

THE POWER OF: EXHIBITING

53%

of attendees plan to buy one or more products or services as a result of what they saw at an exhibition.

Source: The Role & Value of Face-to-Face Interaction—Purchase Process & Customer Relationships; Center for Exhibition Industry Research (CEIR), 2003

45%

of attendees develop an emotional connection with a brand after interacting with it at a trade show.

Source: Exhibit Surveys, Inc., 2007

63%

of sales and marketing managers agree or strongly agree that exhibitions assist in gaining/retaining market share.

Source: The Cost-Effectiveness of Exhibition Participation: Part I; Center for Exhibition Industry Research (CEIR), 2003

THE POWER OF: ATTENDEES

77%

of qualified attendees at exhibitions represent new customers.

Source: Research Report ACRR 1130.08; Center for Exhibition Industry Research (CEIR), 2008

87%

of purchasing decision-makers stated that exhibitions are an “extremely useful” source of needed purchasing information.

Source: Research Report PE1.03; Center for Exhibition Industry Research (CEIR), 2004

50%

the percentage of visitors who come to trade shows with buying plans for products and services.

Source: Center for Exhibition Industry Research (CEIR) data, 2007

FACTS

- Trade show participation returns range from \$4.00 to \$5.99 per dollar invested. (Source: Oxford Economics Business Travel study; Oxford Economics, 2009)
- To identify a potential customer at an exhibition, the average cost is \$96; to identify a prospect by means other than a trade show, the average cost is \$443. (Source: The Cost Effectiveness of Exhibition Participation: Part I, CEIR, 2009)
- It takes an average of 3.5 sales calls to a prospect acquired with a lead from an exhibition, compared to 4.5 sales calls without a lead from an exhibition. (Source: The Cost Effectiveness of Exhibition Participation: Part II, CEIR, 2009)