

Center for Exhibition Industry Research

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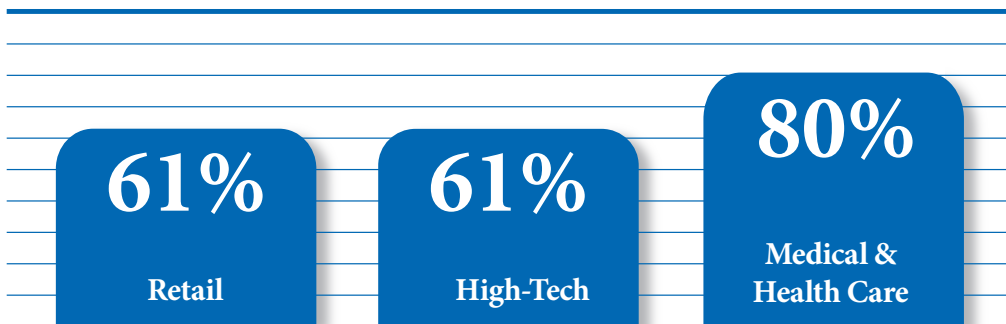
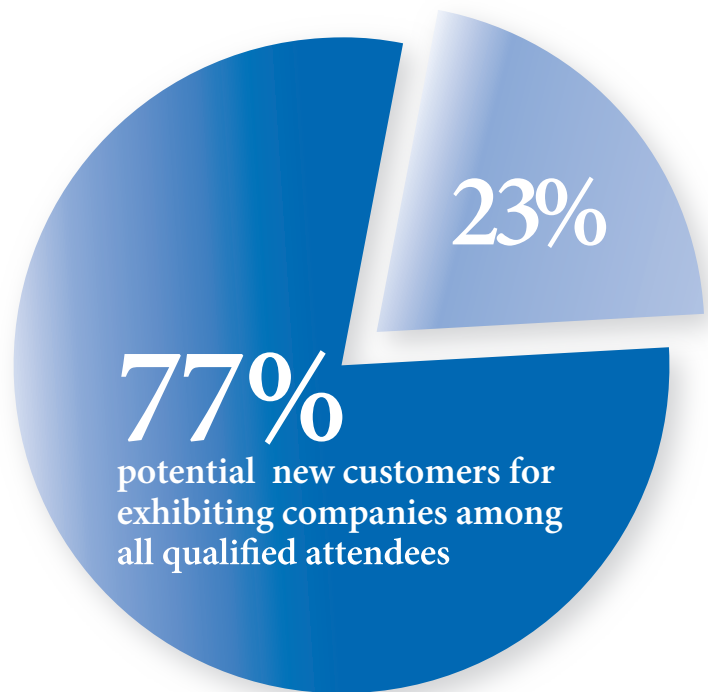
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Exhibitions Attract New Prospects

Exhibitions reach hidden prospects – unknown yet qualified attendees who stop at a booth. This study confirms that exhibitions deliver a high level of visitors and buyers who are potential new prospects and customers.

According to this survey conducted by Exhibit Surveys, Inc., an overwhelming 77 percent of all qualified attendees represent a new prospect and potential customer for exhibiting companies. The results from this study have been consistent for the past 20 years.

The following (graph below) is an example of attendees in three industrial categories that were identified as new (or renewed) prospective customers for exhibiting companies:



Methodology: The data for this study was obtained from mailed and internet surveys of attendees to 55 exhibitions in 2007 by Exhibit Surveys, Inc. The surveys used systematic-probability samples of between 1,000 to 15,000 attendees taken from the registration list of a variety of exhibitions. The response drew approximately a 10 to 45 percent response rate.

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Exhibitions Attract Market of Visitors with Buying Authority

Exhibitions present an opportunity for exhibitors to meet and communicate to those highly-qualified prospects not previously known. In 2007, an average of 82 percent of exhibition attendees reported that they had buying influence for exhibited products. This appears to be a relatively untapped market, as an overwhelming 77 percent of these exhibition attendees represent a new prospect and potential customer for exhibiting companies.

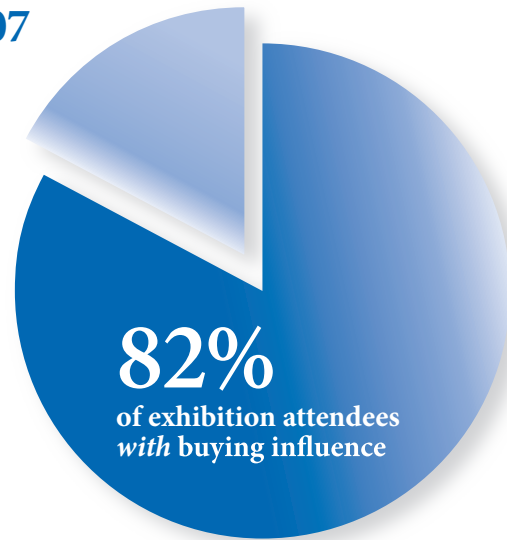
Of those exhibition attendees with buying influence, on average:

- 39 percent have final say in the purchase decision
- 26 percent specify products
- 51 percent recommend purchase of exhibited products

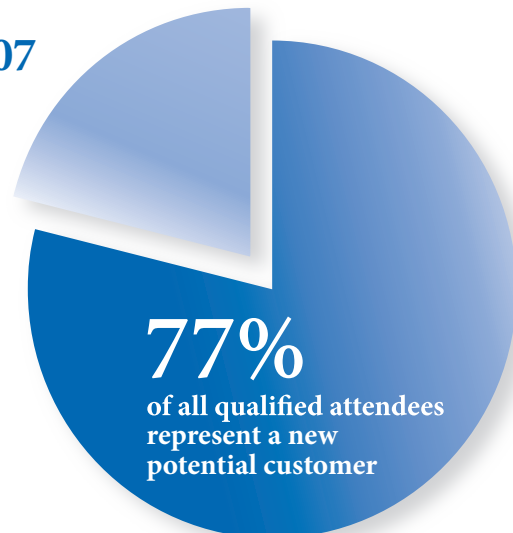
(Note: These are net values and, therefore, the sum of the three exceeds 100 percent.)

Methodology: The data for this study was obtained from mailed and internet surveys of attendees to 55 exhibitions in 2007 by Exhibit Surveys, Inc. The surveys used systematic-probability samples of between 1,000 to 15,000 attendees taken from the registration list of a variety of exhibitions. The response drew approximately 10 to 45 percent response rate.

2007



2007



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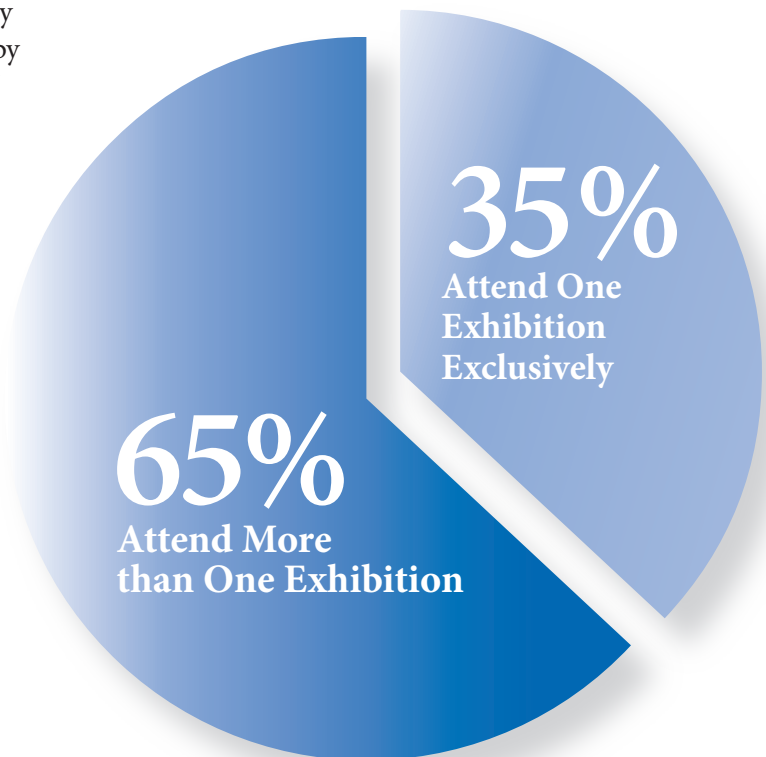
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More than One-Third of Attendees Do Not Attend Other Exhibitions

On the average, 35 percent of attendees attend only one exhibition, based on a 2007 study conducted by Exhibit Surveys, Inc. The remaining 65 percent of an exhibition's audience attend multiple events.

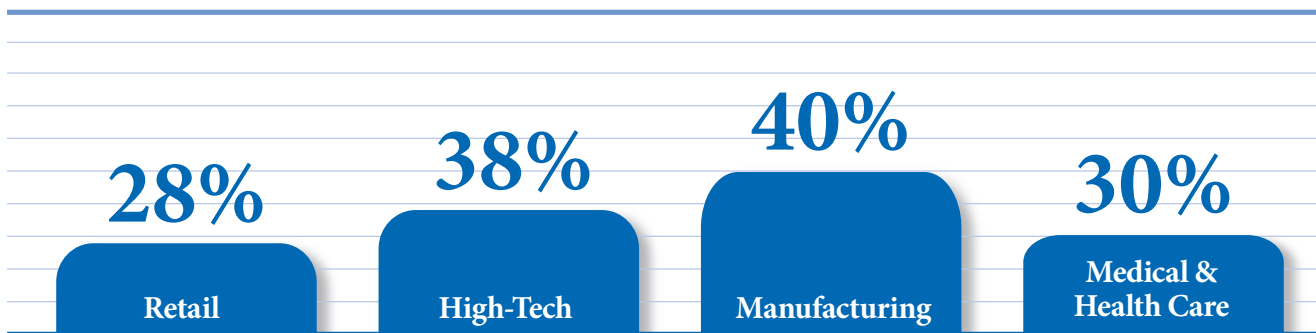
More than one-third of an exhibition's audience does not attend any other exhibition.

Methodology: The data for this study was obtained from mailed and internet surveys of attendees to 55 exhibitions in 2007 by Exhibit Surveys, Inc. The surveys used systematic-probability samples of between 1,000 to 15,000 attendees taken from the registration list of a variety of exhibitions. The response drew approximately a 10 to 45 percent response rate.



Average Percentage of Attendees that Attend Only One Exhibition

(Exclusive attendance by industry)



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First-Time Attendees vs. Seasoned Attendees

According to a study conducted by Exhibit Surveys, Inc., one-third of all exhibition attendees surveyed **have not** previously attended an event. Based on the study results, one can conclude that first-time attendees comprise a large base of exhibition attendees.

In contrast, **39 percent** of all exhibition attendees surveyed stated that they had attended the same exhibition the previous year.

Methodology: The data for this study was obtained by Exhibit Surveys, Inc. via surveys of attendees at 50 to 70 exhibitions. The surveys used a systematic sample of between 1,500 to 2,000 attendees taken from registration lists of a variety of exhibitions. The study drew 30 to 40 percent response rate.

First-Time Attendees

High Tech	33%
Retail	38%
Medical and Health Care	30%
Manufacturing	39%
2007 Industry Average	34%

Previous Exhibition Attendance

High Tech	37%
Retail	38%
Medical and Health Care	39%
Manufacturing	38%
2006 Industry Average	39%