15 Essential Trade Show and Event Marketing Stats
48% of event attendees say face-to-face interactions are more valuable today than two years ago.

Source: Center for Exhibition Industry Research, “Change in Value Over Next Two Years and Effects of the Great Recession and Online Media”
43% believe the value of face-to-face interactions will continue to increase over the next 2 years.

Source: Center for Exhibition Industry Research, “Change in Value Over Next Two Years and Effects of the Great Recession and Online Media”
Top 3 Event Marketing Goals & Strategies

- **Increase Sales**: 83%
- **Increase Brand Awareness**: 73%
- **Enhance Product Knowledge**: 53%

Source: Center for Exhibition Industry Research, “How the Exhibit Dollar is Spent”
$24 Billion
what exhibiting companies spend annually on exhibiting

Source: Center for Exhibition Industry Research, “How the Exhibit Dollar is Spent”
B-to-B exhibitions capture the largest share of marketing dollars among companies that exhibit

Source: Center for Exhibition Industry Research, “How the Exhibit Dollar is Spent”
B-to-B exhibitions rise to the top to second ranking as the most prevalent, primary marketing tactic.

Source: Center for Exhibition Industry Research, “Marketers Find Exhibitions an Essential Marketing and Sales Tactic”
Exhibitions are Highly Valuable in Helping:

- **86%** Brand awareness reinforcement
- **82%** Build or expand brand awareness
- **80%** New product or service promotions and launches
- **73%** Promotions targeting specific business sectors
- **72%** Existing product or service promotions

Source: Center for Exhibition Industry Research, “*Exhibitions are Highly Valued in Achieving Marketing and Sales Objectives*”
85% of executives say number of exhibitions will hold to current levels or increase in the next several years.

Source: Center for Exhibition Industry Research, “Marketers Intend to Maintain or Expand Number of Exhibitions”
99% of exhibitors find unique value delivered by B-to-B exhibitions which is not provided by other marketing channels.

Source: Center for Exhibition Industry Research, “How the Exhibit Dollar is Spent”
Exhibitors assign high value to exhibitions in helping them achieve their high priority marketing and sales objectives.

Source: Center for Exhibition Industry Research, “How the Exhibit Dollar is Spent”
Attendees spent an average of **8.3 hours** and **2.4 days** (per show) visiting exhibits in 2011.

Meeting a prospective customer at an exhibition versus in the field saves an organization $943!

Source: Center for Exhibition Industry Research, “The Cost Effectiveness of Exhibition Participation: Part I”
It takes an average of **4.5 sales calls** to close a sale without an exhibition lead, and only **3.5 sales calls** to close a sale with a lead from an exhibition.

Source: Center for Exhibition Industry Research, “The Cost Effectiveness of Exhibition Participation: Part II”
76% say their event and experiential marketing initiatives are integrated with their other marketing campaigns.

Source: EventTrack 2012 Executive Summary
84% feel events and experiential marketing is considered very important/critical or important by their organizations

Source: EventTrack 2012 Executive Summary
Continue the Conversation

Looking for ideas and trends to make your trade show and event marketing programs more exciting and engaging?

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