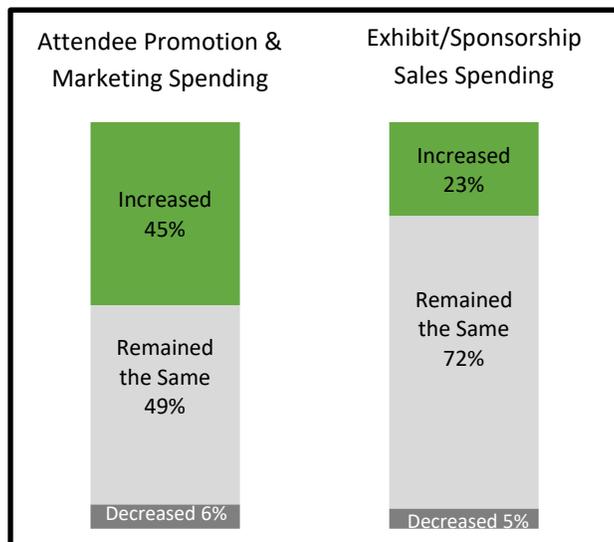
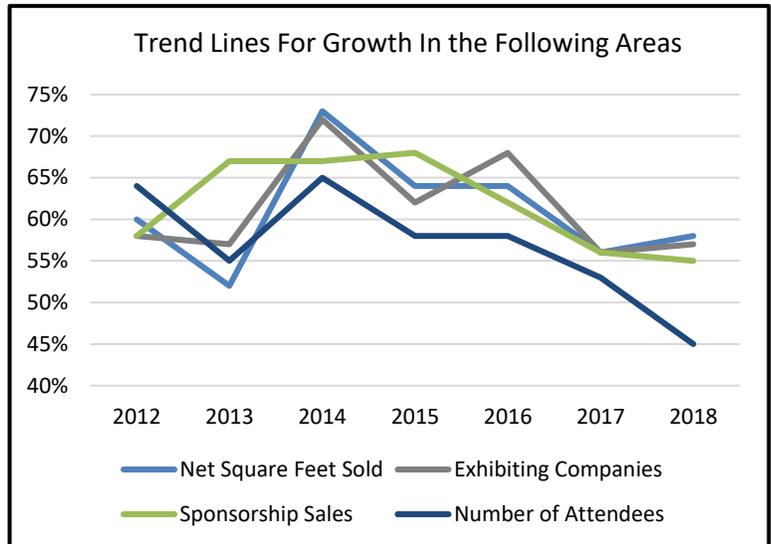


Exhibition & Convention Executive Forum Pulse, May 2018 Executive Summary

An online survey was developed and conducted by Freeman and Lippman Connects in May, 2018. 200 executives responded.

The outlook for **growth** is strong, though growing attendance is anticipated to be even more of a challenge than in previous years. Over half of the respondents report that their events are growing in **number of exhibiting companies, net square feet of sold, and sponsorship sales**. However, less than half (47%) feel that their attendance will grow, which is down from 53% last year. Of all challenges, growing attendance is the top concern.

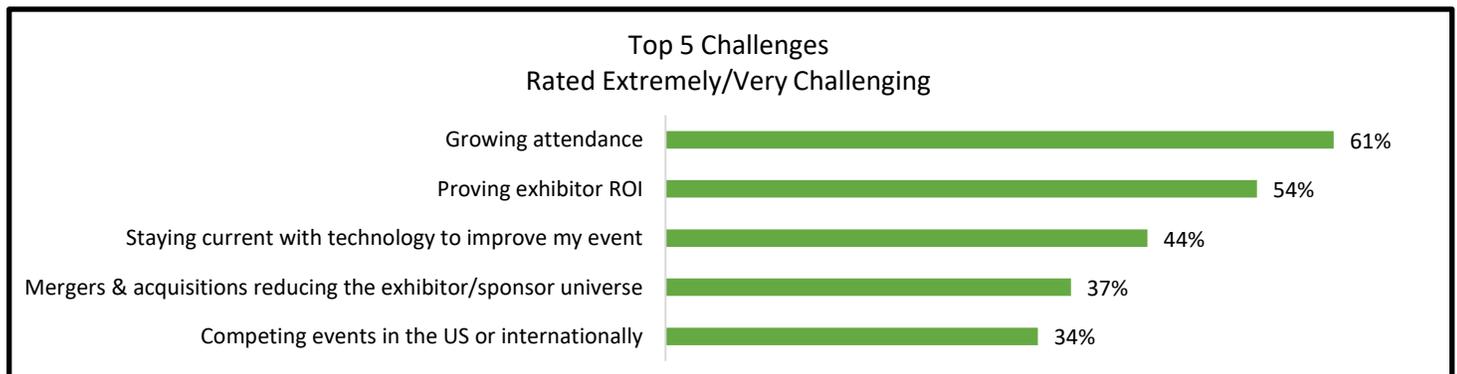


Nearly half (45%) increased spending for **Attendee Promotion and Marketing** but the proportion who increased their spending is down significantly from 62% in 2014.

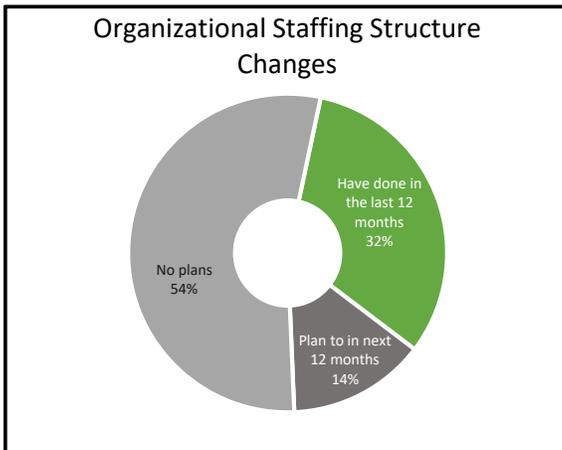
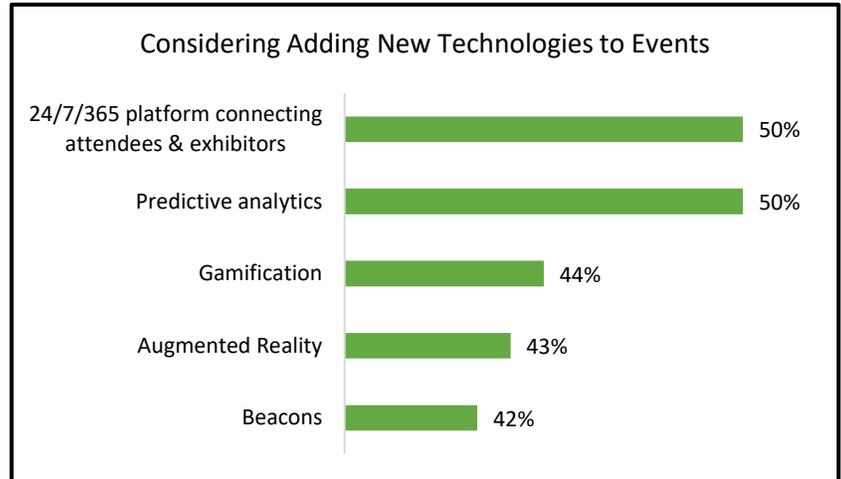
Less than quarter (23%) increased spending for **Exhibit/Sponsorship Sales**. This is down from 33% who increased their spending last year and 41% in 2014. Note those that did increase spending increased it by a healthy 10% in both areas.

Profitability for over half of the respondent events continues to be up (55%) and is expected to increase next year (52%). However, forecast are the lowest over the last 5 years.

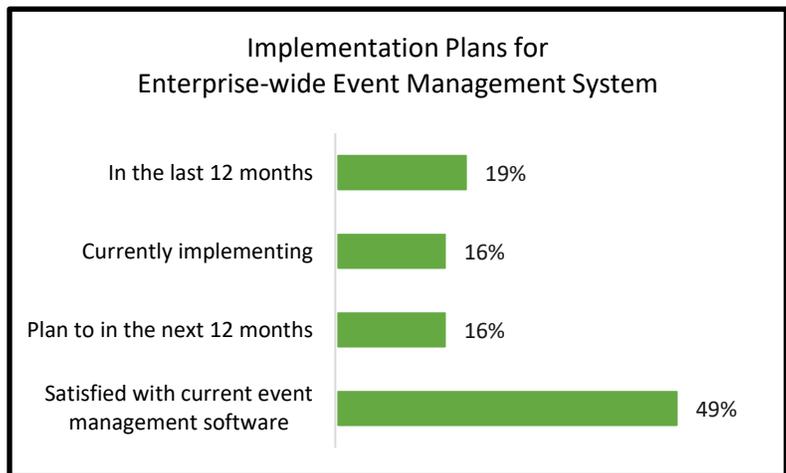
In keeping with the lower expectations for attendee growth, the **top challenge** among 61% of executives is **growing attendance** followed by the need to prove exhibitor ROI.



When **considering adding new technologies**, half of executives are considering a 24/7/365 platform connecting attendees and exhibitors and/or predictive analytics. Other technologies also being considered are gamification (44%), augmented reality (43%) and beacons (42%). Currently, gamification is the most used new technology (30%). 24/7/365 platforms and artificial intelligence are considered the **most disruptive new technologies**, followed closely by virtual and augmented reality.



Nearly half (46%) of executives have changed or revamped their **organization's staffing structure**, mostly by realigning departments into teams, reducing outsourcing, and adding more expertise in roles.



Half have already or plan to implement new **enterprise-wide event management software** in the next 12 months. Of the one-third who have already implemented, 43% have found it extremely/very successful.

Four in ten executives use the **Net Promoter Score® (NPS)** in their post event analysis, while one-quarter are unfamiliar (27%). Executives primarily use NPS (as a benchmark for success) to track their event's yearly performance and to identify any corrective actions needed for future events.

Composition of Respondents

- All respondents hold an executive level title.
- 69% of respondents are from associations, while 31% are independent organizers.
- 62% of respondents represent large events of 125,000 or more net square feet.
- 14% produce medical and healthcare events, 13% produce professional business service events, and 11% produce industrial/finished goods or consumer goods/retail events.

For more information, please contact Jeff Stanley at 732-704-1324 or jeffrey.stanley@freemanco.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.