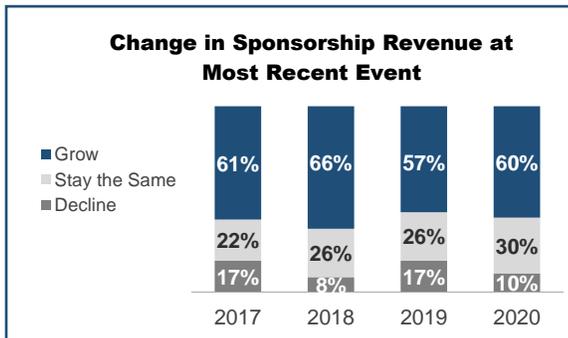
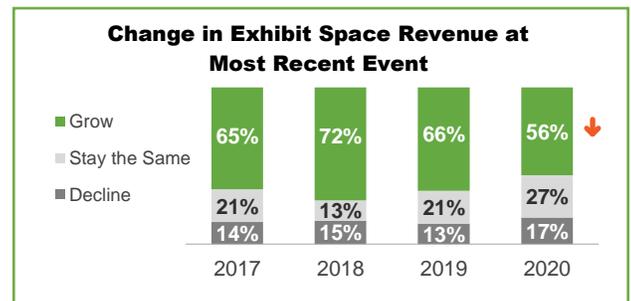


## 2020 Benchmarks & Trends in Exhibit and Sponsorship Sales Executive Summary

An online survey was conducted from January 9-24, 2020. The survey sample consisted of exhibition and event organizers from the databases of Freeman, Lippman Connects, and *Trade Show Executive* magazine. Two-hundred and five exhibition and event organizers responded and answered questions based on their largest event.

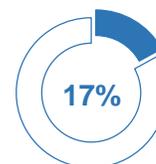
Freeman collected **15 performance benchmark metrics** that it uses in its **HealthCheck™ dashboard**. These benchmark metrics include average numbers for event net profit, price per net square foot, percentage of revenue generated by exhibit space sales and sponsorship revenue, percentage of first-time exhibiting companies retained, and sponsorships retained. In this year’s report there are two benchmark worksheets. One compares the performance of association and independent events. The second compares small/medium shows (those with less than 125 net square feet) and large shows (those with 125 net square feet or more). The major trends uncovered in the study are detailed below.

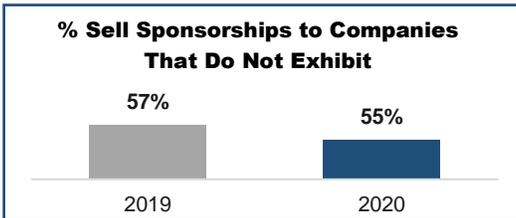
**Exhibit space sales matured into a lower level of growth this year** with only 56% of organizers indicating growth. This is down significantly from 66% last year. Even though growth in exhibit space sales is slowing, it is not impacting the size of exhibit space sales teams with 87% indicating they are staying the same size, and only 23% augmenting their exhibit sales team with outside resources. Investing more in exhibit sales staff could help spur future growth.



While **growth in sponsorship revenue** is up a slightly from last year it is the **second lowest level of growth over the last four years**. The top 3 most in-demand sponsorships are lanyards, mobile apps, and receptions. **One-third of organizers (35%) are offering multi-year sponsorship agreements**. Percentage off second and third year prices and less expensive sponsorships are primarily used as incentives for this multi-year commitment. One-third award priority points for dollars spent on sponsorships for an average value of \$4.7K per point with a maximum of 23 additional priority points.

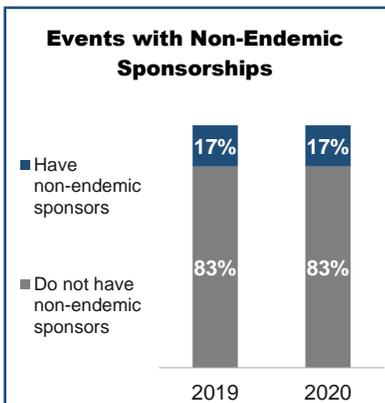
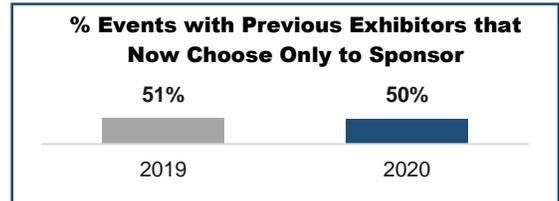
**17% of events award unsold sponsorships as incentives** for exhibitors. Upgrading to a higher level of sponsorships and a bigger booth are the top actions offered to award sponsorships.





**55% sell sponsorships to companies that do not exhibit.** Among those who sell sponsorships to non-exhibiting companies, 44% have no additional requirements for non-exhibiting companies that want to sponsor, and only 25% expect these companies to pay an increased amount.

**50% of organizers have past exhibitors now choosing only to sponsor** and 29% have exhibitors who are downsizing their exhibit space to increase sponsorships, but only 18% are highly concerned over these changes.



Non-endemic companies are not directly related to the primary theme or focus of the event but ones that share a common target audience. **17% continue to offer non-endemic sponsorships.** The average percent of non-endemic sponsors at events is 9% which contribute to an average of 13% of the sponsorship revenue.

**Composition of Respondents**

- 100% of respondents are involved in exhibit and/or sponsorship sales. They have been involved for an average of 15 years. 78% of respondents have director level or higher titles.
- 64% of respondents are Association organizers. 49% of respondents represent large events over 125,000 net square feet. The top 3 most represented industries are medical/healthcare, education, and consumer goods/retail.
- For the respondents' events, the average net attendance is 10,416; net square footage is 173,230; and total revenue is \$5,211,796. The average event has 536 exhibiting companies and 47 sponsoring companies.

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