

Trade Show Exhibitors Association's Convention Housing Survey Results January 20, 2010

TSEA Convention Housing: Initial Survey

Survey Objective

TSEA has strong interest from our members and the exhibition industry as a whole concerning convention housing practices and policies. An Advocacy Committee was formed to look into this matter in order to protect the rights of exhibitors and ensure their voices, as exhibitors, are heard by convention organizers, destinations, labor, suppliers, etc. This survey was developed to determine if current convention housing practices were acceptable to companies that use exhibitions to market their products and services.

About the Survey

One hundred eighty eight (188) mid-sized and large corporate exhibitors based in North America participated in TSEA's initial Convention Housing Survey comprised of seven questions. It was originally available online at www.zoomerang.com from December 6, 2009 to January 14, 2010.

Do you believe that the shows you participate in currently have fair convention housing practices?

Yes, Always	8 %
Sometimes	75 %
Never	12 %
Not Sure	3 %
Other	2 %

Key Finding:

Only **8 %** of exhibitors believe that all the shows they currently participate in currently have fair convention housing practices.

Do you currently book your rooms through the official convention housing bureau?

Yes, Always	31 %
Sometimes	54 %
Never	8 %
Not Sure	1 %
Other	6 %

Key Finding:

Only **69 %** of exhibitors currently book all their hotel rooms through official show convention housing bureaus.

Do you feel that current deposits you pay are fair in the shows you exhibit in?

Yes, Always	11 %
Sometimes	59 %
Never	23 %
Not Sure	3 %
Other	3 %

Key Finding:

89 % of exhibitors feel that current deposits are not fair in all they shows that they exhibit in.

Do you feel you receive the best rate possible when you stay in official convention hotels?

Yes, Always	3 %
Sometimes	50 %
Never	34 %
Not Sure	8 %
Other	4 %

Key Finding:

97% *do not* believe they receive the best rate possible when booking rooms for a convention in the housing block.

Do you feel that the shows you exhibit in allow you sufficient time to submit names of your staff?

Yes, Always	17 %
Sometimes	55 %
Never	19 %
Not Sure	5 %
Other	3 %

Key Finding:

83% *do not* feel they have sufficient time to submit names of their company's attendees for convention housing blocks.

Are there any specific shows that you have concerns about their housing rates/policies?

Yes	26 %
No	57 %
Specific Shows Commented on:	31 %

Key Finding:

31 % of respondents listed one or more specific shows that caused them concern.

Do any of shows you currently exhibit in have exhibitor advisory councils (EACs)?

Yes, I am member of one

18 %

Yes

30 %

No

9 %

Not Sure

40 %

Comments

2 %

Key Finding:

18 % of respondents are members of exhibitor advisory councils of shows they currently exhibit in.

Follow up

A survey is being released by TSEA on January 20, 2010 to study what is reasonable for exhibitors with regard to convention housing.