

CEIR Webinar Tip Sheet

Topic: How to Use the CEIR Index
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 Allen Shaw, Ph.D., Founder, President & Chief Economist, Global Economic Consulting Associates Inc
 Jackie James, Group Director, World of Concrete
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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](#).

Attendees heard from successful trade show organizer, Jackie James from Informa Markets, who is the Group Show Director for the World of Concrete, as she demonstrated how she uses CEIR Index data as an important industry benchmark tool and how this information and other CEIR data was used to trigger and guide critical discussions for business decision-making.

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.

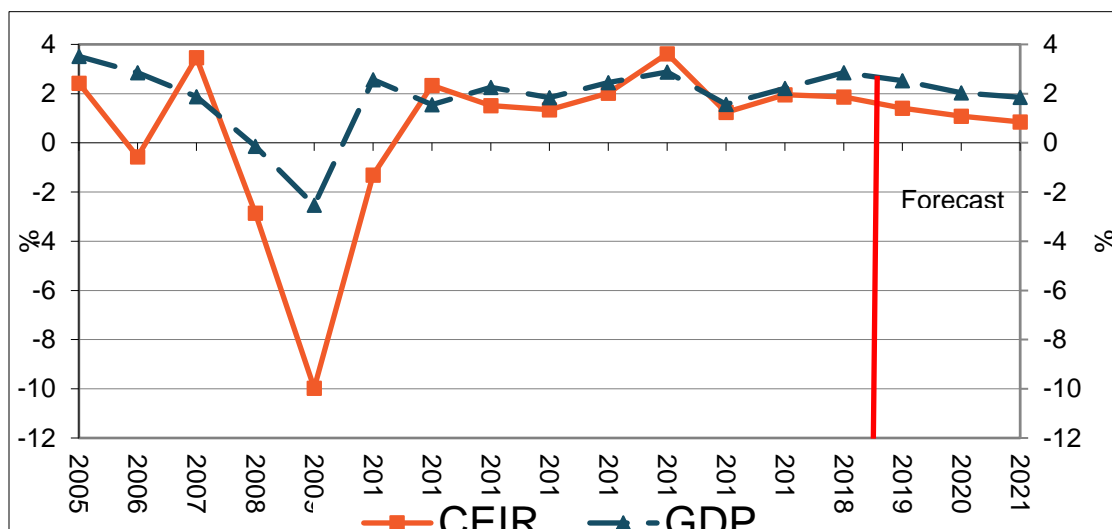
Exhibition Industry Outlook: A Personal Case Study Approach to Using the CEIR Index & Other CEIR Data to Plan for Your Show

Agenda

- [CEIR Index](#) - latest trends
- Case Study Use of CEIR data
- [Event Analyzer Tool](#) – FREE RESOURCE

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SOCIETY OF INDEPENDENT SHOW ORGANIZERS

Growth in the CEIR Index for the Overall Exhibitions Industry vs. GDP Growth



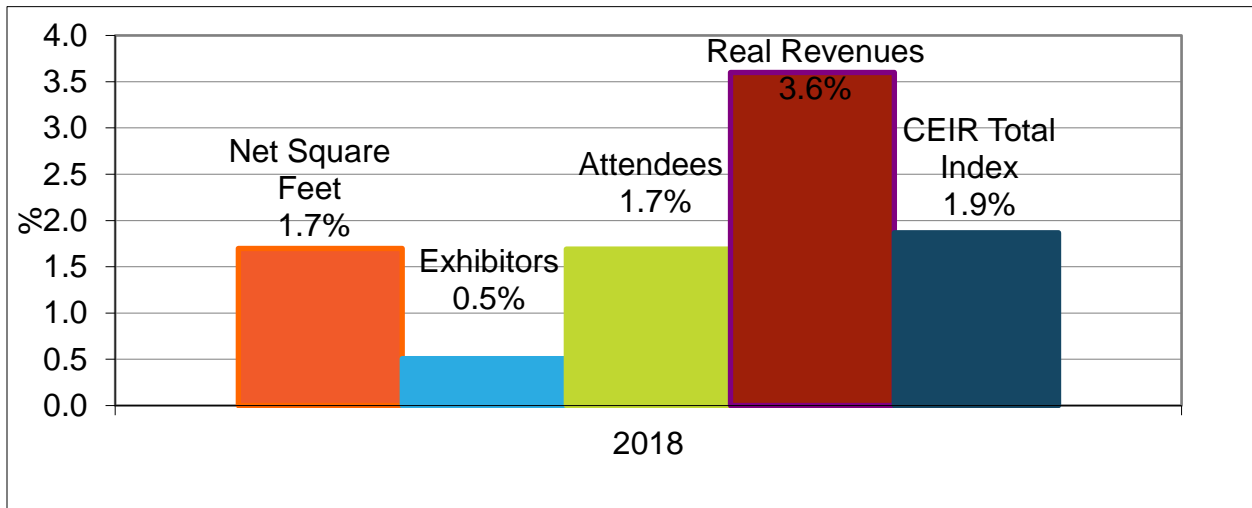
Industry Outlook

- 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.

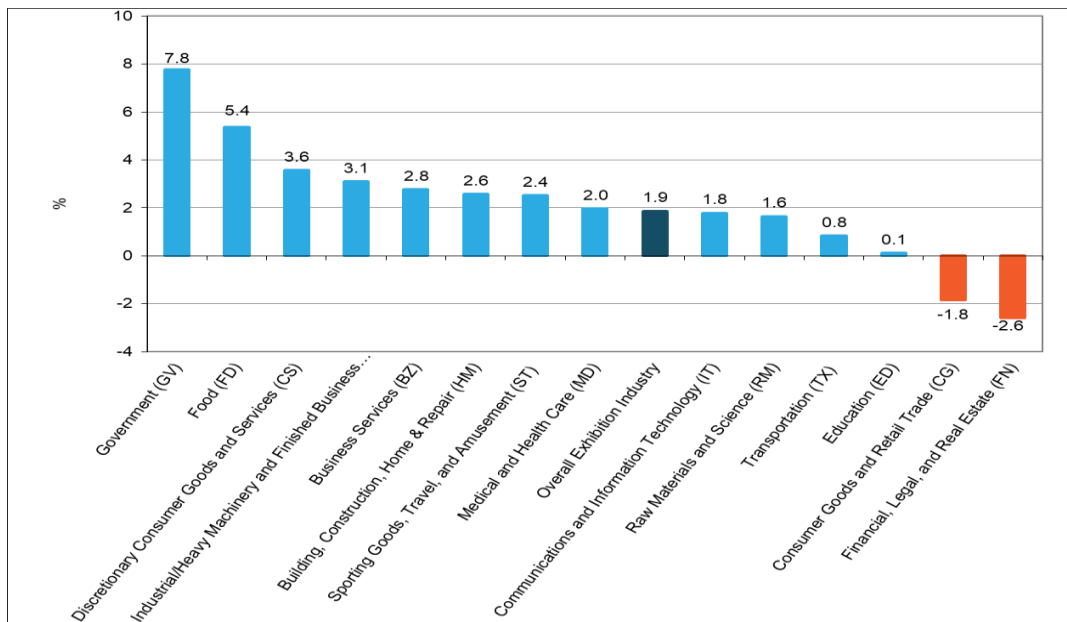
Current Trends

- Business-to-Business (B2B) Exhibitions
 - Contributed \$97 billion to U.S. GDP in 2018
 - More than 9,400 exhibitions held in the U.S. annually

2018 Overall Exhibition Industry Metrics Percent Change vs. 2017



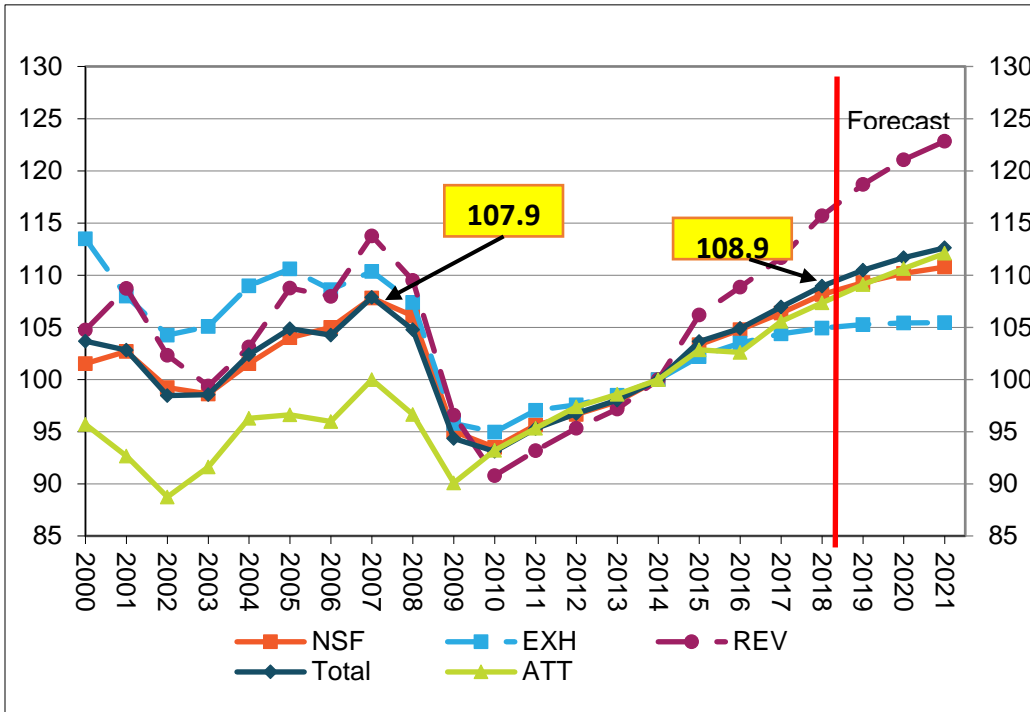
2018 CEIR Index by Sector, Percent Change



- 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.

Continued Moderate Growth Anticipated Barring Unexpected Economic, Market or Political Event



First Quarter 2019

Growth Rates YOY

Overall **↑1.8%**

Organizer revenues **↑4.1%**

of attendees **↑2.2%**

NSF **↑1.5%**

of exhibitors **↑-.4%**

The first quarter of 2019 has done pretty well. The only think that has been lagging is the number of exhibitors.

Possible Black Swans

- Sudden rise in inflation
- Accidental recession

Event Performance Analyzer

- Guides strategic planning
- Provides charts so that you can use these for presentations or meetings with executives

Exhibitor Retention Benchmarking Tool

- Allows WOC to easily calculate exhibitor retention rate as well as NSF retention rate

2018 Attendee ROI Playbook

- Seven-Part Series: Detailed Reports & Infographic Summaries
 - Part 1: Decision to Attend
 - Part 2: B2B Exhibition Top-ranked
 - Part 3: Pre-planning and Tracking Activities
 - Part 4: Attendance Today and 2019-2020 Outlook
 - Part 5: Generational Differences and Similarities
 - Part 6: Gender Differences and Similarities

- Part 7: Where Value and Metrics Vary by Event Size

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 five 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
 - The CEIR Index report includes projections for 2019, 2020 and 2021 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.
 - Brought to you by SISO
- Use the [Exhibitor Retention Benchmarking Tool](#) to track your show's retention of exhibitors and net square feet (NSF).
 - Powered by a2z
- To obtain forecast data and insights sector and overall industry performance, download the [CEIR Index Report](#).

