



9:40 am – 11:00 am

Spinning Wheel...

Moderator:

Galen Poss, Partner, *G2 & Associates*

Panelists:

Larry Arnaudet, Executive Director, *Exhibition Services & Contractors Association*

Tom Mobley, Sr. Vice President, Convention Centers, *Global Spectrum Convention Centers*

Donald J. Schmid, Manager, Meetings & Conventions, *Hospira, Inc.*

Rod Trujillo, CEO, *International Rubber Products, Inc.*

Session T2

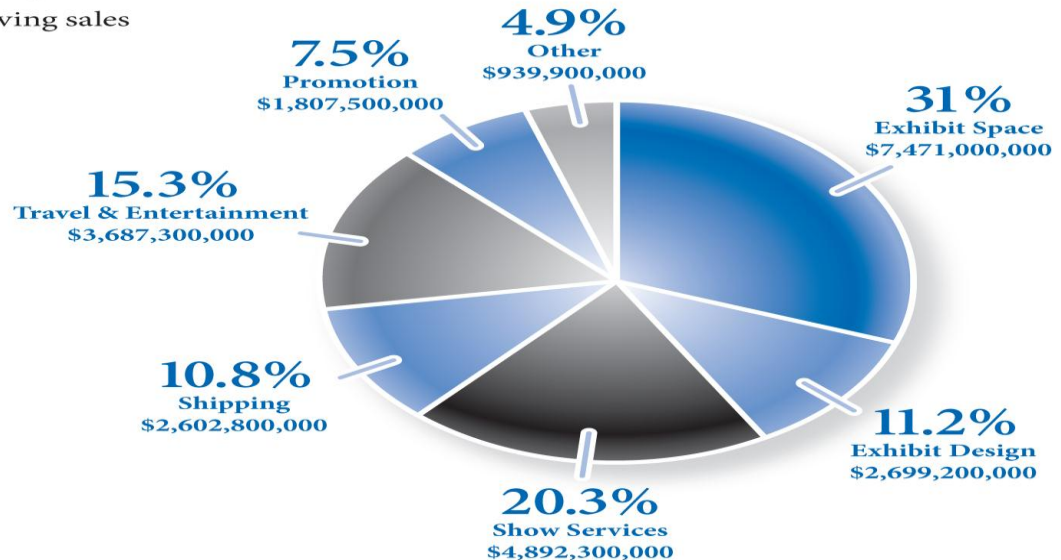
How the Exhibit Dollar is Spent

Exhibiting companies spend nearly \$24 billion annually on exhibiting! Why do they spend that much money?

According to CEIR's *Power of Exhibition II*:

- Companies use exhibitions more in the selling process
- Exhibitions are allocated more marketing dollars
- Exhibitions are more effective in achieving sales and marketing objectives

How the Direct Exhibit Dollar is Spent



Total: \$24,100,000,000

Based on four year average of Trade Show Exhibitors Association Data (TSEA) Sources: Exhibit Designers and Producers Association (EDPA), Trade Show Exhibitors Association (TSEA) and the Center for Exhibition Industry Research, *Census of the Exhibition Industry*.

Spinning Wheel....

Exhibitions

Overall

