

STRATEGIC EXHIBITION

AND EVENT MARKETING

RESEARCH AND MEASUREMENT

2009 TSEA Exhibit Management Survey Analysis

Exhibit Surveys, Inc.'s
Analysis based on TSEA provided data

CONFIDENTIAL

Prepared February 2009



Table of Contents

	Page
TSEA Exhibit Management Survey Objectives	1
Source of Survey Data	1
Methodology & Response Rate.....	1
Segmentation Analysis.....	1
TSEA Survey Synopsis / Possible Headlines.....	2
Question by Question Analysis of Survey Results	3
Primary Type of Business.....	3
Industry	3
Number of Events – Trade Shows.....	4
Number of Events – Private Events.....	4
Spending on Trade Shows & Conventions 2008 vs. 2009 plans.....	5
Spending on Corporate Private Events	5
Trade Shows in Marketing Budget	6
Trade Shows Budget Breakout.....	6
Auditing Trade Shows	7
Measuring the Results of Trade Shows & Conferences and Private Corporate Events.....	9
Producing Corporate Events	10
Staff Training	11
Educational Programs Attended/Plan to Attend in 2009	12
Distance Learning Programs	12
Exhibit Booth Purchases or Upgrades.....	13
Respondent Business Demographics	14
Those Who Directly Manage/Supervise Staff.....	16
Respondent Personal Demographics.....	18

TSEA Exhibit Management Survey Objectives

This study was to survey a cross section of small, mid-sized and large corporate exhibitors based in North America and cover a wide range of topics about their exhibit management program. The objective was to help TSEA, the Association for Exhibit & Event Professionals, develop an event marketing industry profile and outlook for 2009 and beyond.

Source of Survey Data

This survey was fielded by TSEA using the Zoomerang survey tool.

Exhibit Surveys, Inc. (ESI) is providing data tabulation and analysis to TSEA for this survey. Data tabulation included combining 2 data files of completed surveys downloaded from the Zoomerang web site. In addition, where possible, routines to clean the data were completed so that accurate reports could be run.

Methodology & Response Rate

The list to survey was composed of TSEA members and exhibitors in trade shows provided by show organizers that have partnerships with TSEA.

An email invitation with the URL for the survey site was sent to a total of 15,011 exhibitors on December 22, 2008. A total of 293 questionnaires were submitted by the cut-off date of January 31, 2009 for a return of 2%. The maximum statistical error at a 95% confidence level is $\pm 5.7\%$. From ESI's experience a low response rate for an industry survey of this type is not unusual.

TSEA offered a rather unique incentive of a drawing for a pair of diamond earrings.

Segmentation Analysis

ESI analyzed 13 audience segments to see which ones had statistically significant differences from the average respondents. The segments were the 3 primary businesses of manufacturing, service and other, 2 industry segments of medical/healthcare/pharmaceutical and technical companies, gender, age by those under 40 years old and those over 40, as well as those with executive titles, with trade show industry certification and those who were not a member of TSEA. Only statistically significant differences have been noted.

TSEA Survey Synopsis / Possible Headlines

The number of trade shows and budgets for exhibiting look set to decline from 2008 to 2009.

Exhibitors plan to go to fewer shows in 2009. They went to an average of 30 trade shows in 2008, but expect to only go to 25 shows in 2009. And they will be spending less. Budgets for exhibiting will decrease from an average \$459,100 in 2008 to \$381,000 in 2009. This is a 17% decline in spending. Budgets for technology trade shows look particularly vulnerable showing a 46% decline in spending from \$615,400 to \$332,000.

Budgets for corporate private events set to decrease more than trade shows in 2009.

Budgets for corporate private events are showing an anticipated 30% decline from \$207,600 in 2008 to \$145,500 in 2009. This is almost twice the decline in spending that is being seen for trade shows.

Trade shows will get a third of 2009 marketing budgets.

In 2009, trade shows will get a third of their organizations overall marketing budget, and exhibit space will account for about a third of the trade show budget.

Demand for auditing is still mixed though credibility of show provided numbers is low.

Less than half of exhibitors have ever read or requested the results of a show audit or say they prefer the shows they are in to be audited. This is particularly true for healthcare shows, but one large exception is for technology shows where nearly two-thirds of exhibitors say they prefer to go to shows that are audited.

However, the credibility of information provided by shows is still poor with 4 out of 10 exhibitors saying they think that shows are inflating their numbers. In fact, this group thinks that show management inflates the number of attendees at the shows they exhibit at by two-thirds.

Sales and leads are still the main ways of measuring exhibit success.

Sales from leads (67%) and total number of leads (62%) were the most frequently cited ways exhibitors measured their success at a show.

Staff training remains an ongoing challenge.

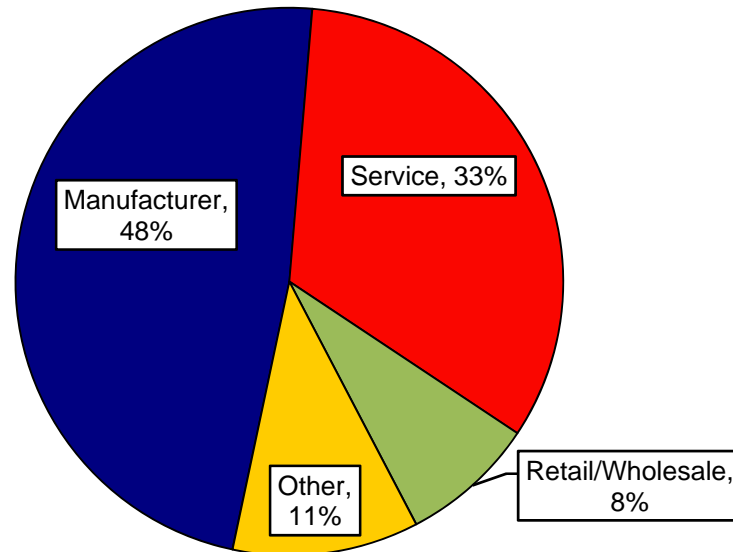
Half of exhibitors have staff training and half don't. Those who don't train say they face budget issues, timing issues as well as even push back from their management.

Purchases of new booths to slow in 2009.

In 2008 nearly 4 in 10 exhibitors (39%) said they purchased a new booth, while in 2009 only 2 in 10 (19%) have plans to purchase a new booth. Budgets for new booths are essentially the same in 2008 and 2009 (\$59,400 in 2008 to \$54,000 in 2009).

Question by Question Analysis of Survey Results

Primary Type of Business

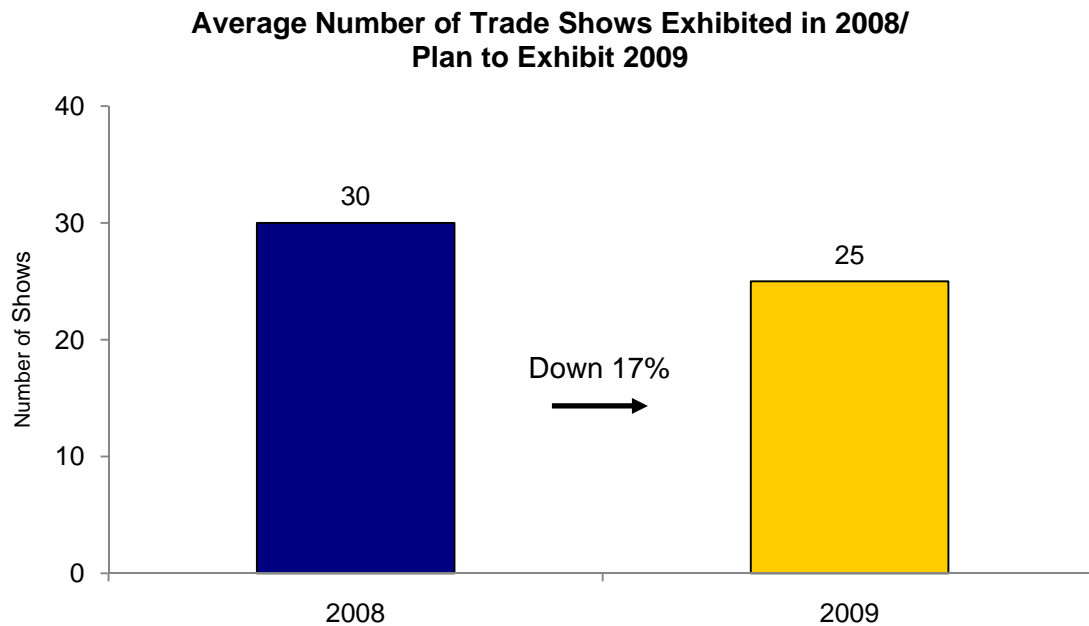


About half (48%) of respondents on the TSEA list identified themselves as being from manufacturing companies. One-third (33%) were from service companies and less than 1 in 10 (8%) from retail/wholesale. Eleven percent indicated they were from some other business.

Industry

TSEA respondents were able to classify themselves into over 30 industry categories. Twenty-four of the industries each had less than 5% of the respondents. The largest industries represented were medical/healthcare/pharmaceutical with 14% of respondents followed by advertising & marketing companies at 10% and industrial/manufacturing at 9%. A tech industries category which included computer products/services/Internet and communications/electronics companies represented 7% of the respondents.

Number of Events – Trade Shows



Respondents indicated that they had exhibited in an average of 30 trade shows in 2008, but anticipated exhibiting in only 25 trade shows in 2009.

Respondents from the medical/healthcare/pharmaceutical industry indicated that they exhibited in an average of 43 events in 2008 and anticipate exhibiting in an average of 40 events in 2009 (down 7%).

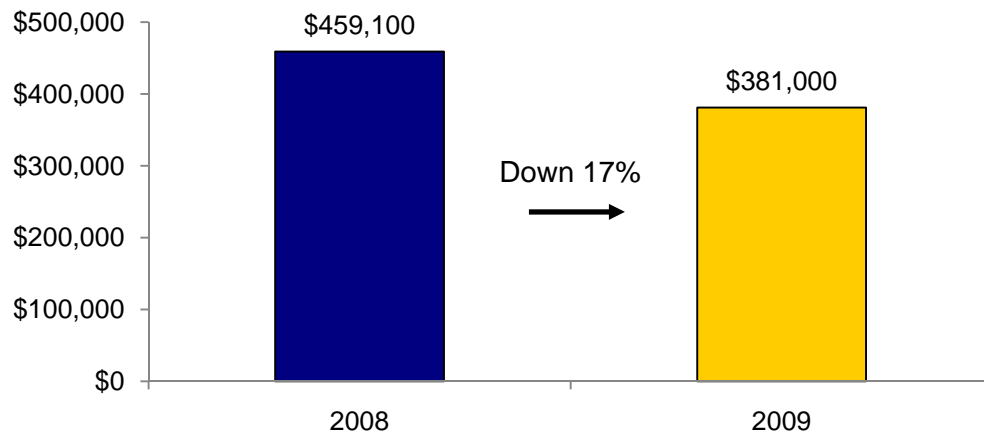
Number of Events – Private Events

In 2008, 6% on average said they exhibited at private corporate events that were owned by their organization, and an additional 3% exhibited at private corporate events owned by other organizations.

In 2009, 4% on average indicated they had plans to exhibit at private corporate events. (Since the categories for private events were asked differently for each year, direct comparisons for year-to-year change cannot be made.)

Spending on Trade Shows & Conventions 2008 vs. 2009 plans

**Trade Shows Average Spending in 2008/
Plan to Spend 2009**

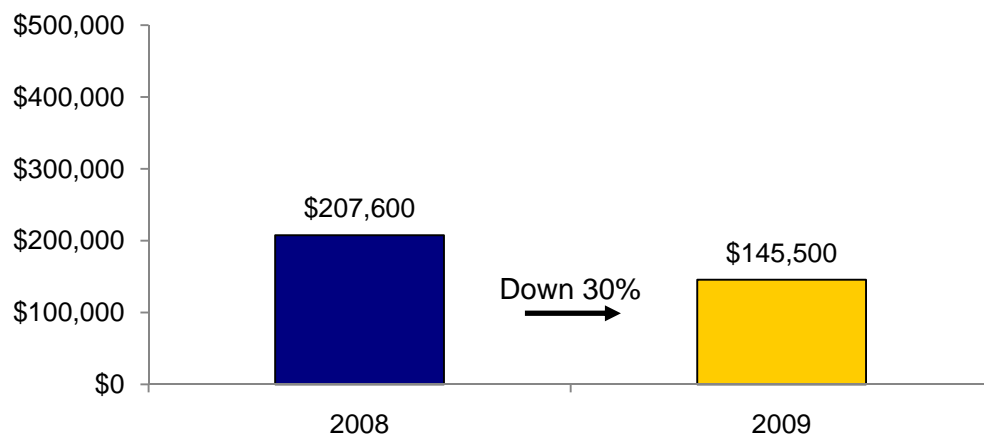


Along with fewer trade shows, budgets for exhibiting will decrease from an average \$459,100 in 2008 to \$381,000 in 2009. This is a 17% decline.

However, there are some industry differences. In fact, reported spending for medical/healthcare/pharmaceutical industry events will increase from an average \$797,400 in 2008 to \$840,300 in 2009 (a 5% increase). On the other hand, spending in technology shows is decreasing by 46% from an average \$615,400 in 2008 to only \$332,000 in 2009.

Spending on Corporate Private Events

**Corporate Private Events Average Spending in 2008/
Plan to Spend 2009**



Budgets for corporate private events also appear to be declining from 2008 to 2009 from \$207,600 to \$145,500 (a 30% decline).

Trade Shows in Marketing Budget

On average respondents indicated that trade shows will get exactly a third (33%) of their organizations overall 2009 marketing budget.

Trade Shows Budget Breakout

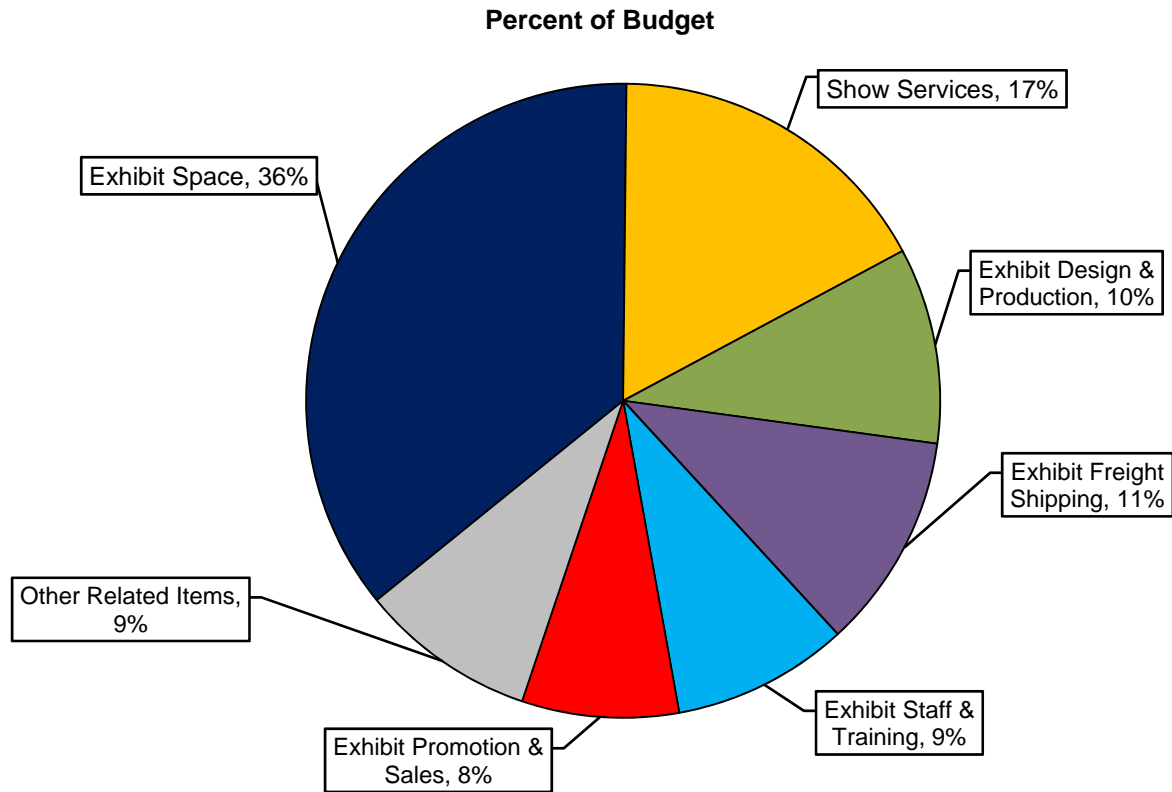


Exhibit space accounts for 36% of the trade show budget and show services for 17% while the remaining 5 pieces of the trade show budget are between 8% and 11%. There is some variability between segments. Executives think that a higher percentage of their budget is going for exhibit space (44% vs. 36% average), though they also feel that less than average is being budgeted for show services (10% vs. 17% average). Manufacturing companies are budgeting more for exhibit design and production than service companies (13% vs. 7%), while service companies are budgeting more for exhibit staff and training than manufacturing companies (13% vs. 9%).

Auditing Trade Shows

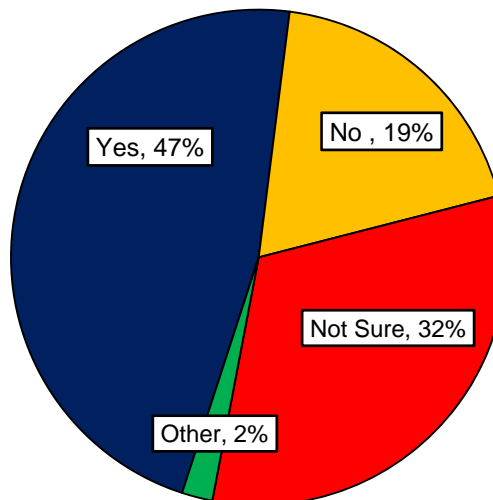
Read/Requested Audit Results



Less than half (44%) of respondents have ever read or requested the results of a show audit. Those with an industry certification (65%) were more likely to read or have requested an audit.

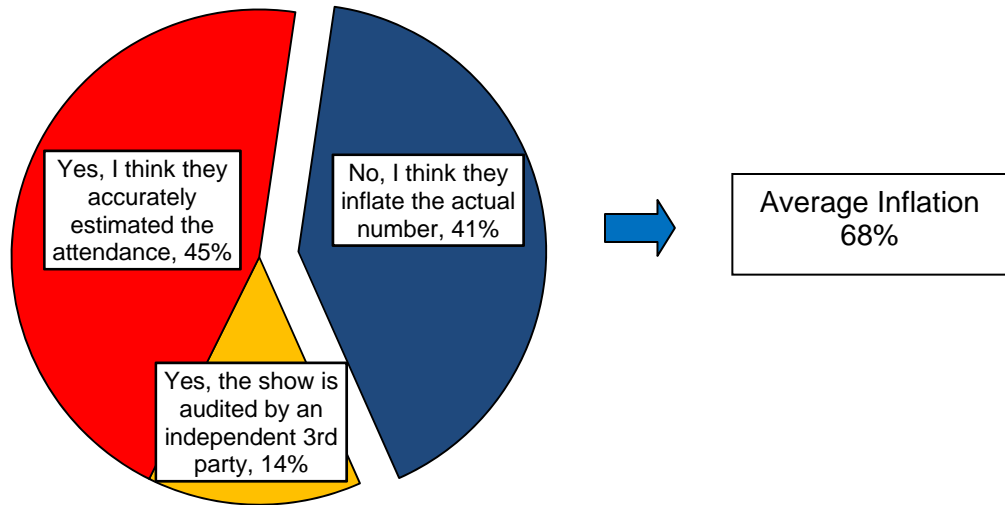
An average of 23% of exhibitors feel that the shows they exhibit in actually do audit, however, nearly half (49%) are not sure whether their shows are audited or not. Only 10% of those from medical/healthcare/pharmaceutical shows feel their shows are audited, while 28% of tech exhibitors say their shows are audited.

Prefer Show Organizers Conduct Audits



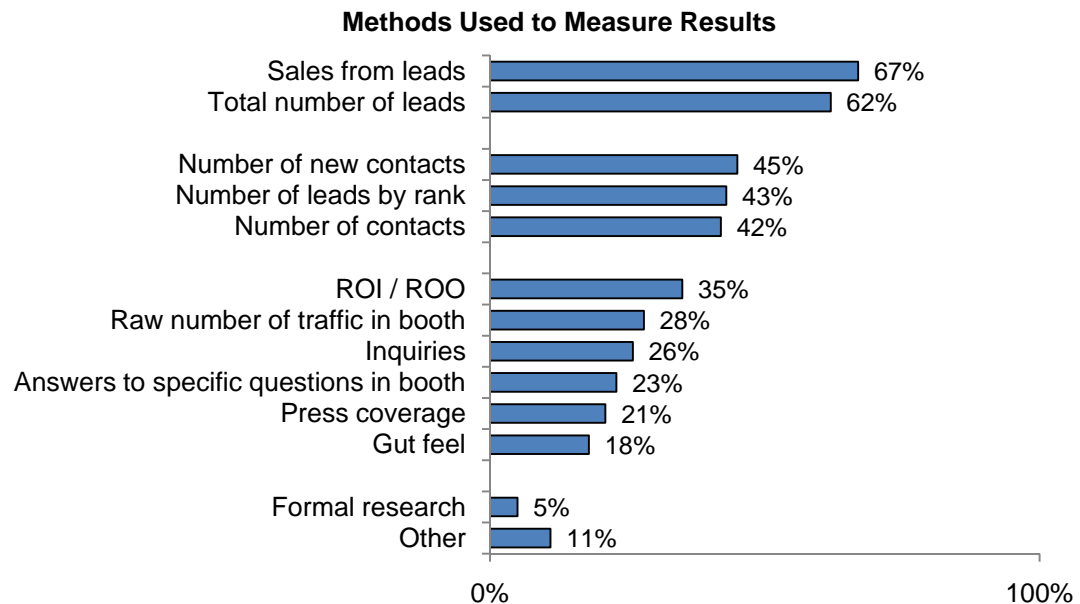
Around half (47%) of all respondents said they would prefer the shows they are in to be audited. Respondents from technology companies care even more where almost two-thirds (63%) indicated they prefer their shows to be audited. Around a third (32%) were not sure if show organizers should audit.

Believe in Show Management Reported Attendance Numbers



Exhibitors were split on the issue of organizers reporting accurate numbers.

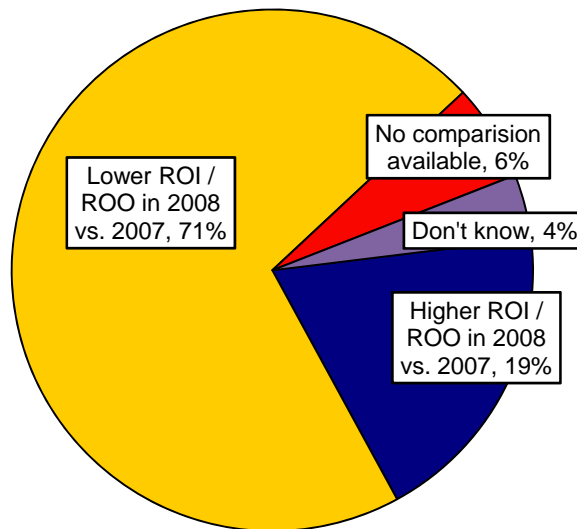
Measuring the Results of Trade Shows & Conferences and Private Corporate Events



Sales from leads (67%) and total number of leads (62%) were the most frequently cited ways respondents measured the success of their shows. A 2nd tier of results ranging from the low-to-mid 40's included number of new contacts (45%), number of leads ranked (43%) and number of contacts (42%). Only around a third (35%) said they measure ROI/ROO which is almost exactly the same number that said they have a formalized system for tracking ROI and/or ROI.

Those from service companies rated the number of contacts as a more important measurement of results than the other business (53% vs. 42% of all respondents). Those with executive titles were more focused on sales from leads (88% vs. 67% of all respondents). Press coverage was more important for manufacturing businesses (27%), ROI trackers (31%), industry certification holders (49%) and those over 40 (27%) than the average respondent (21%).

ROI/ROO Comparison 2007 vs. 2008



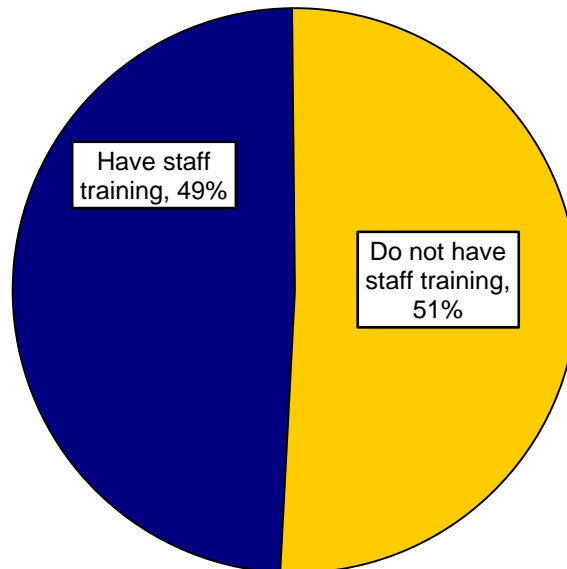
Of those who tracked ROI/ROO, nearly 7 in 10 (71%) said that they did not get a higher ROI/ROO in 2008 than they had gotten in 2007.

The main reason for not tracking ROI/ROO was that they were not being asked by their management (26%) while around 12% said they either had no time, no budget or didn't know how to do the analysis.

Producing Corporate Events

Of those who produce their own corporate events, 93% run them all in-house, while another 13% indicated they outsource management to a 3rd party.

Staff Training



Those who track ROI were more likely to have staff training in their booth (63%) while those under 40 years old were more likely to not have staff training in their booth (65%) vs. those over 40 years old (43%).

Seven out of 10 (71%) conduct training prior to leaving for a show, nearly half (49%) conduct training at shows in their booths, and 19% conduct training at shows in meeting rooms. Those who work for manufacturing businesses were more likely to conduct training at a show in their booth (58%) or in a meeting room (27%) than service businesses (33%).

The reasons for not having staff training programs are as follows:

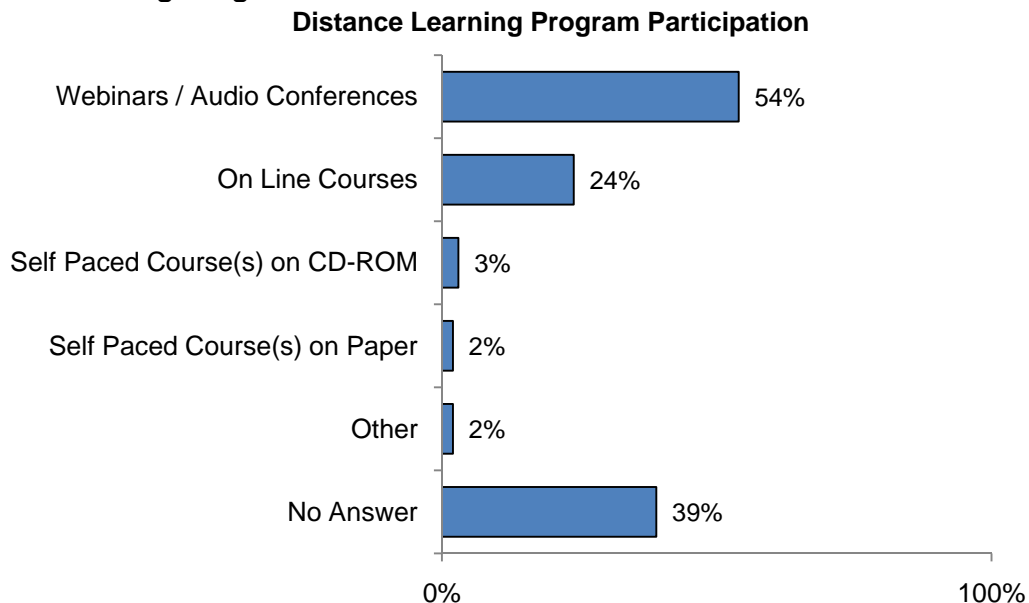
	%
Budget issues	29
No time during set up or during the show	21
Push-back by management (consideration not needed)	21
Previously done	16
Don't know about programs	12

Educational Programs Attended/Plan to Attend in 2009

<u>Educational Programs/Conferences</u>	<u>%</u>
Exhibitor 2009	40
TS2 Chicago (July 2009)	19
Skyline Displays Regional Programs	7
MPI Professional Educational Conference	6
TSEA Chapter Meetings	5
University Courses	5
Event Marketer EMS	3
PCMA Annual Meeting (January 2009)	3
TSEA Master's Program (September 2009)	3
TSEA Future Leaders Program Nashville (February 2009)	2
Other	7
No Answer	41

The Exhibitor Show is clearly the event most of these respondents are planning to attend in 2009. TS² is a distant second at 19%. Because of questionnaire limitations the number of respondents who plan to go to no events cannot be accurately determined. However, ESI's past experience estimates this figure to be around 25%. The ESI all-show average for not attending shows/events is 35%.

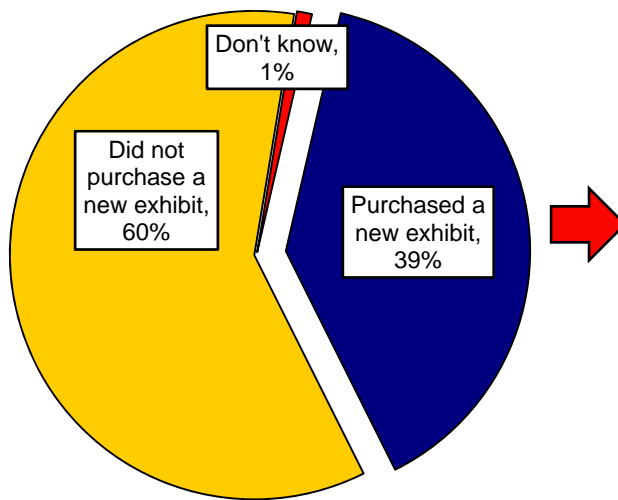
Distance Learning Programs



Over half (54%) of all respondents indicate they will participate in a webinar or audio conference and almost a quarter (24%) plan to attend on-line courses. Nearly three-quarters (73%) of tech company respondents indicate they planned on participating in webinars. Respondents from service companies were also more likely to participate in webinars than other types of businesses. (61% for service companies vs. 54% for other businesses). Nearly 4 in 10 respondents skipped this question which could mean that they were not planning on participating in any distance learning, however, since this was not asked as an explicit category choice this number cannot be accurately determined and should be considered only a rough approximation.

Exhibit Booth Purchases or Upgrades

Purchased a New Exhibit in Last 12 Months



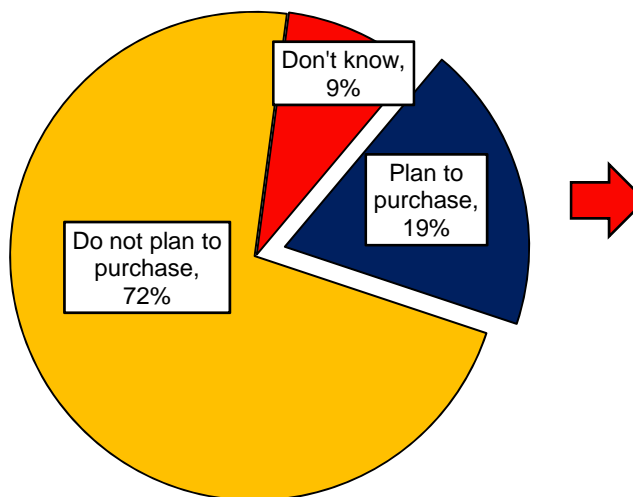
Style/Type of Booth Purchased

	%	Average Budget
Custom	55	\$111,100
Pop Up	40	\$38,900
Modular	20	\$46,100
Rental Program Participation	8	--
Other	8	--

Nearly 4 in 10 (39%) of respondents work for organizations that purchased a new exhibit within the last 12 months. Their average budget for all types of booths was \$59,400.

Over half of purchasers (55%) purchased a custom booth. Manufacturing businesses were more likely to buy a custom booth than service businesses (64% vs. 33%) and on average spend a lot more money (\$73,800 vs. \$26,600).

Plan to Purchase a New Exhibit in Next 12 Months



Style/Type of Booth Plan to Purchase

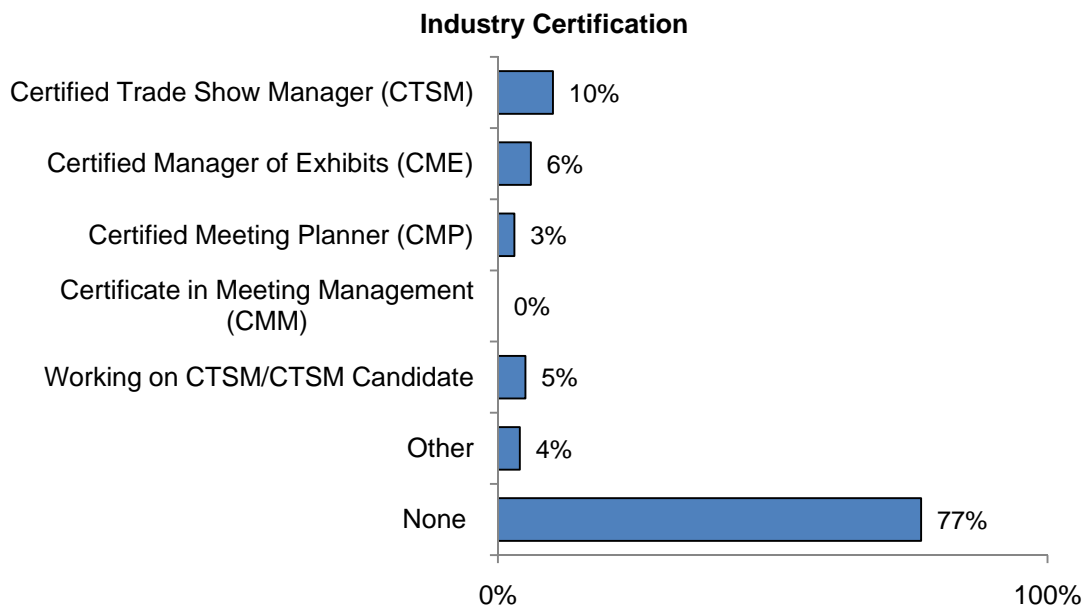
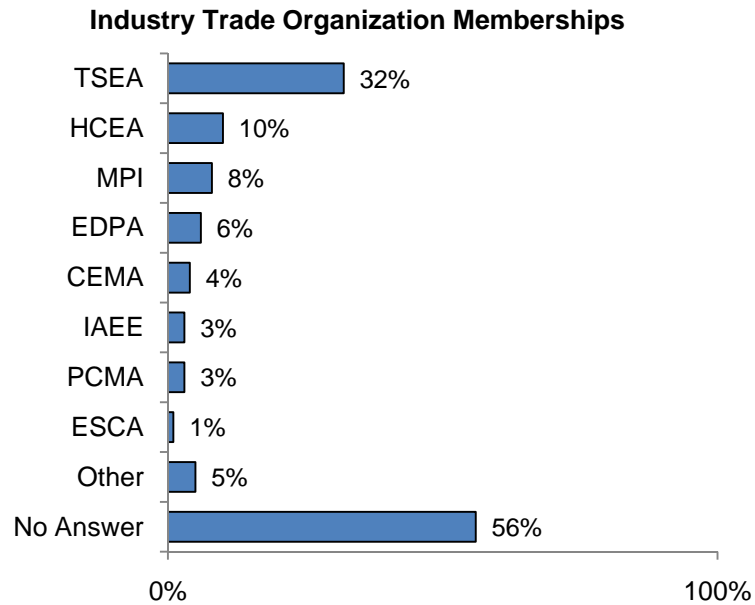
	%	Average Budget
Custom	30	\$123,300
Pop Up	28	\$8,800 ¹
Modular	28	\$43,500
Rental Program Participation	9	--
Other	5	--

¹ Small number of respondents

Almost two in 10 (19%) said their organization is planning to purchase a new exhibit within the next 12 months. Nearly 3 out of 10 are considering either a pop-up, modular or custom booth. Their average budget for a new booth is \$54,000. Those over 40 years old are more interested in buying a modular booth (44%) vs. those under 40 (8%).

Around a quarter (24%) work for organizations currently undertaking a major refurbishment to their booth or planning a refurbishment project in the next 12 months, while 7 out of 10 (70%) definitely have no plans. Those refurbishing their booth have an average budget of \$39,100.

Respondent Business Demographics

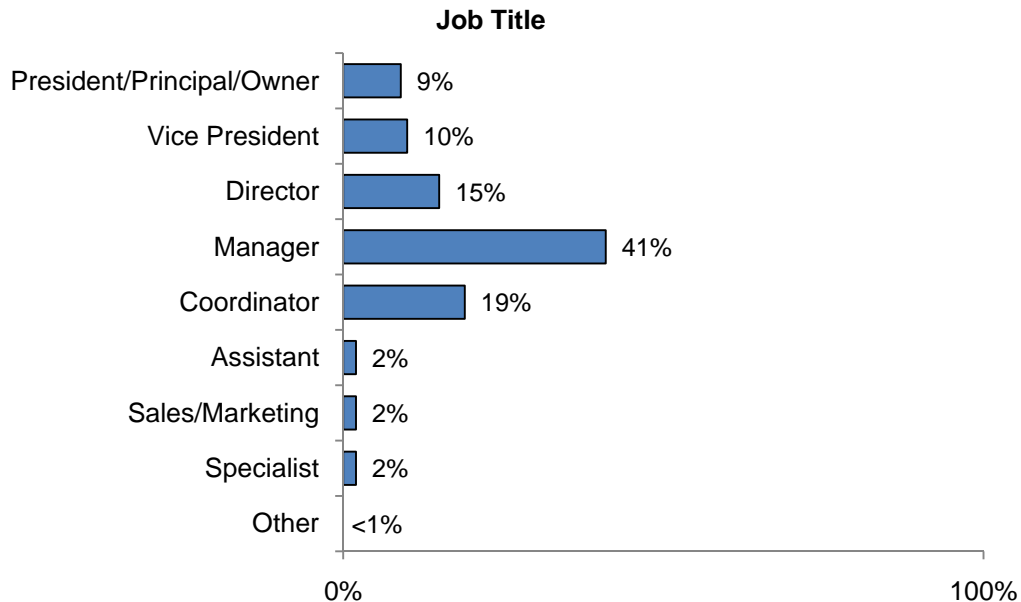


Seventy-seven percent of respondents do not have an industry certification. Ten percent are Certified Trade Show Managers (CTSM), 6% Certified Manager of Exhibits (CME) and 3% are Certified Meeting Planners (CMP). Five percent indicated they were working on CTSM certification. Respondents from manufacturing businesses were more likely to hold a CTSM certificate than service businesses (14% vs. 2%), while respondents from service business were more likely not to have any certificate at all (88% vs. 71%). Those over 40 were more likely to have a CME certificate than those under 40 (9% vs. 1%). Of those who have certifications, 56% were CTSMs, 37% CMEs and 16% CMPs. Women were more likely than men to be working on their CTSM certificate (7% vs. 1%).

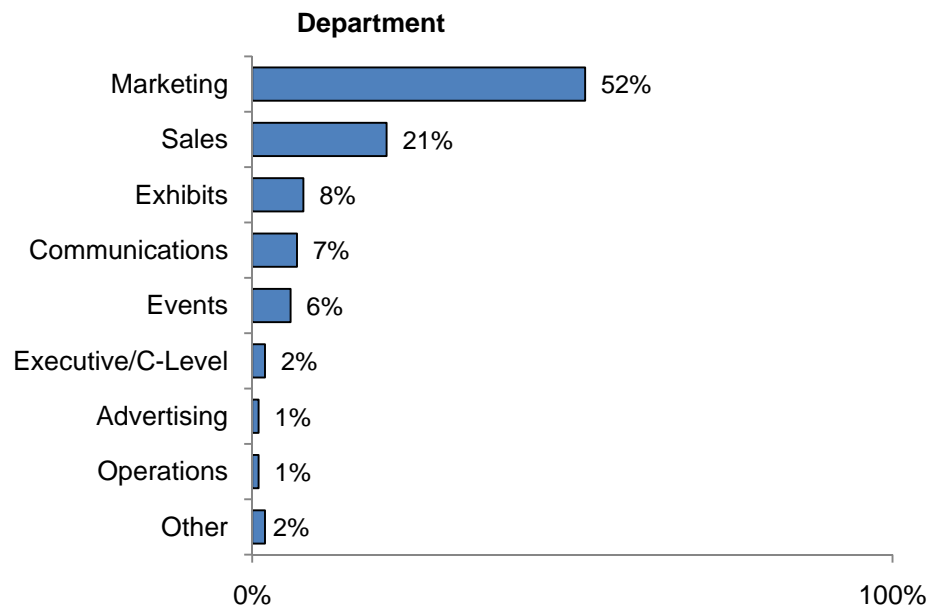
Respondents have on average 11 years of exhibit management experience with 18% having more than 20 years experience. Industry certification holders (15 years), men (14 years) and those over 40 years old (14 years) had higher than average years of management experience.

They work in departments in their organization with an average of 3 people full time including themselves and another 3 people who are part time who are directly involved with exhibits.

They have worked for their current employer an average of 8 years and have been in their current position an average of 7 years. Executives were likely to have been with their employer for an average of 13 years.



Four out of 10 (41%) are managers and around 2 out of 10 are coordinators (19%). Nineteen percent are presidents or vice presidents and 15% are directors. Forty-two percent of the male respondents are executives versus only 8% of the female respondents. A higher than average portion of medical/healthcare/pharmaceutical respondents were coordinators (34% vs. 18%), and from manufacturing businesses a higher percentage than average were managers (52% vs. 41%).

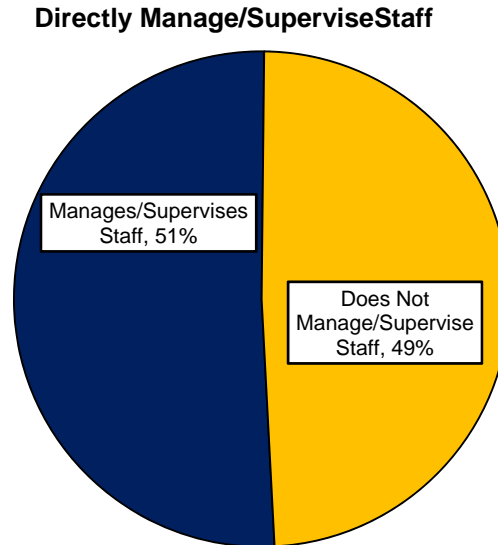


Over half (52%) work in the marketing department and 21% are in sales. Only 8% specifically work in the exhibits department and 6% work in the events department.

Eighty percent indicated that the department they work in is corporate, while 20% work in a divisional department. Respondents from service businesses were more from corporate departments than manufacturing respondents (88% vs. 76%), while manufacturing respondents were more from divisional departments (24% vs. 12%).

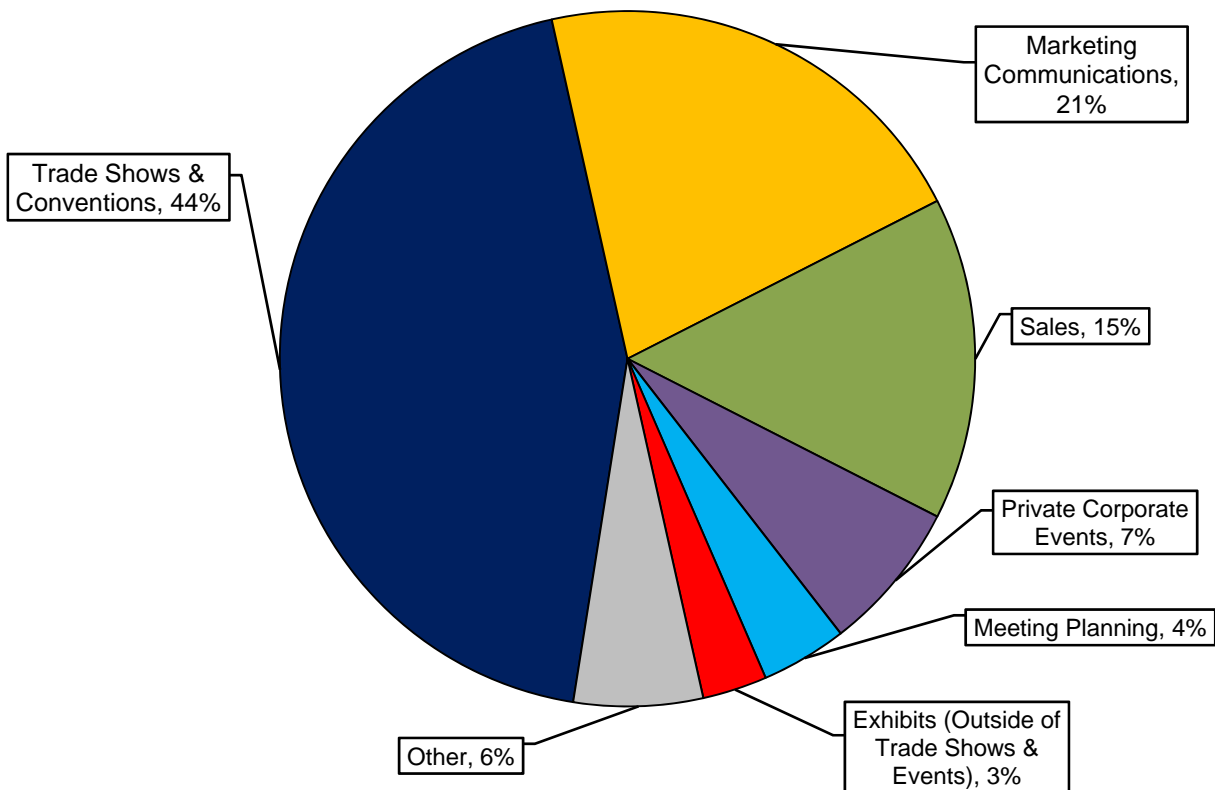
The department they work for had in 2008 an average of 7 full time people and 2 part time people though respondents are anticipating a slight decline in 2009 with 1 less full time person in their department though the same number of part time people.

Those Who Directly Manage/Supervise Staff



Half (51%) said that they directly manage/supervise staff. Currently and last year (2008) they managed/supervised an average of 4 people, while in 2007 they had managed/supervised an average of 6 people. This group currently has on average 3 people including themselves directly involved with working on exhibits along with an average of 1 part time person.

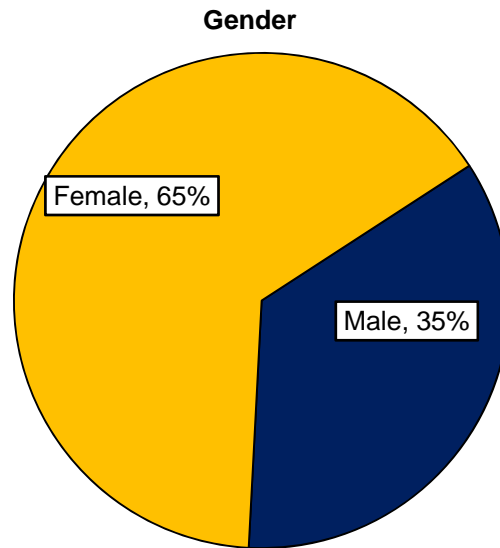
Of those who directly manage/supervise staff, two-thirds (66%) have overall responsibility for directing their exhibit program on an executive or senior level, while one-third (32%) have primary day-to-day responsibility for executing their exhibit program with some discretion in the direction of program objectives.

**% Time Devoted to Exhibits & Related Activities
By Those Who Directly Manage/Supervise Staff**

Of those who directly manage/supervise staff, 44% of their time is devoted to trade shows and conventions with 21% devoted to marketing communications and 15% to sales. Only 7% of their time is devoted to private corporate events and 4% for meeting planning.

Those from medical/healthcare/pharmaceutical companies (65%) are more likely to spend more of their time on trade shows and conventions. However those from service companies were likely to spend less time on trade shows and conventions than those from manufacturing companies (25% vs. 51%).

Respondent Personal Demographics



Two-thirds (65%) of the respondents are female. The average age of the respondents is 44 years old. Nearly 4 out of 10 (38%) are under 40 years old and 6 out of 10 (62%) are over 40 years old. Those under 40 are more likely to be female (72%), while those over 40 are more likely to be male (41%). Over half (51%) have a college degree with 27% having a graduate degree and 19% having some college. Only 3% had an education level of high school or less.

The offices of the respondents were most likely to be in the Northeast (23%), East North Central (18%), or South Atlantic (16%) states.

The average salary of all respondents was \$69,900. The table below provides average salaries for various respondent segments.

	Average Annual Salary
All Respondents	\$69,900
Males	\$84,100
Females	\$62,600
Under 40	\$60,200
Over 40	\$77,200
Executives	\$93,100
Directors	\$89,400
Managers	\$64,400
Coordinators	\$52,500
Time with Current Employer	
Less than 1 year to 10 years experience	\$63,300
Over 10 years experience (11 years or more)	\$86,300
Time in Position	
Less than 1 year to 10 years experience	\$65,800
Over 10 years experience (11 years or more)	\$85,700

Nearly 6 out of 10 (59%) said they had received a monetary bonus last year. However, no figures were reported for the bonus amount.