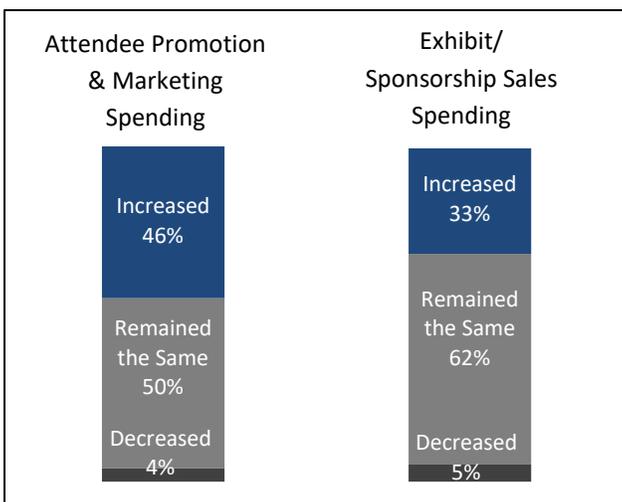
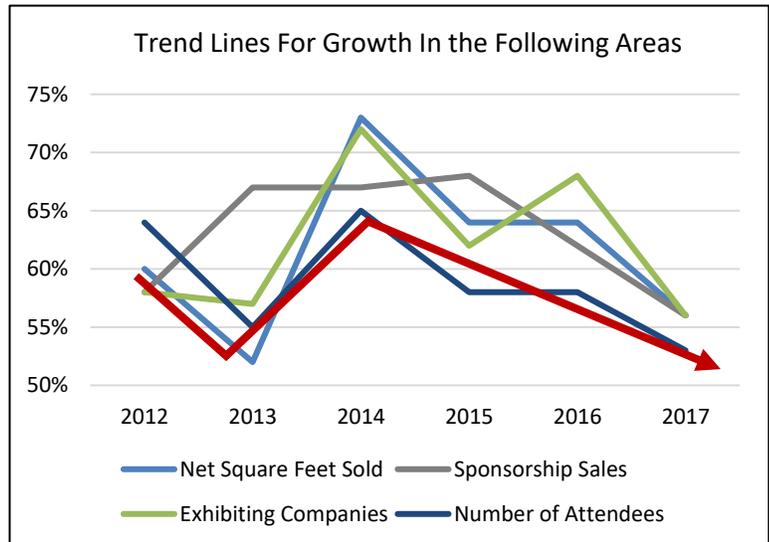


Exhibition & Convention Executives Forum (ECEFF) Pulse, May 2017 Executive Summary

An online survey was developed and conducted by Exhibit Surveys and Lippman Connects in May, 2017. 209 executives responded.

The outlook for **growth** is strong (over half of respondents expect growth in the areas measured), but the expectation is not as strong as in previous years. The percentage of growth has decreased every year since 2014. The **number of exhibiting companies, net square feet of exhibit space, and sponsorship sales** are most likely to be growing (56% of events), followed by **attendees** (53%). Pay attention to the number of exhibiting companies at your event as this is most likely to be decreasing.

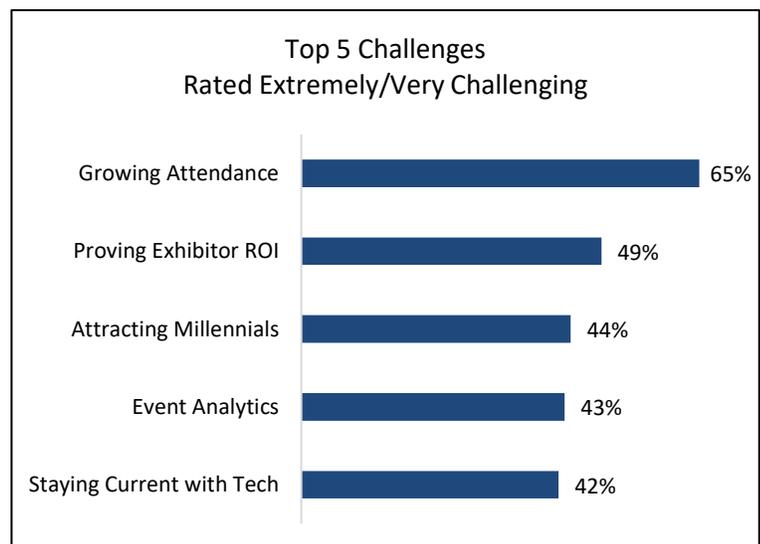


Nearly half (46%) increased spending for **Attendee Promotion and Marketing** while only 4% decreased their budget. The increases are higher this year with 31% increasing spending by 11% or more, up from 27% last year.

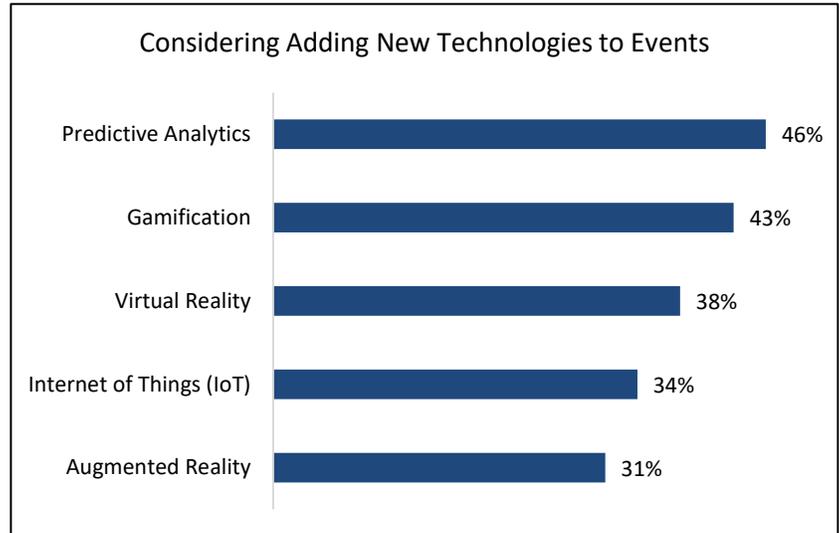
By contrast, only a third increased spending for **Exhibit/Sponsorship Sales**. Spending stayed the same for six of ten (62%). The spending increase for exhibit and sponsorship sales declined a bit over the last year as 21% expect increases of 11% or more, compared to 27% last year, and this is half the 2013 level of 42%.

Profits grew for 59% of respondents for their largest event. Of these, three in ten (30%) indicated an increase of 11% or higher, which is consistent with last year's results. Profits for next year's events are also expected to increase for 59%, which is also on par with last year (59%).

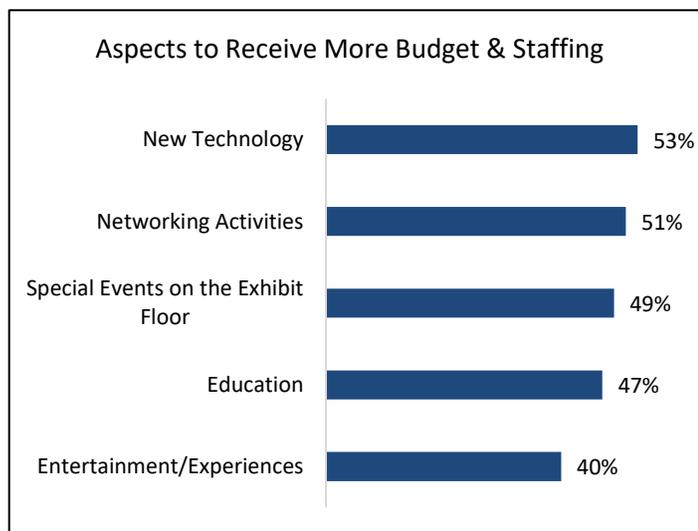
In keeping with the lower expectations for attendee growth, the **top challenge** among two thirds of executives (65%) is **growing attendance**. Proving exhibitor return on investment (ROI) (49%) and attracting millennials (44%) followed and were rated significantly more challenging than last year. Similarly, the challenges of how to handle event analytics (e.g. Big Data) and staying current with technology were also rated significantly higher this year than last year.



When considering adding new technologies, nearly half of executives are considering predictive analytics (46%), and 43% are considering gamification. One-third or more are looking at virtual reality (38%), the Internet of Things (IoT) (34%) and augmented reality (31%). Currently, the Internet of Things (IoT) and gamification are the most used new technologies (25% and 23%, respectively). When asked which new technology will most disrupt the event industry, one in three executives answers “virtual reality.” Predictive analytics (29%) and the Internet of Things (IoT) (23%) are considered the next most disruptive new technologies.



Nearly half of executives (46%) plan to launch a **new stand-alone event** next year. Four of ten (41%) of these plan to launch a U.S. based exhibition, while 33% plan to launch a conference/forum.



One in three (30%) currently has a digital extension of their physical event (up from 20% last year), and only 9% plan to include one next year. Strengthening the brand and growing attendance at future physical events continue to be the primary objectives for having a digital extension.

About half indicated that new technology will receive more budget and staffing (53%). Increases in budget and staffing are also expected in the areas of networking activities (by 51%) and special events on the exhibit floor (by 49%). On par with last year, 47% expect to increase budget and staffing for education.

Composition of Respondents

- All respondents hold an executive level title.
- 65% of respondents are from associations, while 35% are independent organizers.
- 67% of respondents represent large events over 125,000 net square feet.
- 18% produce professional business service events, 12% produce medical and healthcare events, and 10% produce industrial/finished goods or communications/IT events.

For more information about this survey, please contact Jeff Stanley at 732-704-1324, jeff@exhibitsurveys.com

To obtain the complete *ECEF Pulse* or for information about ECEF, contact Sam Lippman at 703-979-4904, sam@lippmanconnects.com, or visit lippmanconnects.com/ecef.