

CEIR Webinar Tip Sheet

Topic: Event Attendance Growth
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 Allen Shaw, Ph.D., Founder, President & Chief Economist, Global Economic Consulting Associates Inc
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This session will provide an update on the most current outlook for the overall exhibition industry as well as for the 14 industry sectors tracked in the Index as well as a quick snapshot on how to use the free CEIR Event Performance Analyzer to generate charts that compare a trade show's performance to the latest CEIR Index data.

Suppliers learned real world examples on how to use Index data to help customers understand key trends in the industry, and their event's position in the marketplace compared to their peers to support their important, strategic business discussions and decisions. Helping them succeed strengthens the bond with you and your company. Attendee learned how to use this data to ramp up their consultative sales game!

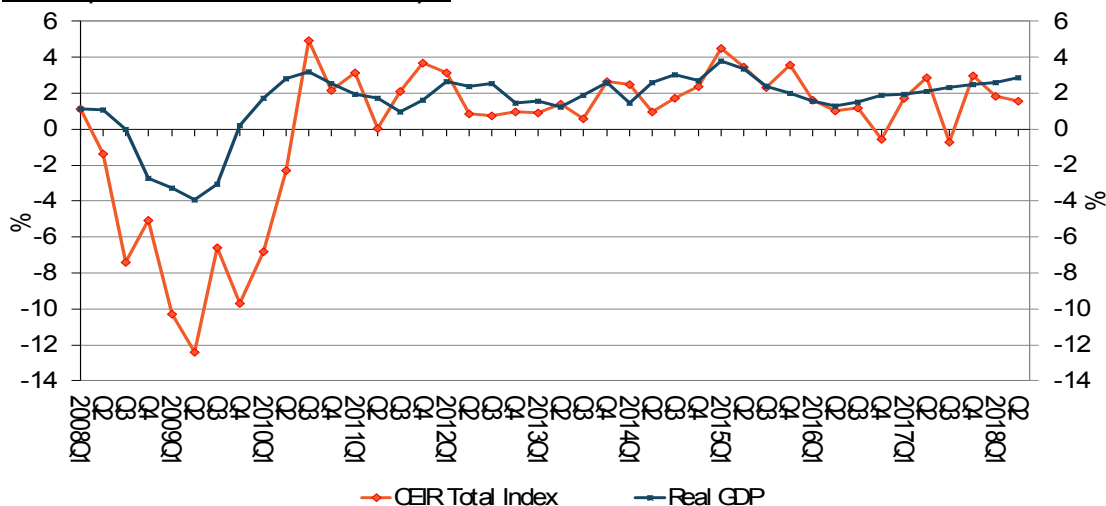
Are You Missing the Chance to Deliver Greater Value to Your Trade Show Organizer Customers?

Agenda:

- [CEIR Index](#) – latest trends
- Case Studies
- [Event Performance Analyzer Tool](#) – FREE RESOURCE
 - CEIR thanks the Society of Independent Show Organizers (SISO) for its financial support in making this calculator possible.
- Q&A

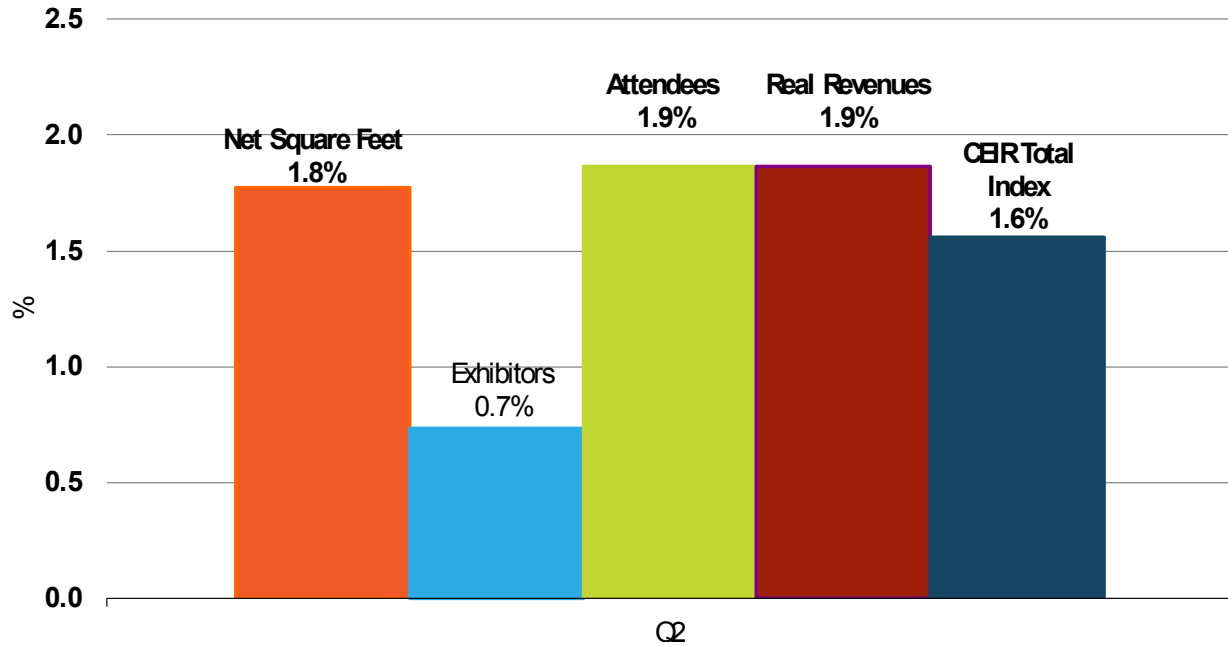
Current Trends

Industry Outlook – It's the Economy...



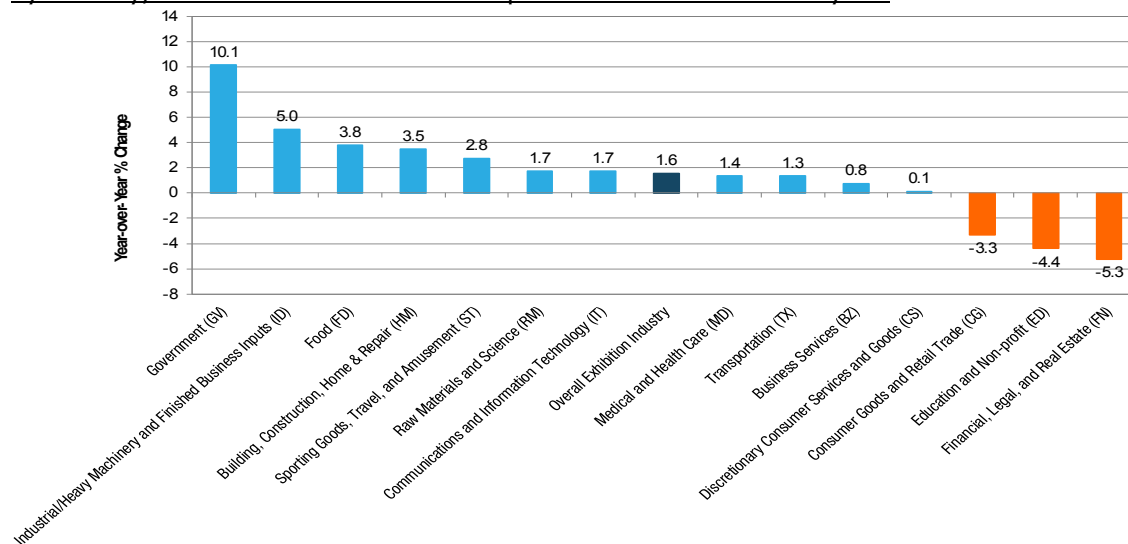
- This chart shows year-over-year percent change of Total Index versus real GDP. You can see the blue line, GDP, and red line, CEIR Index, have a parallel relationship, sometimes the exhibition industry leads or outperforms GDP and sometimes it trails it. Though the pattern is very clear – our industry/s performance rises and falls along with the performance of the US economy.
- In the first half of 2018, US GDP enjoyed year-over-year growth of 2.7% in Q1 and 2.9% in Q2. While the exhibition industry also grew, it trails GDP growth – 1.8 Q1 and 1.6 Q2.

...boosted by moderate gains for attendance and real revenues



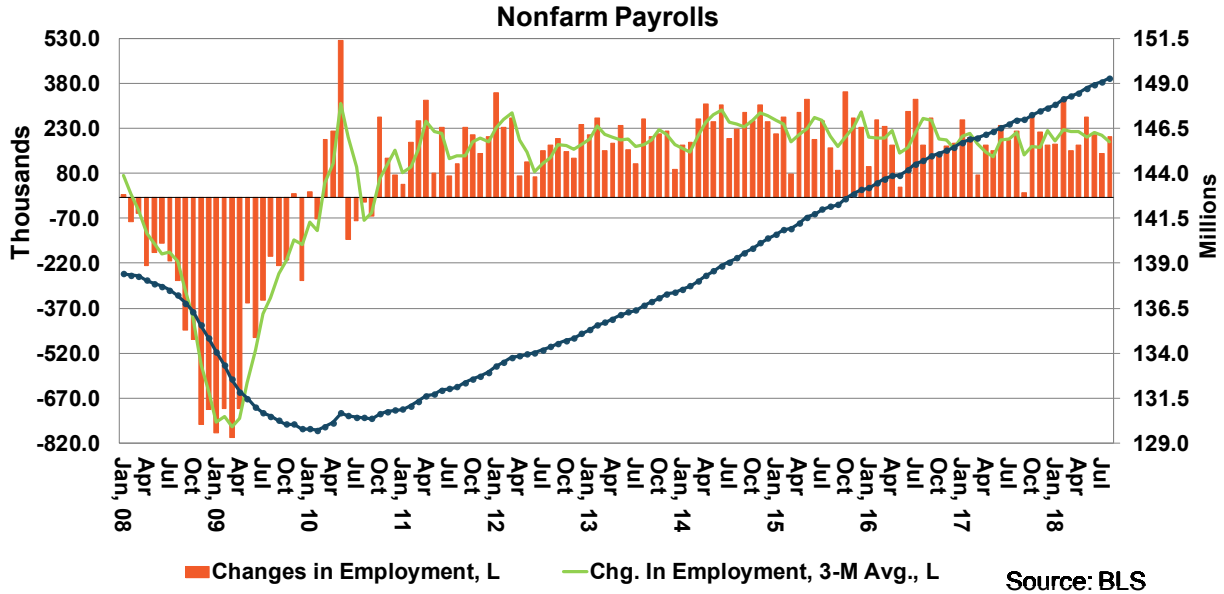
- In looking at growth rates for Q2 by each metric – one immediately sees that # of exhibitors is the culprit that lowered growth in Q2. This decline is due mainly to results in the Education and Finance, Legal and Real Estate sectors.
- Moderate increases in attendance and real revenue are documented.

By industry, the Total Index shows mixed performance in first half of year.

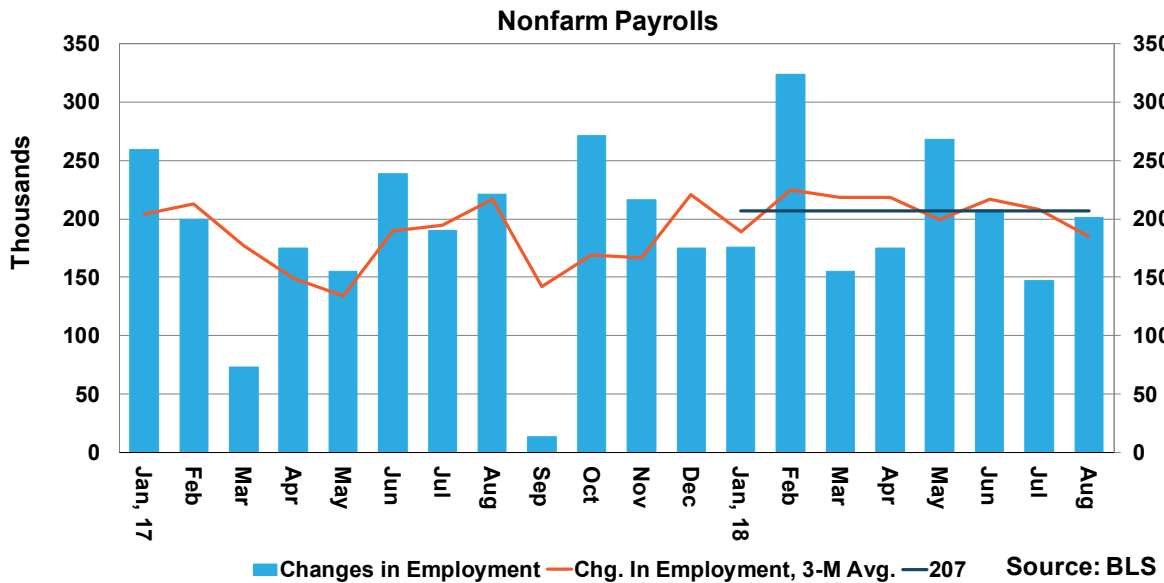


- As in the past few years, Total Index results for each sector show mixed performance, from a high of 10.1% for Government (GV) to a low of -5.3% for Financial, legal & Real Estate (FN).
- The low for FN is expected to be temporary, a rebound is anticipated in the second half of the year, though will still be in negative territory, -1.7%.

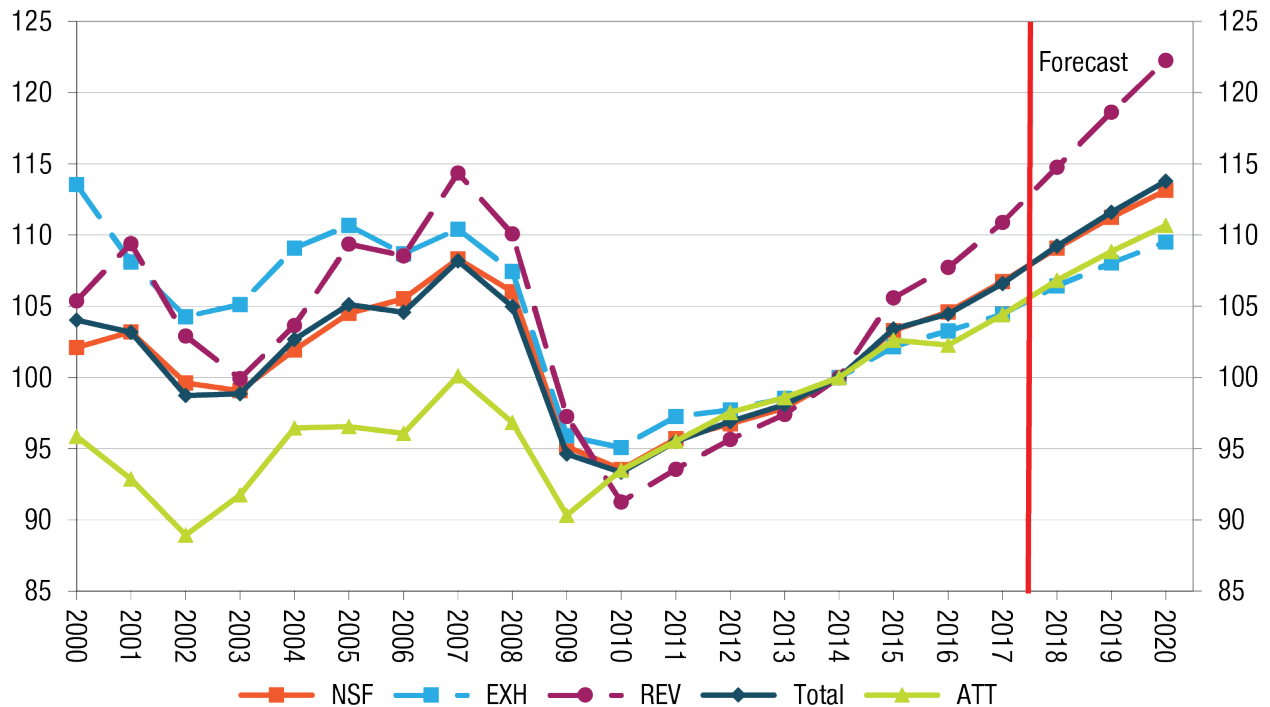
The economy remains robust, as solid employment growth shows strong fundamentals.



... continuing through August 2018.



Expansion is the Word, Barring Black Swans



- First half of 2018 growth rates year-over-year
 - Overall - 1.6% ▲
 - Organizer revenues - 2.3% ▲
 - # of attendees - 1.6% ▲
 - NSF - 1.8% ▲
 - # of exhibitors - 0.6% ▲

Possible Black Swans

- Sudden rise in inflation
- Trade war
- Sharp correction in asset prices
- President Pence
- Accidental recession

Examples and Ideas

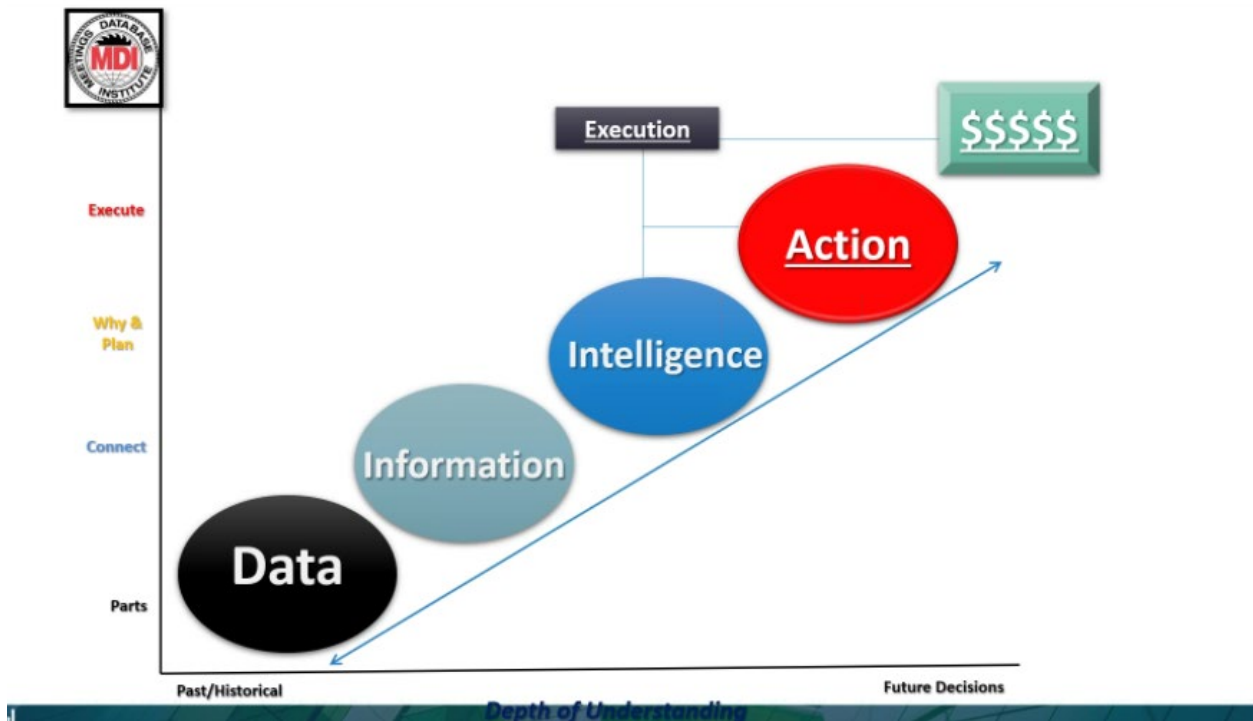
How to Put Index and Other CEIR Data to Work for Your Organization & Clients

Leveraging CEIR Data to Assist with Planning

- Industry outlook by sector
- Risks and opportunities
- Index results by quarters
- Exhibitor retention rate comparisons
- [Attendee Floor Engagement](#)
- [How to Grow Attendance](#)

Leveraging CEIR Research with Designing Communities

- CEIR [Industry Insight series](#) to engage
 - ["Design to Engage – How to Build Elements of Engagement into Booth Designs"](#)
 - ["Best practices for exhibit booth design – for companies of all sizes"](#)



- Most of us, whether you are an association, a for profit show organizer, or a supplier have loads of data
 - Problem: too much data
- Challenge: Have credible data that can lead us to execution and results
- Key: What data is the most credible and what can I turn into action?

The Scout Law & the CEIR Index

- Trustworthy
- Loyal
- Helpful

How the CEIR Index can benefit you

- Intelligence
 - For your customers
 - For your team
 - For your stakeholders
- Deployment
 - Focusing resources on the “right” customers for your business
- Connecting with your community/destination
 - Creating solutions for your targeted customer industries that are connected to the community/destination where you live.
 - Creating win-win partnerships for your customer and community

Event Performance Analyzer

- If you are intimidated by creating charts in Excel, you can use the Event Performance Analyzer Tool – it’s free.
- The resource makes it easy to compare your show’s stats against the CEIR Index.
- You need four years’ worth of data
 - *Note: Data needs to be entered for 2014 or the tool won’t work*
- Four stats needed:

- Total exhibit net square feet sold for the event
- Total exhibiting companies at the event
- Total professional attendance at the event
- Total revenue of the event

What to Do First?

- Create a login
- By logging in:
 - Your data is saved, can be updated, edited at a future time.
 - Gives you access to 12 charts. If you do not sign in, you only get two charts.

Your Event Index

1. Market Share by Metrics
2. CEIR Index for Your Exhibition, Year on Year Percent Change
3. CEIR Index for Your Exhibition, 2014=100

CEIR Index vs. Your Event – Trend Lines

4. Your Overall Exhibition Index Compared to CEIR's Overall Industry Sector Index
5. Your Exhibition NSF Index Compared to CEIR's Sector NSF Index
6. Your Exhibition Exhibitor Index Compared to CEIR's Sector Exhibitor Index
7. Your Exhibition Attendee Index Compared to CEIR's Sector Attendee Index
8. Your Exhibition Revenue Index Compared to CEIR's Sector Revenue Index

CEIR Index vs. Your Event – Year-on-Year Percent Change Bar Charts

9. Your Exhibition's Percent Change of NSF Index versus Sector NSF Index
10. Your Exhibition's Percent Change of Exhibitor Index versus Sector Exhibitor Index
11. Your Exhibition's Percent Change of Attendee Index versus Sector Attendee Index
12. Your Exhibition's Percent Change of Revenue Index versus Sector Revenue Index

CEIR Index

- Put CEIR Index data to work for you
 - The CEIR Index report includes projections for 2018, 2019, 2020 and gives insight into what drives performance of the industry overall and factors that drive sector performance.
- To obtain forecast data and insights sector and overall industry performance, [download the CEIR Index Report](#).



CEIR Research to Support Your Business Needs:

[2018 CEIR Index Report](#)

Attendee-Focused Studies

[2018 Attendee ROI Playbook Series – 4 fact sheets](#)

[2018 How to Grow Attendance \(Reports 1-4\)](#)

[2017 Cost to Attract Attendees Report](#)

[2016 Attendee Retention Insights Study Series](#)

Exhibitor-Focused Studies:

[2018 Marketing Spend Decision](#)

[2017 How the Exhibit Dollar is Spent](#)

[2016 Changing Environment of Exhibitions Study Series](#)

Other Trend Studies:

[2017 Attendee Floor Engagement Study Series](#)

[2016 Digital Toolkit to Enhance the Attendee Experience Study Series](#)

[Cultivating an Innovative Culture and Mindset - Even in Mature Industries](#)

[Industry Insight Series Reports to Share with Your Exhibitors](#)

Designed to Engage – How to Build Elements of Engagement in Booth Design
How Exhibitors Can Use Games and Contests To Drive Greater Trade Show Success
Steps to Build a Client-Centric Speaker Bureau for Your Exhibit Program
99 Cost-Savings Tips and Tricks for Exhibit Managers
Managing for Results: Benchmarks for Exhibit Growth
Best Practices for Exhibit Booth Design – for Companies of All Sizes