

Experience Exhibitions!

Since 1978, CEIR has been highlighting the importance of exhibitions in today's business environment. As a CEIR subscriber, you receive the most powerful, most trusted marketing, research and development tools available throughout the industry.

Contact Information

Contact Name: _____
Title: _____
Company: _____
Address: _____
City: _____
State/Province: _____
Zip/Postal Code: _____
Country: _____
Telephone: _____
Fax: _____
E-Mail: _____
Twitter: _____
Website: _____

Background Information

Years in the Exhibition Industry: _____
Number of Employees: _____
Number of Locations: _____
Shows Organized Annually: _____
Reasons for Joining: _____

Organization Profile

Organization Type (check only one)

Regular Subscriber

- Corporate Exhibitor
- Other

Organization Member

- Association Organizer
- Convention Center
- CVA/CVB/DMO
- Hotel
- Independent Organizer
- Marketing Agency
- Corporate Organizer

Corporate Exhibitor Subscription: \$299 USD

Regular subscribers (exhibiting companies) seeking a member rate to purchase CEIR products.

Organization Subscription: \$775 USD

Companies or organizations that are in, or provide services to, the events business.

CEIR annual subscriptions expire on 31 December.

Payment Information

Amount Due: \$ _____ USD

Charge My: VISA MasterCard
 American Express Discover

Check No: _____ _____ (payable to CEIR)

Card No.: _____

Expiration Date: _____

Name on Card: _____

Authorized Signature: _____

*Credit Card Identification Number (CID) is the 3-DIGIT number located on the back of MasterCard, VISA or Discovercard and the 4-DIGIT number above the credit card number on the front of American Express card. This number is used as an additional security precaution for purchases made using your credit card number.

PLEASE NOTE:

Payment of annual subscriptions to CEIR are nonrefundable. Subscription payments will be processed immediately upon receipt, during normal business hours. The contact listed on this form will be sent a welcome e-mail with information and instructions for logging onto the CEIR website. Note: the CEIR Index and the CEIR Census are not included as a part of this subscription; however, subscribers receive discount pricing. See the CEIR website for pricing.

Did you know that CEIR is a non-profit 501(c)3 foundation? Funding for research comes from charitable contributions, as well as subscribers purchasing access. CEIR's industry-leading research provides insights on the exhibitions and events industry identifying areas for optimizing performance, increase engagement, and also addresses emerging customer needs. Contributions have also helped fund grants and scholarships. Make your contribution today to support the critical research and programs CEIR provides: <http://www.ceir.org/foundation>. Contributions to fund research, scholarships and grants are tax deductible.

For a description of CEIR subscription benefits, please see back of this page.

CEIR Headquarters

12700 Park Central Drive, Ste. 308 • Dallas, TX 75251 USA • +1 (972) 687-9242 phone • +1 (972) 692-6020 fax • info@ceir.org • www.ceir.org

Subscribing to CEIR enables you to:	REGULAR SUBSCRIPTION \$299	ORGANIZATION SUBSCRIPTION – \$775 Companies or organizations that produce, or provide services to, exhibitions and events	
	Corporate Exhibitor (Exhibiting Companies)	Exhibition Facilities including Hotels, Convention Centers, and Fair Grounds	Independent and Association Exhibition and Event Producers
CEIR Marketing & Research Reports			
Unlimited online access to more than 125 reports	✓	✓	✓
Justify participation in exhibitions	✓	✓	✓
Properly set exhibiting budgets	✓	✓	✓
Train exhibiting staff on boothmanship skills	✓	✓	✓
Increasing product awareness	✓	✓	✓
Understand and calculate ROI and/or ROO	✓	✓	✓
Protect your share of the marketing budget	✓	✓	✓
Identify and capitalize on industry trends	✓	✓	✓
Understand attendee behaviors and attracting buyers to booths	✓	✓	✓
CEIR Index Organizers			
Submit your event's data to the <i>CEIR Index</i> and receive a complimentary copy of the sector applicable to your event			✓
Create business strategies based on an exhibition's performance against a sector and industry overall	✓	✓	✓
<i>CEIR Index</i> Discount Pricing	✓	✓	✓
Industry Insight and Special Services			
Exhibition Industry Situation Analysis distribution	✓	✓	✓
Target profitable groups to host		✓	
Increase utilization of facilities		✓	
Justify new facility development		✓	
Anticipate and increase hotel room nights		✓	
Accurately project revenues and expenses of specific event types		✓	
Exhibition Industry Census Study			
Topline Results	✓	✓	✓
<i>Exhibition Industry Census</i> Discount Pricing	✓	✓	✓

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