive awareness of Exhibitions Day
Exhibitions Day Media Highlights

Exhibitions Day media coverage resulted in 1.4M earned media impressions and a publicity value of $1.8M.
Exhibitions Day Social Media Highlights

TOTAL # OF POSTS: 764
TOTAL IMPRESSIONS: 1,721,127

TOTAL OWNED ENGAGEMENT: 1,188
TOTAL EARNED IMPRESSIONS: 1,654,635

U.S. AIRPORTS HAVE NEARLY $128 BILLION IN INFRASTRUCTURE NEEDS THROUGH 2021
For more information, visit our website: http://inhibitricitiesmanagement.org

B2B EXHIBITIONS CONTRIBUTED
$97 BILLION TO U.S. GDP IN 2018

Are trade shows vital to your business? Join industry professionals for #ExhibitionsDay June 4-5 in D.C. to network and show your support for the B2B events industry: wklyQ0C43h4

"When you visit, it matters. We listen," said @SenCortez @SenLearm @SenBlack @SenRosen. That’s why we’re here! Exhibitions mean business. #1 B2B events drew 6.7M attendees to NV in 2018. Convention/tradeshow visitors spent $1702 per visitor per trip, according to LVCLIA.

Members of our team are on Capitol Hill today meeting face to face with U.S. political leaders to give a voice to the exhibitions and events industry. #ExhibitionsDay

Happy #ExhibitionsDay from all of us at the IAEE DFW chapter! We encourage everyone to get involved and help make a difference in our industry!

Exhibitions mean business in Chicago! McCormick Place supports #ExhibitionsDay! @IAEE_HQ @ExhibitsMeanBiz

#ExhibitionsDay
What follows is a monthly breakdown of EMB activities completed in Q2 2019.
April Dashboard

KEY TAKEAWAYS:

Produced issues brief for Exhibitions Day, sharing details of five different legislative topics.

Created and posted the first blog of a series focused on Exhibitions Day and this year’s issues.

Shared the announcement of the B2B events industry contributing $97B to the U.S. GDP on social, driving over 1,700 impressions and 81 engagements.

CAMPAIGN METRICS TO DATE:

$93.8 Million Publicity Value

783 Million Media Impressions
April Organic Social Performance

<table>
<thead>
<tr>
<th></th>
<th>Proactive Posts</th>
<th>Post Likes, Comments, &amp; Clicks</th>
<th>Page Likes &amp; Followers</th>
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<tr>
<td><strong>Overall:</strong></td>
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<td><strong>Twitter:</strong></td>
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<tr>
<td><strong>Facebook:</strong></td>
<td>23</td>
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- Both Facebook and Twitter continue to have steady follower growth month-over-month.
- Facebook and Twitter both continue to see strong engagement. This is likely due to the increase in Exhibitions Day content, including sharing the issues brief and promoting blog posts.
In April, we launched two paid social promotions. The objective for Facebook was to drive users to register, while for Twitter we focused on building awareness of Exhibitions Day. Overall, our paid efforts resulted in 12,321 impressions and 429 engagements.
April Activity Snapshot

**ADVOCAHY / MEDIA**

- Developed and posted Exhibitions Day issues brief, detailing five legislative topics.
- Met with government experts within Edelman to identify best practices for inviting Congressional members to Exhibitions Day reception.
- Kicked off initial Exhibitions Day media efforts, identifying editorial focuses and pitching stories.
- Pitched grassroots advocacy story to Michigan State Spartan Magazine.

**BLOG**

- Conducted interview with Bill McGlade from A2Z by Personify.
- Developed first edition of Exhibitions Day blog series.

**SOCIAL**

- Shared Exhibitions Day focused content, featuring issues, EMB blog posts, and state infographics.
- Featured timely and relevant content, including the announcement of the new U.S. GDP amount for the B2B events industry.
May Dashboard

**CAMPAIGN METRICS TO DATE:**

- **$93.8 Million** Publicity Value
- **783 Million** Media Impressions

**KEY TAKEAWAYS:**

- **39** pieces of media and social content
- **26.5K** reach via proactive social posts
- **15** media interactions

- **Produced and distributed press release for Exhibitions Day,** detailing 2019 legislative topics.

- **Created and posted the second and third Exhibitions Day blogs,** focused on travel policies and infrastructure.

- **Launched Exhibitions Day social promotions,** driving over 13K impressions and 501 engagements.
May Organic Social Performance

<table>
<thead>
<tr>
<th>Overall:</th>
<th>Proactive Posts</th>
<th>Post Likes, Comments &amp; Clicks</th>
<th>Page Likes &amp; Followers</th>
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<th>Twitter:</th>
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<th>Page Likes &amp; Followers</th>
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<table>
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<th>Facebook:</th>
<th>Proactive Posts</th>
<th>Post Likes, Comments &amp; Clicks</th>
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<tbody>
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</table>

- Both Facebook and Twitter continue to have steady follower growth month-over-month.
- Facebook and Twitter saw a spike in engagement in May. This is likely due to users engaging more actively with Exhibitions Day posts as the event was approaching.
In May, we launched two paid social promotions. The objective for Facebook was to drive users to register for Exhibitions Day, while for Twitter we focused on building awareness for the event. Overall, our paid efforts resulted in 13,675 impressions and 501 engagements.
May Activity Snapshot

**ADVOCACY / MEDIA**

- Drafted and distributed the press release for Exhibitions Day to media.
- Pitched Exhibitions Day to automotive, equipment (leveraging Mark Bogdansky and AEM representatives) and local media (leveraging David DuBois for DFW, and other contacts based on location).

**BLOG**

- Posted a Here’s Why blog featuring Bill McGlade from A2Z by Personify.
- Posted the second and third blogs for the Exhibitions Day series, focused on infrastructure and travel policies.

**SOCIAL**

- Shared Exhibitions Day focused content, featuring issues, EMB blog posts, and state infographics.
- Drove registration and awareness for Exhibitions Day event in June.
June Dashboard

KEY TAKEAWAYS:

Engaged 45+ business, economy and travel media about Exhibitions Day

Earned 1.4M impressions and 27 new articles covering Exhibitions Day

Live tweeted during Exhibitions Day, driving over 17.8K impressions and 333 engagements on Twitter.

CAMPAIGN METRICS TO DATE:

$95 Million
Publicity Value

784 Million
Media Impressions
Exhibitions Day Execution

- Facilitated interviews between Steven Walker and Lisa Williams with VenuesNow
- Coordinated email Q&A for David DuBois with Smart Meetings and Meetings & Conventions Magazine
- Pitched a variety of angles to local, trade and national media outlets
- Conducted owned social media campaign for Facebook and Twitter during Exhibitions Day
- Engaged with Exhibitions Day supporters on social by sharing and liking their posts

120 Participants from all across the U.S.

100+ Meetings on Capitol Hill
June Organic Social Performance

<table>
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<th>Overall:</th>
<th>Proactive Posts</th>
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<tr>
<td>Facebook:</td>
<td>21</td>
<td>308</td>
<td>10</td>
</tr>
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- Both Facebook and Twitter saw large increases in follower growth and engagements in June. This is likely due to increased awareness of Exhibitions Mean Business social pages from Exhibitions Day efforts.
June Activity Snapshot

ADVOCACY / MEDIA

- Pitched Exhibitions Day to more than 45 media contacts across different verticals; using custom angles to fit audience of publication or reporter’s personal beat. Examples include:
  - Pitched importance of trade shows to Compact Equipment Magazine, which covers large shows like ConExpo
  - Highlighted participants from Go To Louisville to the Louisville Courier Journal

SOCIAL

- Shared Exhibitions Day focused content, featuring issues, EMB blog posts, and state infographics.
- Live tweeted throughout Exhibitions Day sharing updates on meetings, Exhibitions Day facts as well as engaging supporters and partners.

BLOG

- Developed Exhibitions Day recap blog