

## CEIR Webinar Tip Sheet

**Topic:** How to Use the CEIR Index  
**Presenter(s):** Nancy Drapeau, PRC, Senior Research Director, CEIR  
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**Date:** 14 June 2018

This webinar is a great lunch and learn opportunity for team members who have strategic responsibilities, including profit and loss responsibility, for your organization's trade show(s). CEOs, CFOs and the show management team benefitted by hearing the most current outlook for the overall exhibition industry as well as for the 14 industry sectors tracked in the [CEIR Index](#). Learn real world examples on how to use Index data to inform important, strategic business decisions for your events or those of your clients. The [CEIR Event Performance Analyzer](#) is available to help with computing event results in a way that compares your event's performance to the Index.

### Are You Ignoring CEIR Index Data to Your Event's Detriment? Understand the Latest Trends of How to Make This Data Work for You!

#### Agenda

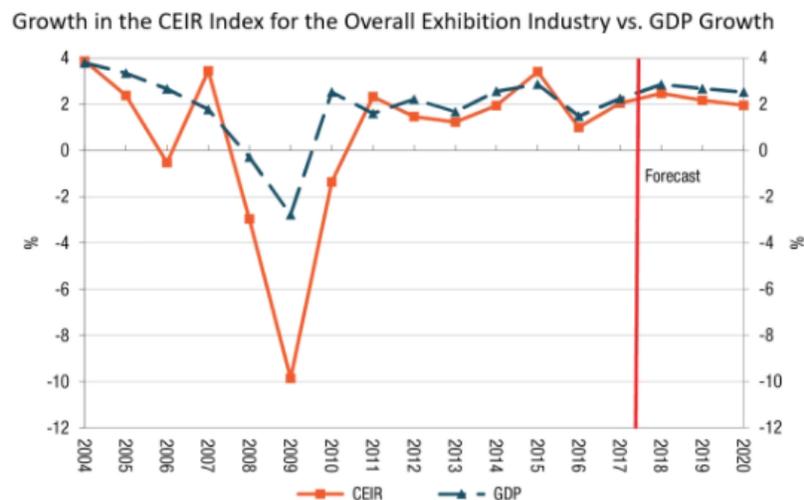
- [CEIR Index](#) - latest trends
- Case Studies
- [Event Analyzer Tool](#) – FREE RESOURCE

#### Current Trends

- Business-to-Business (B2B) Exhibitions
  - Contributed \$91 billion to U.S. GDP in 2017
  - More than 9,400 exhibitions held in the U.S. annually

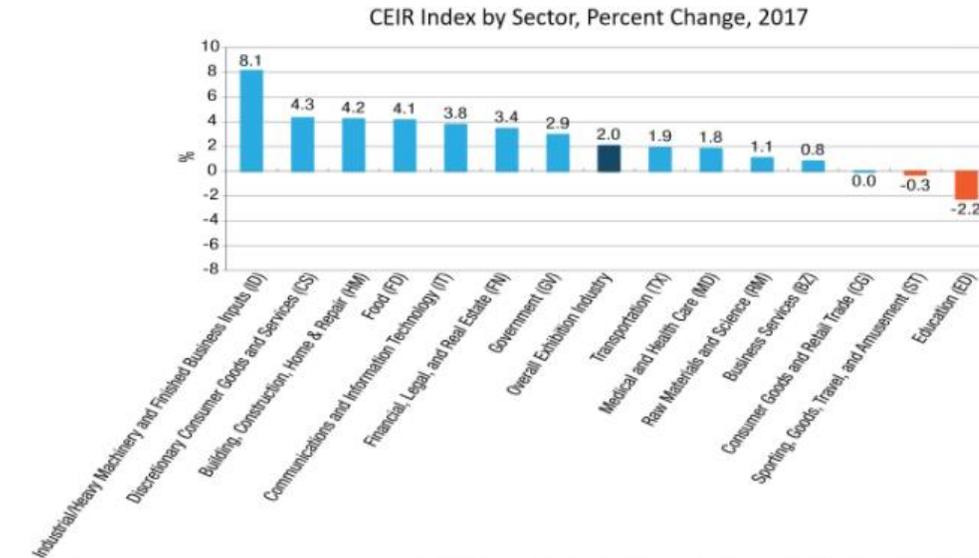
#### Industry Outlook – It's the Economy

- The pace of growth of the exhibition industry parallels U.S. GDP.
- The B2B exhibition industry is a channel where its fortunes rise and fall with the performance of the U.S. economy.



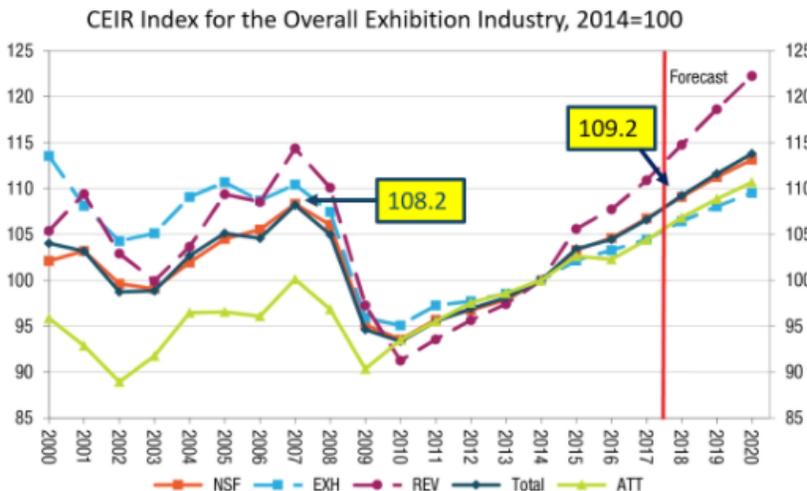
### Some Sectors Fare Better Than Others

- The CEIR Index looks at 14 different industry sectors.
- The Industrial Machinery (ID) sector showed high gains, which was fueled by strong machinery production.
- Continued employment and real disposable income gains contributed to the gain in the Consumer Goods (CG) and Food (FD) sectors.



### Expansion is the Word, Barring Black Swans

- CEIR expects the exhibition industry to finally enter an expansion phase in 2018 with the Total Index surpassing its previous peak.
- The forecasts are trending positively. By the end of 2018, the overall industry will grow at a rate of 2.2% compared to U.S. GDP.
- According to the CEIR Index forecast, organizer revenue is going to increase tremendously in the next few years.



**First Quarter 2018 Growth Rates YOY Are On Track**

- Overall ↑1.8%
- Organizer revenues ↑2.8%
- # of attendees ↑1.8%
- NSF ↑2.0%
- # of exhibitors ↑.7%

Possible Black Swans

- What could change these forecasts?
  - Sudden rise in inflation
    - Odds for recession are low
  - Trade war
    - Everyone agrees there is no winner in a trade war
    - Very unlikely to happen
  - Sharp correction in asset prices

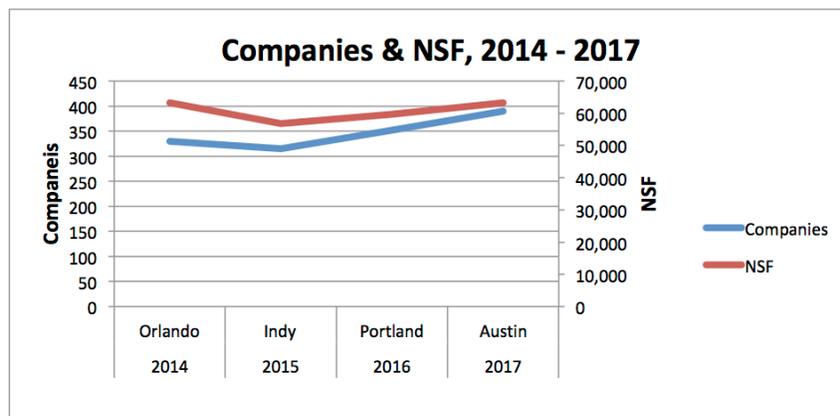
**Case Study Examples: How to Put Index Data to Work for Your Events**

Case 1: Analyzing an Exhibition

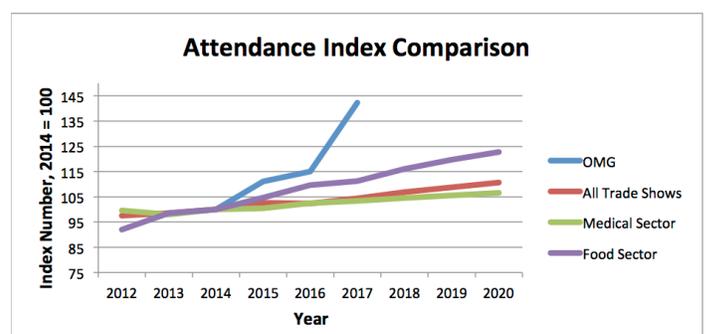
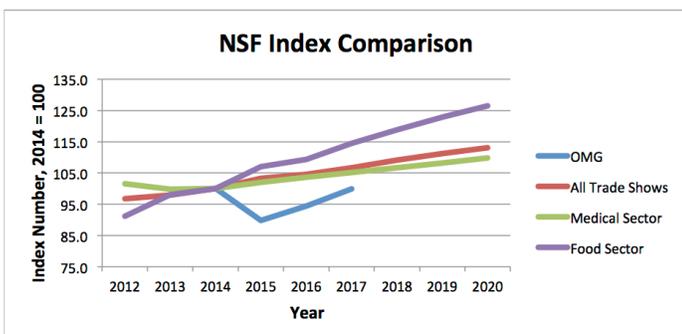
- Look at your own show’s data.
- Your show’s data is important but needs context from its business sector and overall exhibition industry to make the data powerful.

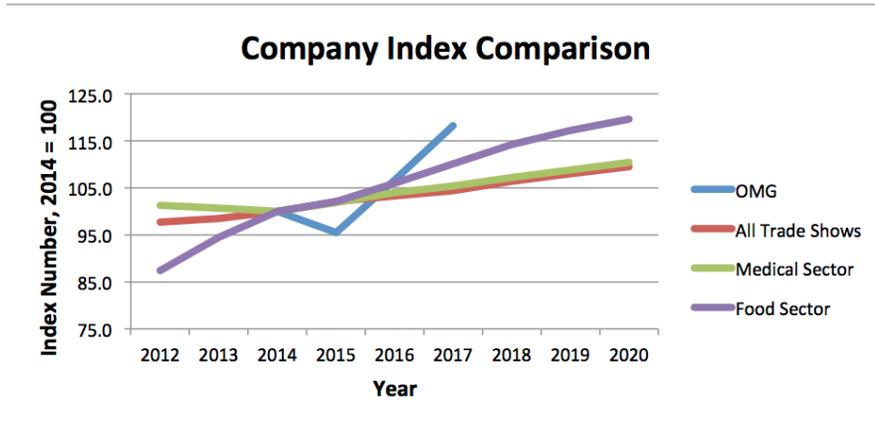
Example: OMG Show – Historical Data

	2014 Orlando	2015 Indy	2016 Portland	2017 Austin
Companies	330	315	352	390
Company Change		-4.5%	11.7%	10.8%
NSF	63,250	56,800	59,700	63,200
NSF Change		-10.2%	5.1%	5.9%
Attendees	9,001	10,000	10,359	12,810
Attendees Change		11.1%	3.6%	23.7%



- Visualizing your show’s historical data is important but needs the context of its business sector and overall exhibition industry to make the data powerful and insightful.
  - In the example, the OMG show is in the Medical and Food sectors.



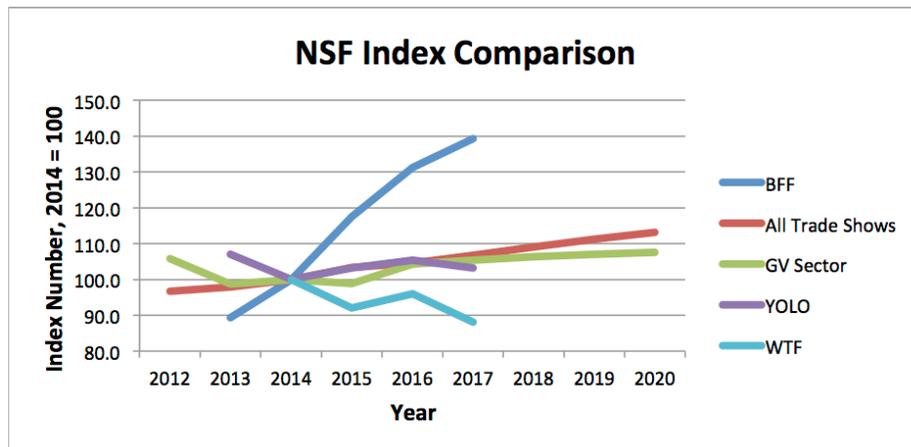
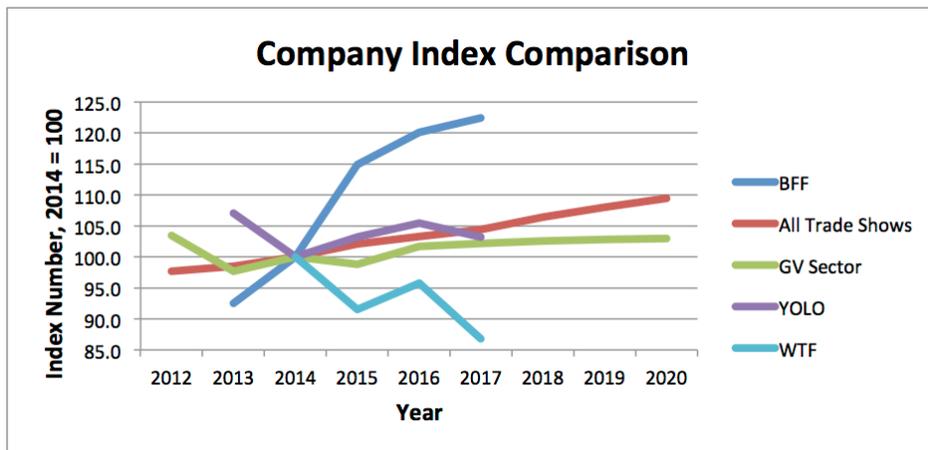


Takeaways:

- You can track how well your show is doing compared to your particular sector and the overall industry.
- You will be able to predict the success of your show based on the trajectory of the sector and the industry in the three-year forecasts in the CEIR Index.

Case 2: Analyzing a Sector

- In the charts below, we are looking at three exhibitions from the Government sector: BFF, YOLO & WTF.



### Takeaways:

- With the CEIR Index, you can see if your sector's performance will help your show get a boost in attendance or NSF.
  - The Government sector doesn't appear to give a boost to any of the shows.
- You can track the trajectories of your shows against your business sector.
  - All three shows are on different trajectories.
- You can better understand if your show strategy is working compared to other shows, business sectors and overall industry.
  - The strategy for the BFF show is working better than the WTF show and the YOLO show.

### FREE Event Analyzer from CEIR

- If you are intimidated by creating charts in Excel, you can use the Event 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.

### Wrap Up

- 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.
- Use the [Event Analyzer Tool](#) to easily compute and compare your event's performance to the latest CEIR Index results.
- To obtain forecast data and insights sector and overall industry performance, [download the CEIR Index Report](#).

