

CEIR Webinar Tip Sheet

Topic: B2B Exhibitions Update
Presenter(s): Nancy Drapeau, PRC, VP of Research, CEIR
Allen Shaw, Ph.D., Founder, President & Chief Economist, Global Economic Consulting Associates Inc.
Kim Vinciguerra, Vice President, Events, International Carwash Association®
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This webinar provided an update based on H1 2019 results of the CEIR Index, both overall as well as by the 14 industry sectors it tracks. A quick overview of the benefits of the Event Analyzer was covered. In addition, CEIR has recently launched a new service, the Event Forecasting Service, where a forecasting model is built for an event. The International Carwash Association is the first customer. Kim Vinciguerra, VP of Events for this organization told her story on how this tool is being put to work for their business decision-making needs.

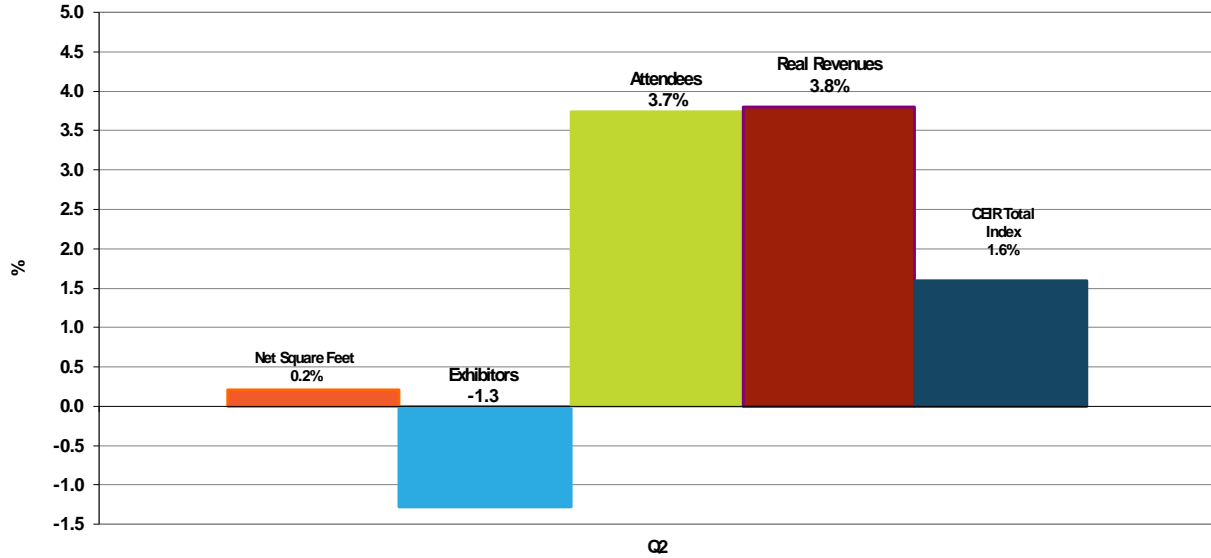
How the U.S. Trade Show Industry is Faring and Understanding What It Means for Your Show

Agenda

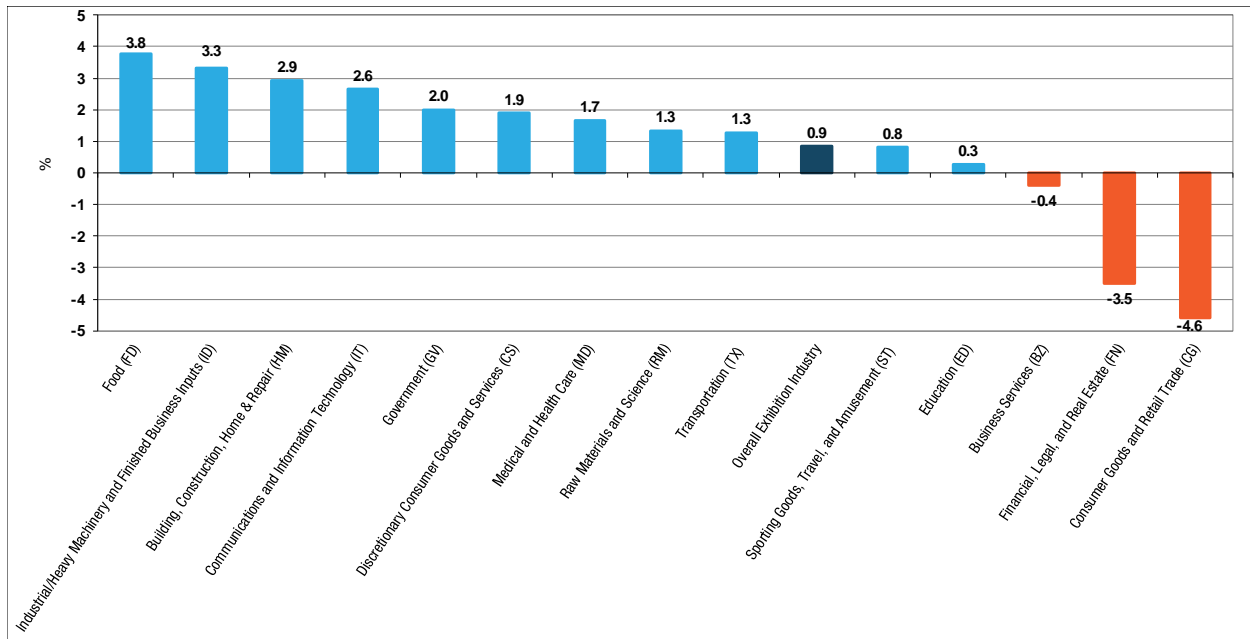
- CEIR Index – latest updates
- How does your event stack up compared to Index results?
 - Event Performance Analyzer
 - Event Forecasting Subscription
- International Carwash Association Case Study
- Q&A

Current Trends

- The Total Index still underperformed real GDP
 - Robust gains for attendance, 3.7 % and real revenues, 3.8%
 - Number of exhibitors contracted, -1.3%
 - Net square feet have increased by 0.2%



- By industry, The Total Index shows mixed performance in H1
 - Food, Industrial/Heavy Machinery and Building Construction, Home & Repair industry sectors are all performing well
 - Business services (BZ), Financial, Legal & Real Estate (FN) and Consumer Goods and Retail Trade (CG) have shown declines
 - These sectors have been on a secular decline since 2000



- Trade Tariff Impact Survey
 - 56% of trade show executives have seen changes in level of participation in U.S. based B2B exhibitions
 - 48% - yes, saw change with exhibitors
 - 36% - yes, saw change with attendees
- CEIR Index 2019 Sector Forecasts and H1 Results
 - 2019 – 1.2% growth for B2B exhibitions industry

- 2020 – 1.1% growth for B2B exhibitions industry
- 2021 – 0.8% growth for B2B exhibitions industry

Poll: What is the likelihood of a recession in 2020?

11% ---- 0-15%

45% ---- 16-30%

32% ---- 31-50%

13% ---- 50% or higher

Possible Black Swans

- Recession scenario – possible impact on trade show industry
 - High government deficit
 - Aging population
 - Rising student debt
- If there will be a recession, it will be a shallow one.
- A bit deeper recession for the exhibition industry
 - If the economy goes into a recession, the exhibitions industry will follow

Event Performance Analyzer

- Provide your event data and get access to your free Index sector report
- In order to get the Index sector report for free – that data needs to be for a valid, U.S. based B2B exhibition
- For best value, be ready to key in data for your event’s most recent edition – at least 4 years. You can type in data for 2018 back to 2008! NOTE: Data needs to be entered for 2014 or the analyzer will not work.



- Brought to you by

Poll: For which activities do you feel Event Analyzer data is useful for your event or your client’s events? Select all that apply.

11% - Attendee marketing goal setting

18% - Exhibit sales goal setting

11% - Overall event revenue goal setting

20% - Helping prioritize where spending is needed

40% - Helping understand our event’s strengths and weaknesses

CEIR B2B Exhibition Forecasting Service

- Forecast model custom-built for your event with a 3-year forecast horizon
 - Forecast provided twice per year in an Excel, plug and play format
 - PowerPoint summarizing strategic implications of results
- Need a minimum of 10 years of show data
- Dr. Shaw reviews submitted data and determines if a reliable model can be built. No charge if he decides it is not possible.

The Car Wash Show and CEIR Event Forecasting Model

- History
 - ICA's budgeting approach → Meeting with CEIR → Partnership is created!
- Today
 - Data review
 - Attendance
 - Exhibitors
 - Total number
 - NSF per exhibitor
 - Total NSF
 - Total Revenue
 - The model was accurate to predict growths, but you need to send all relevant data/information to avoid reporting errors
- Future Planning
 - How do we use this information?
 - Help choose future locations for your event
 - Nimble with re-forecasting if economy changes
 - Budgeting
 - You can use the data to explain how well your event will do to your stakeholders