



Bridge Over Troubled Waters

SISO CEO Summit

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Handouts for:

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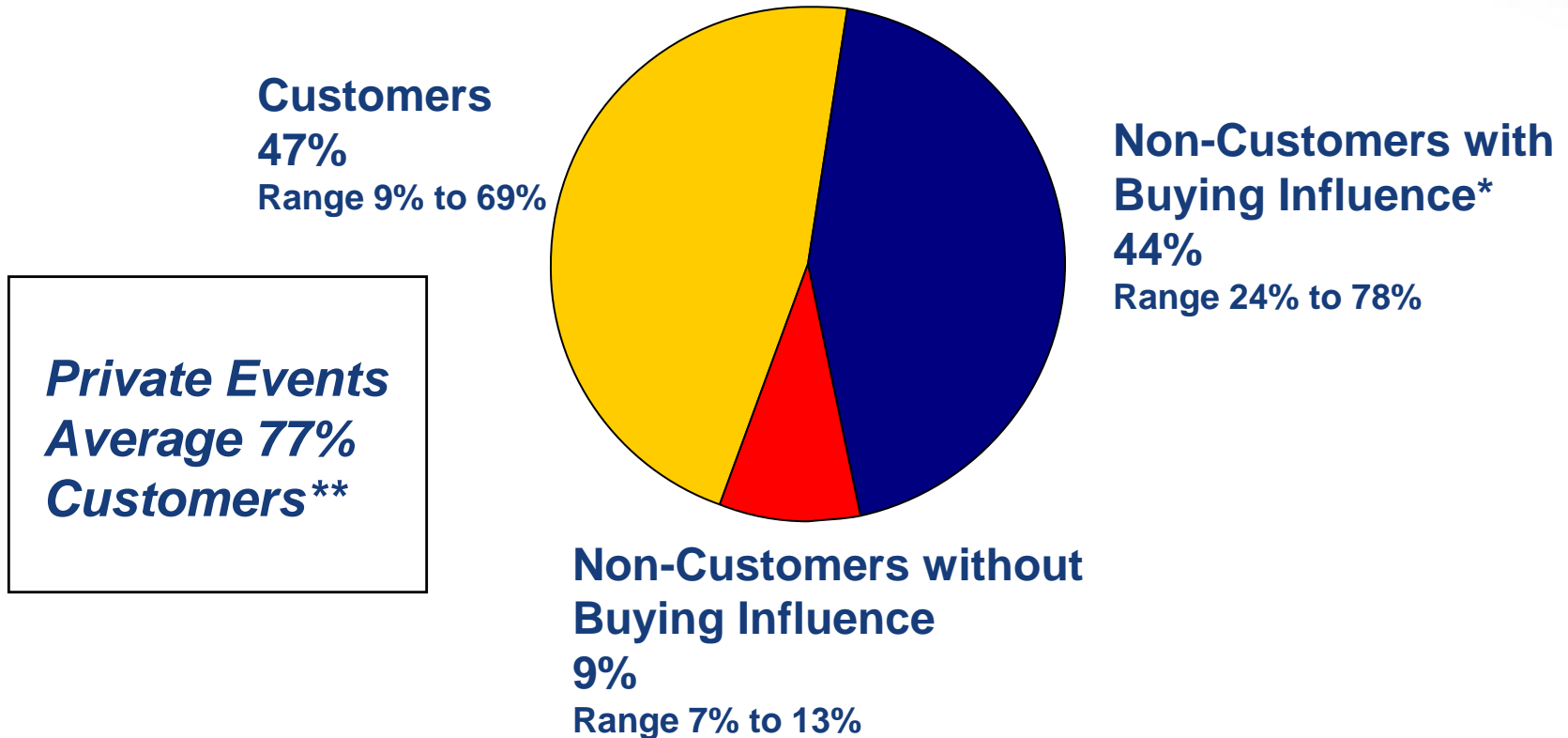
THE MAGAZINE FOR MARKETING STRATEGISTS

- **Overall Marketing Budgets**
 - Flat – 47%
 - Increase – 39%
 - Decrease – 13%
- **Event Budgets**
 - Flat – 37%
 - Increase – 37%
 - Decrease – 27%
- **Primary Marketing Goal in 2010**
 - Customer Acquisition – 61%
 - Customer Retention – 16%
 - Brand Awareness – 15%

Exhibits Attract New Prospects

Customer vs. Non-Customer Profile

Average for Brands Measured

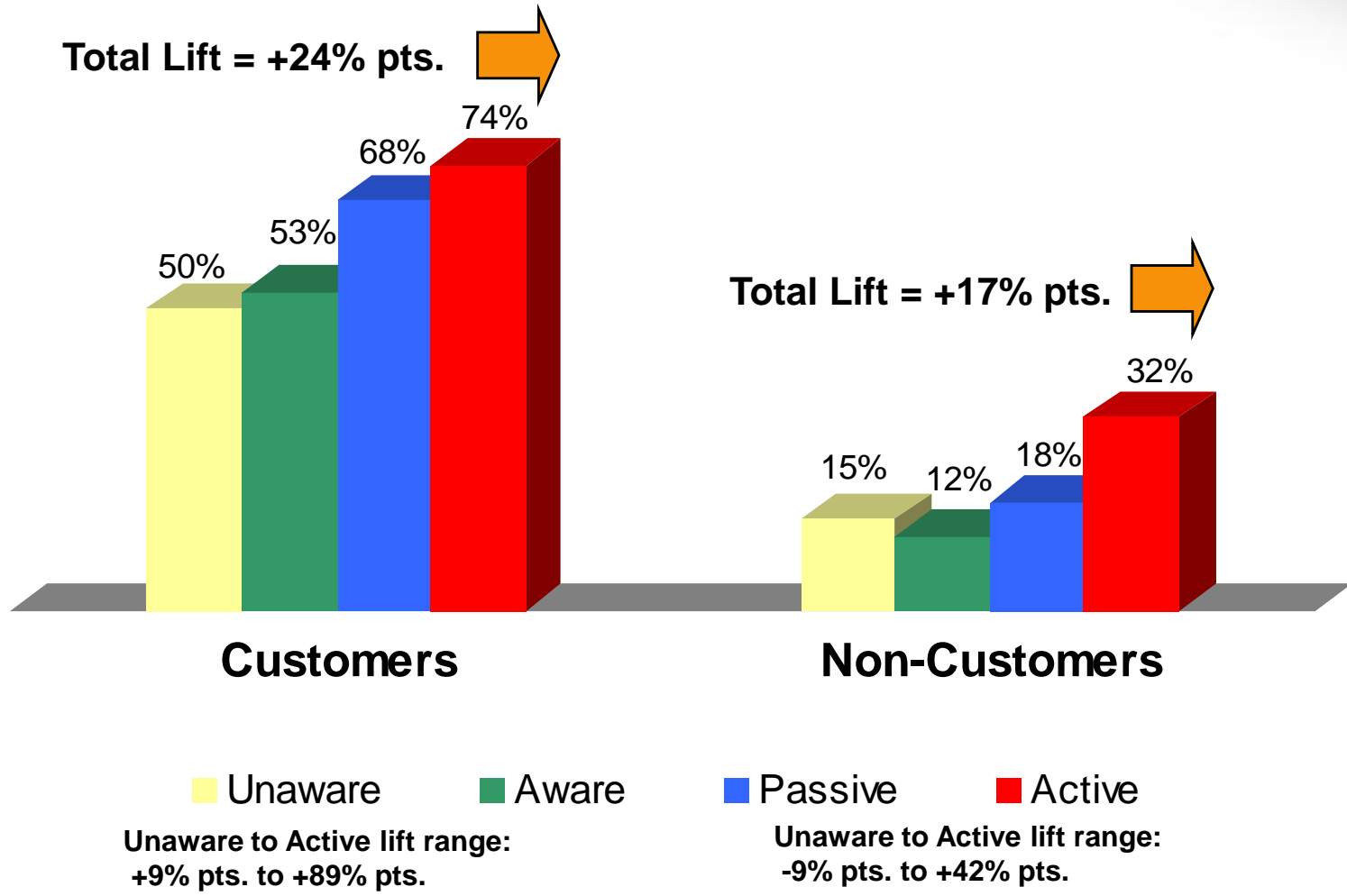


*Have one or more roles in the purchase of brand's products/solutions.

** Exhibit Surveys, Inc. average

Exhibits Accelerate Sales Process for Prospects

Customer vs. Non Customer: Purchase Intent



Source: Experiential Marketing: A Master of Engagement, Research on How Engaging Events Pay. Conducted by Exhibit Surveys, Inc. and Gallup & Robinson for Advertising Research Foundation.

Exhibits Find and Help Convert New Customers

**Purchased within 120 - 180 days after the show
from each company**

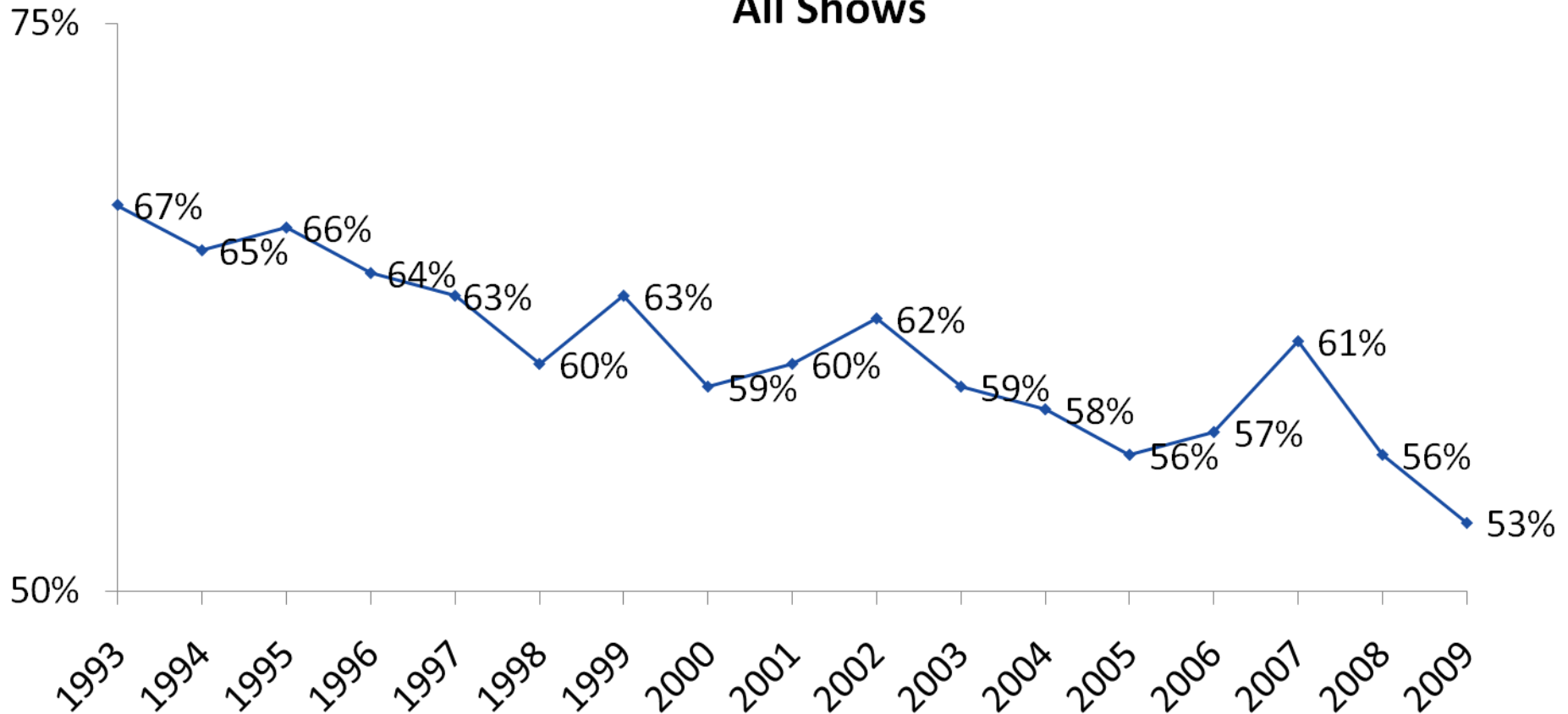
| | Personally Involved in Purchase |
|--------------------------|--|
| All Attendees | 15% Avg. Range = 1% to 27% |
| Current Customers | 10% Avg. Range = 1% to 26% |
| New Customers | 5% Avg. Range = 0% to 15% |

Source: Experiential Marketing: A Master of Engagement, Research on How Engaging Events Pay. Conducted by Exhibit Surveys, Inc. and Gallup & Robinson for Advertising Research Foundation.

Personal Contact Achieved With Visitors Attracted is Declining

Staff Engagement Rate (SER)

All Shows



Key Takeaways

- **Event budgets improving but not at same rate as overall marketing budgets. Competition for budgets increasing.**
- **Exhibitions offer opportunity for exhibitors to increase market share by reaching new customers. With Customer Acquisition being the primary initiative of most b2b companies, organizers should promote this distinct attribute of shows**
 - Non-customers have positive brand attitudes and Purchase Intent – highest among those having “Active” (face to face) engagement.
 - Although the biggest opportunity for sales is with current customers, non-customer visitors can become new customers.
- **Negative trend is that exhibitors are not taking full advantage of face to face opportunities based on continuing decline in Staff Engagement Rate**