

MATSO Meets Takeaways

February 2022

MATSO COMMUNITY

Major
American
Trade
Show
Organizers

- Registration trending later - numbers for all events are tracking flat in the beginning and then picking up at the end
- Of the people attending, quality is up, quantity is down
- Before early bird – registration numbers lag, after early bird, registrations are pacing with 2019 numbers
- There is a lag on people registering for paid educational programs on-site
- Discussed early bird rates in general
 - Noted that they feel it's giving money away - Suggest two rates (pre-event online pricing and onsite)
- International business still down about 20% (some events in January saw some pick-up now that travel borders are open)
- Cities are now dealing with homeless populations - planning at a downtown venue in some areas will require additional security
- Some larger exhibitors are finding unique ways to not exhibit but put on events during a show and suitcase services (big challenge)
- Ever-changing EVERYTHING related to your event - daily, weekly, monthly
- Labor, while better, is inconsistent from city to city
- Slippage noted at hotels – due to indecision and last-minute cancellations (it was noted this is industry-specific)
- Regional events performing better than national events (attendance-wise)
- Contracts for leasing (that are based on attendance) are more difficult based on the trend of later registrations
- Rumor mill still impacting events – transparency and overcommunication to potential exhibitors/attendees will continue to be important
- Reassure attendees by holding a webinar primer with highlights/updates/what to expect
- Still issues with hotels/restaurants and service levels in many cities