

Future Exhibition Industry Trends

Marsha Flanagan, M.Ed., CEM
President & CEO, IAEE
mflanagan@iaee.com

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INTERNATIONAL ASSOCIATION
OF EXHIBITIONS & EVENTS
Exhibitions & Events Mean Business

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Workforce Development

Reskilling and upskilling still needed.

Jobs specific for the meeting, convention and event planner positions in the U.S., are set to grow at 7% which is faster than other industries over the next 10 years but a 1% drop from this past year.

Amplify efforts to raise awareness of the business events industry to our future talent pool (high school and college programs, internships, school counselor outreach, trade school programs, etc.) *

The Exhibitions Industry Collective was formed between IAEE, ECA, EDPA, ESCA, IAVM and SISO. New website created as a launch point for students and those new to the industry to learn more about careers in exhibitions. <https://exhibitionsindustryawareness.com/>

IAEE hosted Exhibitions Industry Awareness Week in February 2024 with presentations from ECA, EDPA, ESCA, IAVM, SISO, CEIR, Exhibitor Group and IAEE to showcase career journeys in exhibitions management. <https://youtu.be/4YG57LyVaRO>

The Exhibitions Industry Collective also exhibited at Skills USA.

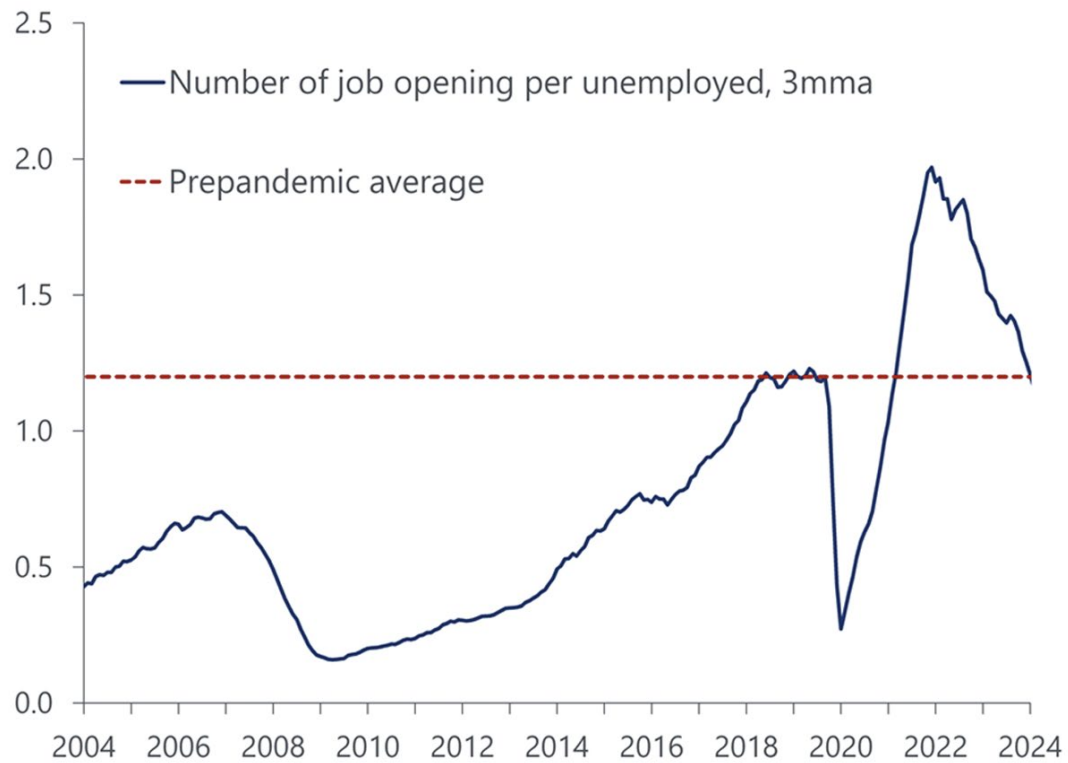
Future workforce: The House of Representatives passed the *A Stronger Workforce for America Act*. ECA-supported 529 expense expansion legislation was reported favorably by the House Ways & Means Committee this week on a party-line vote. At this time, it appears unlikely the bill will come to the House floor for a vote before September at the earliest, if at all.

Hospitality Today Live is unveiled International Hospitality Student's Day (IHSD24), hosted by the Grand Valley State University in beautiful Grand Rapids, Michigan

IAEE is also updating the Art of the Show textbook, Department of Labor competency model and supporting websites with new information.

UPDATE

US: Number of job openings per unemployed



**The Job
Market Has
Normalized**

Government Recognition

Occupational Title	SOC Code	Employment, 2022	Projected Employment, 2032
Meeting, convention, and event planners	13-1121	132,000	141,900

SOURCE: U.S. Bureau of Labor Statistics, Employment Projections program

[NAICS ASSOCIATION](#)
[NAICS SEARCH](#)
[SIC SEARCH](#)
[DATA ENRICHMENT](#)
[BUSINESS LISTS](#)
[MARKET SIZING](#)
[COMPANY LOOKUP](#)

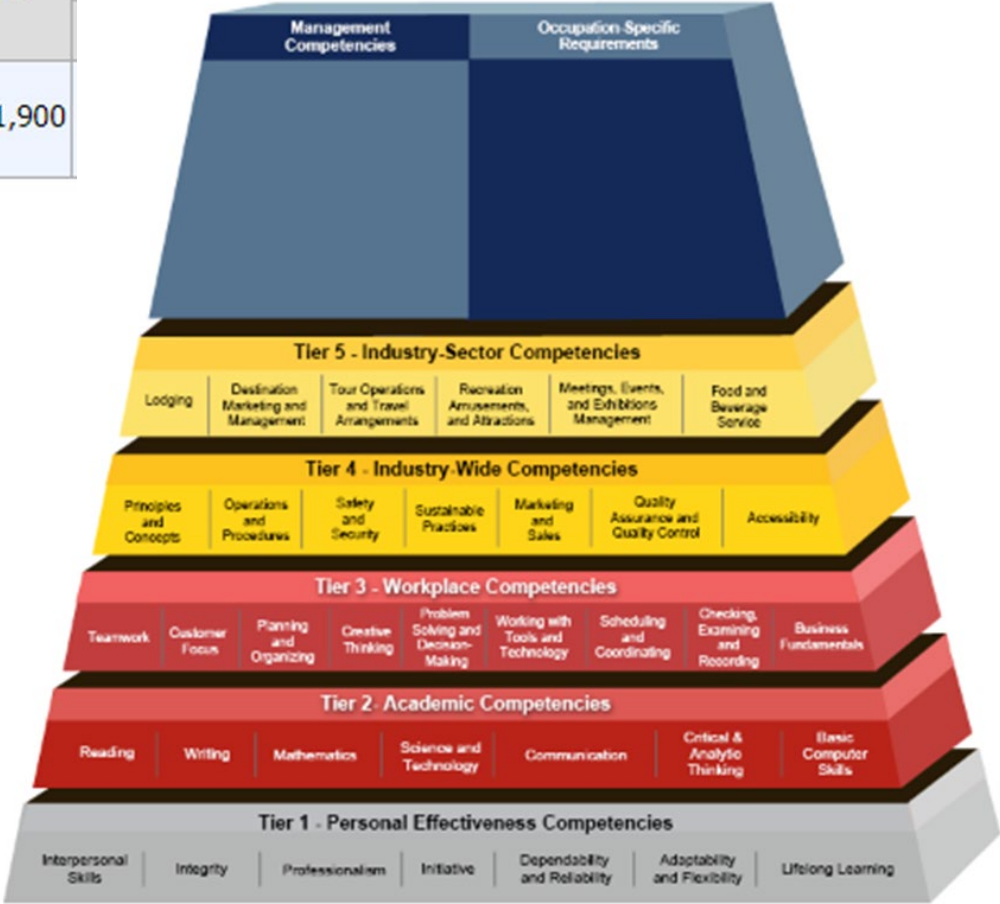
NAICS Code Description

NAICS Code/Keyword Search

561920 - Convention and Trade Show Organizers

Top Businesses by Annual Sales for 561920 – Click for Complete Profiles:

Hospitality, Tourism, and Events Competency Model

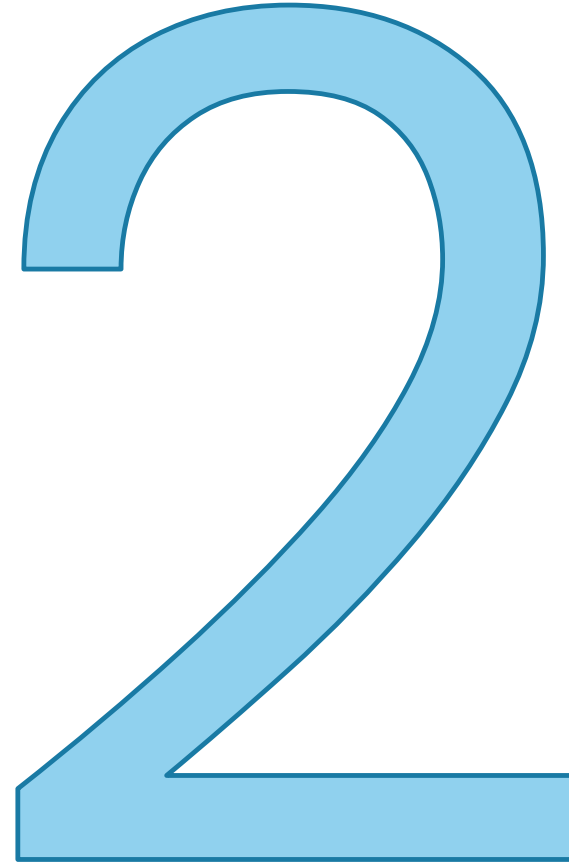


Engaging & Belonging

Organizations continue to have a need for ensuring trust within the organization, as well as transparency.

Now more than ever, creating an environment as well as events that are inclusive and welcoming is a must.

Understand your audience, their unique needs and work with your clients and venues and destinations to delivery a highly valuable inclusive experience.



UPDATE

IAEE Committee on Community Engagement and Belonging formed (and has met twice) to drive initiatives within IAEE membership

New blog series highlighting member perspectives on best practices in inclusiveness and belonging debuting Spring 2024.

Trust – Face to Face

Edelman Trust Barometer



<https://www.edelman.com/trust/2024/trust-barometer>

Health & Safety Measures

Special attention needs to be taken to ensure the safety of inexperienced workers.

OSHA reports an increase in accidents on the job with inexperienced workers accounting for half of all reported workplace accidents.

Ensuring safety and precautionary procedures are in place as well as strategic plans at events are a must.

The safety of your event attendees is first and foremost for the event organizer at all times!



UPDATE

ESCA released new standard industry safety signage designed to promote consistency and enhance safety practices across the exhibition industry. These print-ready graphics are now available for free use by anyone in the industry with a co-branding option available for added customization.

<https://www.esca.org/resources/health-safety-resources/>

IAEE is working with a consultant to produce a whitepaper on current security considerations.

Attendee Acquisition and Engagement

Know your audience. Use of customization is key.

Collaborate with your partners to help drive co-marketing efforts.

Incentive programs being used to drive attendance.

Out of pocket costs for marketing average about 8% of the gross revenues from the event with the median spend on marketing at just over 3%.



Biggest negative economic headwinds:



Marketing campaign stresses:

64%

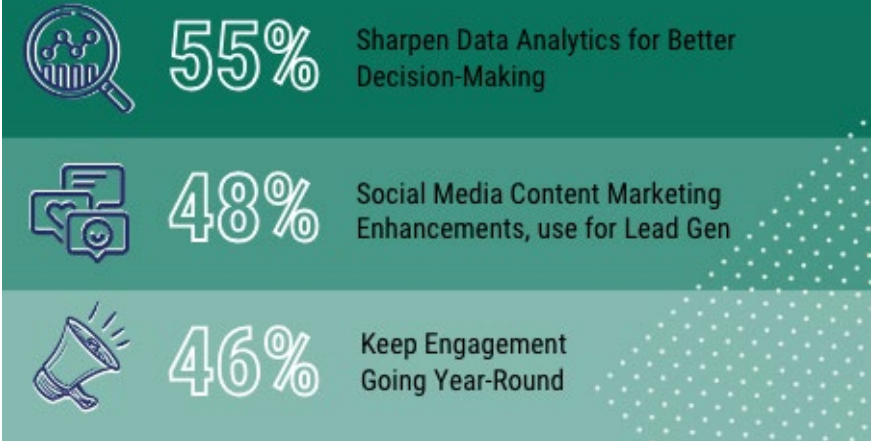
of organizers launch marketing campaigns within 8 months of an event.

63%

of organizers report 90% of registration secured four weeks out or closer to the event.

CEIR Attendee Acquisition Trends Driving Growth – Report 1

Top New Activities



CEIR Attendee Acquisition Trends Driving Growth – Report 3

Exhibitor ROI and Engagement

What do exhibit and sponsorship sales executives have to say?
According to CEIR research:

- 55% report that inflation has a negative impact on exhibit/sponsorship sales outcomes
- 51% say travel costs have had a negative impact.

Continue to educate your exhibitors and show them the ROI and impact of the relationship.

**Many organizers are allowing a la carte sponsorship packages.
Now more than ever, ROI is everything!**

From the Freeman 2024 Exhibitor Trends Report:

63%

of exhibitors feel that event organizer support is extremely / very important, but there's room to improve outcomes

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UPDATE

UPDATE

2024 Maximizing Attendee and Exhibitor Engagement on the Exhibition Floor

Exhibitor In-booth
Tactics: People,
Product, Learning
and Other
Strategies



BUSINESS INTELLIGENCE
FOR BETTER EVENTS

70+%

**of exhibitors
incorporate one or
more digital tactics
offered by organizers**

84%

**of exhibitors invest
in booth staff
training**

81%+


**of exhibitors
evaluate
attendee
engagement
efforts.**



Interactive Outperforms Static Engagement Approaches


Use This Preference to Deliver Connections, Experiences That Will Enjoy High Attendee Use

People-to-People

 **74%+** high attendee use


- Talk with booth staff in:
 - Sales, marketing
 - Technical product experts
 - Executive management
 - Product user, peer-to-peer engagement area

People-to-Product

 **60%+** high attendee use

- Interactive product displays
- Badge scan for lead capture and product info follow-up
- Area for one-on-one small group product demonstrations

Other Tactics

 **60%+** high attendee use

- Giveaways, samples
- Games that educate about a product in a fun way or give attendees a pause to have fun
- Celebrities in booth at set times
- Raffle prize drawings to capture leads

>>> Booth staff are critical to exhibit success. Exhibitors understand this. 84% invest in booth staff training. >>>

84% of exhibitors use EMOTION as a tactic.

Building Trust

project trustworthiness, credibility, 61%

Making One Feel Welcomed

project a friendly, welcoming atmosphere, 60%

Enticement, Curiosity

product as a draw, a chance to interact with product, 60%

Sustainability is a minority activity.

Only 33% integrate sustainability tactics into their exhibit programs. Most common tactics are providing product information digitally only and not using carpet in-booth.

Exhibitors are split on including diversity, equity, inclusion (DEI) into exhibit programs.

48% do, while 46% do not. Most common tactics are assuring booth staff reflect diversity and that visuals and messaging do as well.

Use of Data & Personalization

Know your market, customers, attendees

Every day in the US, we are exposed to 6-10 advertisements.

The average marketing campaign in the U.S. uses over 14-15 channels. Email is still one of or the most effective for most.

Knowing your exhibitors, sponsors and attendee demographics is key along with knowing how to market to each segment with personalization – use this data to target your sales more effectively.

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UPDATE

Data-Driven Insights: Optimizing Event Success

Collect

Gather data on attendee behavior, preferences, and interactions throughout the event.

Analyze

Use AI and machine learning to process and interpret the collected data.

Implement

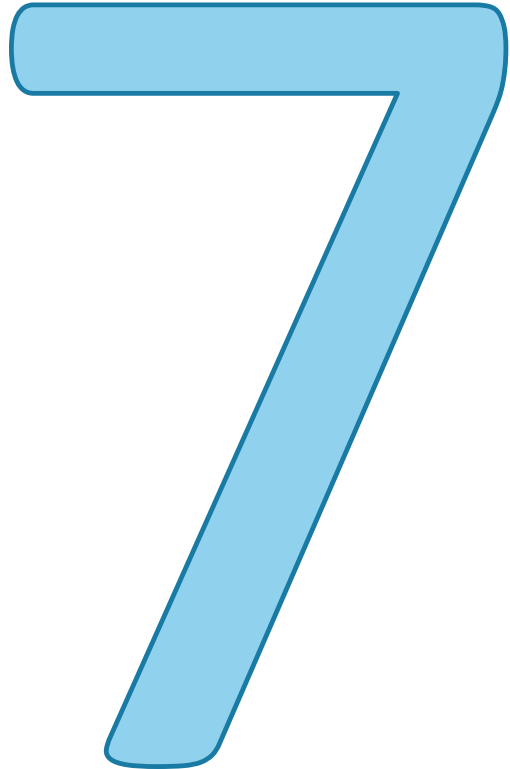
Apply insights to improve future events and personalize attendee experiences.

Measure

Track key performance indicators to gauge the success of implemented changes.



Technology Disruptors



AI is still being explored by all and we have no determination yet on if and how it will truly impact our industry.



Explore and continue to use but be safe.



Have policies in place for your staff and what and how it can be used.



Follow proprietary rules.



Leverage technology to your advantage when you can.



Leverage technology for your attendees' experiences



Leverage technology to enhance efficiencies.



Mobile Technology: Engagement in Your Pocket

Real-Time Updates

Event apps deliver instant notifications about schedule changes and important announcements.

Interactive Features

Mobile polling, Q&A sessions, and gamification enhance audience participation.

Networking Tools

In-app messaging and digital business card exchanges facilitate valuable connections.

Personalized Agendas

Attendees can customize their event schedule based on interests and preferences.

Immersive Experiences: VR and AR in Events



Virtual Product Demonstrations

VR allows attendees to experience products in simulated environments, enhancing engagement.



AR Information Overlays

AR apps provide real-time information about exhibits, enhancing the learning experience.



Virtual Attendance

VR enables remote participants to feel present at the event, expanding global reach.



AI: The Game-Changer for Trade Shows

1

Automated Planning

AI streamlines event organization, reducing manual tasks and improving efficiency.

2

Personalized Experiences

Advanced algorithms analyze attendee data to create tailored itineraries and recommendations.

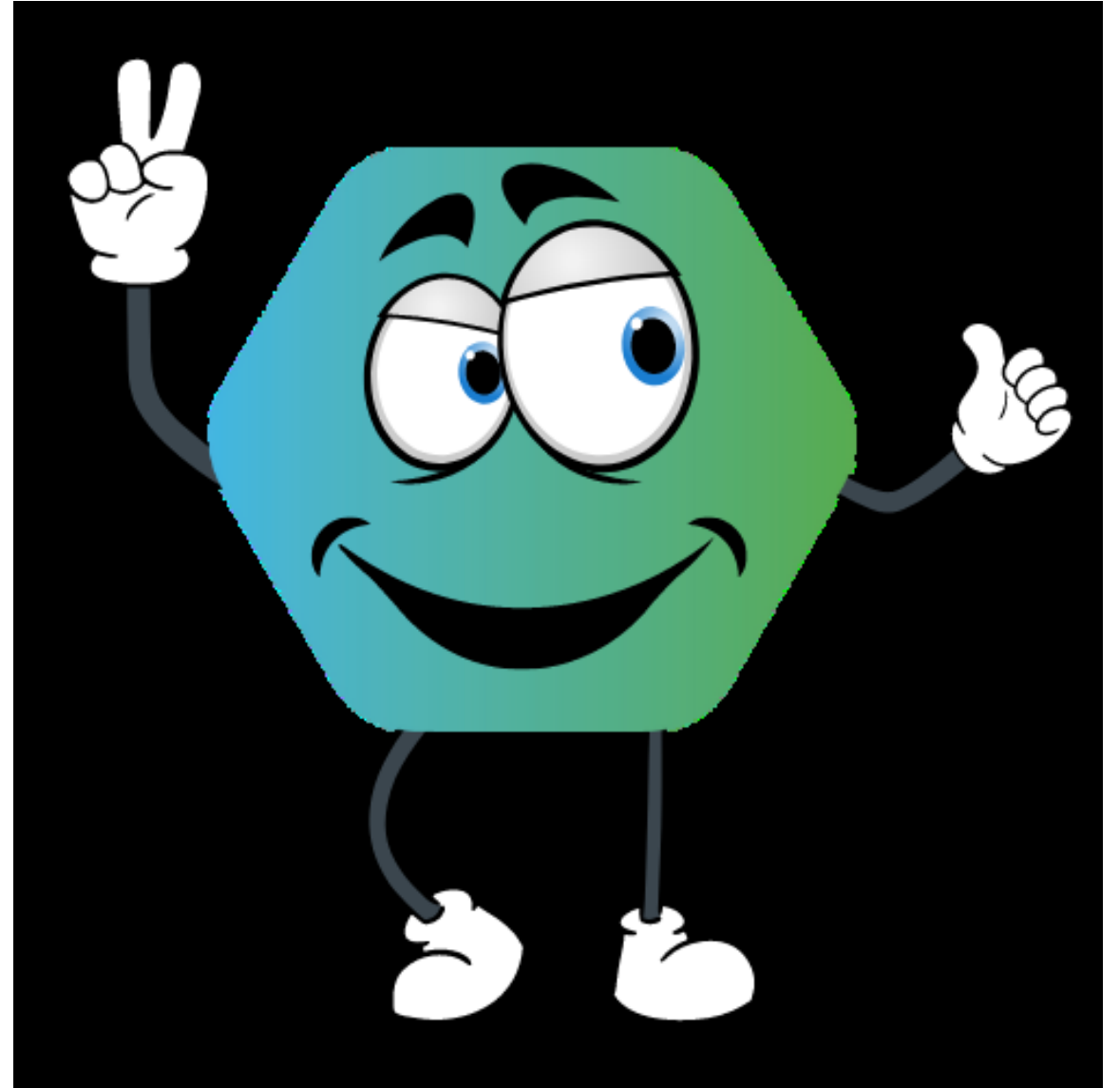
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Enhanced Customer Service

AI-powered chatbots provide instant responses to inquiries, improving attendee satisfaction.

AI Tools

- [42Chat](#) (exhibitor and attendee chat bot)
- [fireflies.ai](#) – produce minutes
- [copy.ai](#) – produce session descriptions, script writing, copy
- [otter.ai](#) – transcribe recordings into text
- [gamma.ai](#) – PowerPoint presentations
- [Zenus](#) – captures attendee sentiment
- [Association Analytics](#) – business intelligence
- [HubSpot](#) – AI powered marketing platform



All-in-One Solutions

App

Content Management

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Interpreting

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Marketing

AI

42 chat

BACKTRACK

HiveGPT

Kampfire

KASK

ROZIE AI

SpotMyPhotos

Measurement

BEAR ANALYTICS

explori

GRS

Vivastreet

Networking

appsaya

bevy

braindate

Brella

cvent
jiffynow

Delegate Select

grip

Jabber Yak

Jublia

PeerConnect

PERSONATECH

YAZO

On-site

Capture

code4all

crowdconnected

cvent
SHOWUP

ExpoFP

fieldrive

JONAS

mis

NextMe

OnePlan

prismi

validar.

VENUIQ

Xtag

zenus

ZKIPSTER

ZUANT

Room Block Management

bnetwork

BookSeats

CREWSPACE

cvent | PASSKEY

eventbeds

eventpipe

groupize

groups360

groupSYNC

HOTELMAP

meetingmax

ONPEAK

resioda

Revolugo

RoomRite

Venue Sourcing

After
work

bizly

canvas

eventup

groups360

HeadBox

HIRE SPACE

WORLDWIDE

hubli

MEETING
SELECT

Planned

sixplus

SPALBA

SPLACER

tagvenue

THE VENDEE

Virtual-First Solutions

Airmeet

BigMarker

BRANDLIVE

GlobalMeet

Goldcast

Hubilo

ivent

JUGO

kaltura

Livestorm

MEE+YOO

ON24

RegistriX

remo

searix

sequello

STREAMBODY

vimeo

webinar.net

welcome

XTEND

zoom

Sustainability & Green Initiatives

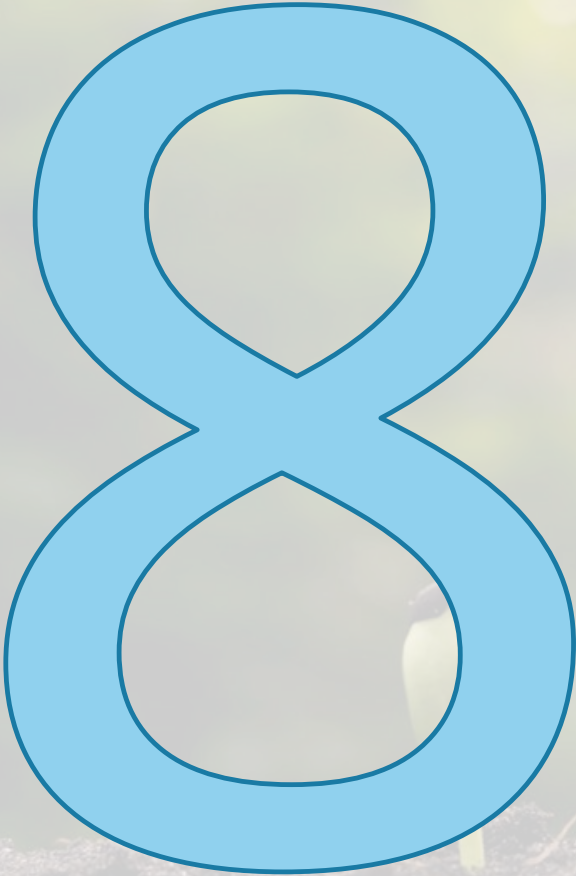
- Not going away – start small
- Start with items in your RFP's
- What can you do to take small steps at your events?
- Consider corporate carbon travel credits – could they impact events?
- Look at ECA policy agenda items and keep up to date:
 - ✓ Promote industry-led sustainability and decarbonization efforts that ensures our industry remains in control of its path to Net Zero
 - ✓ Encourage smart decarbonization initiatives by government entities while ensuring the right balance between environmental aims and industry feasibility.

UPDATE

IAEE is producing a Sustainability Toolkit.

The California Air Resources Board (CARB) unanimously approved its proposal to phase out large-spark ignited (LSI) forklifts in the Golden State.

The big picture: The sale of Class IV and Class V LSI forklifts that operate using propane, gasoline, or natural gas is prohibited as of January 1, 2026. These models are widely used across the business events industry.





Sustainable Tech: Greening the Exhibition Industry



Digital Ticketing

Paperless ticketing reduces waste and streamlines entry processes.



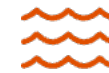
Energy Efficiency

Smart lighting and power management systems minimize energy consumption.



Virtual Components

Hybrid events reduce travel, lowering the overall carbon footprint.

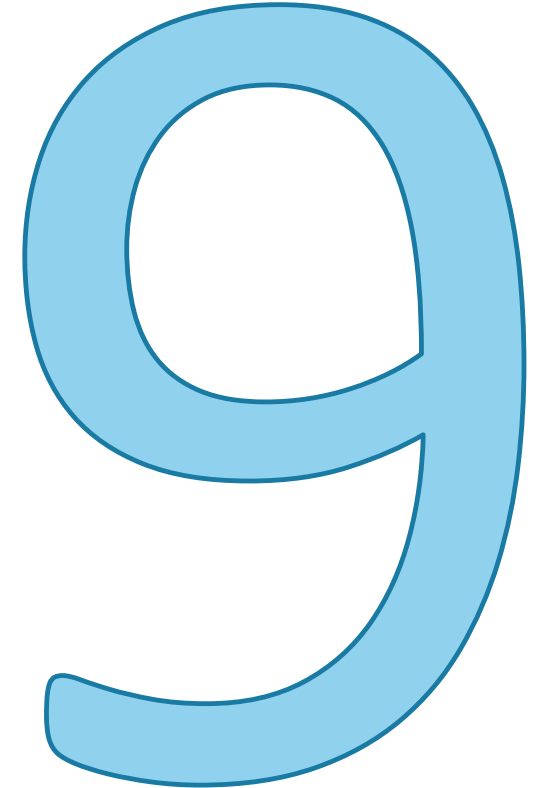


Resource Management

IoT sensors optimize water and resource usage throughout venues.

Globalization, Market Expansion, M&A and Favorable Commerce

- Restore visa operations to pre-pandemic levels while modernizing the visa processing system
- Help prevent future international travel restrictions
- Streamline and harmonize travel policies between the U.S. and key international partners and regions.
- Ensure favorable global standardization efforts
- There are typically headwinds that make the M&A market difficult and fraught with uncertainty, but most of the leaders who pursue and make deals show a growing tendency to shift course and persevere in the hunt for value.



UPDATE

In March, ECA reported that FY24 government funding legislation, which included \$50 million in supplemental funding for the State Department to address visa delays, was signed into law!

Economic Conditions, Inflation & Costs

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CEIR Attendee Acquisition Trends Study states that the biggest negative economic headwinds that marketers currently face are travel costs and inflation.

Travel costs and inflationary pressures have negatively impacted the outcome of attendance and exhibit/sponsorship sales.

On the exhibitor side, many organizers try to assure move-in and move out costs are kept to a minimum. This can become a challenge given staffing issues even for those that have planned well.

KEY FINDINGS

BUSINESS EVENTS OUTLOOK

Recovery in direct impacts of global business events (2022)



81%

Direct spending versus 2019 levels



74%

Direct employment versus 2019 levels

Long-term outlook (% of survey respondents)

Survey of event organisers and other participants during 2022



41%

Agree events will be increasingly important in **building culture and engagement**



36%

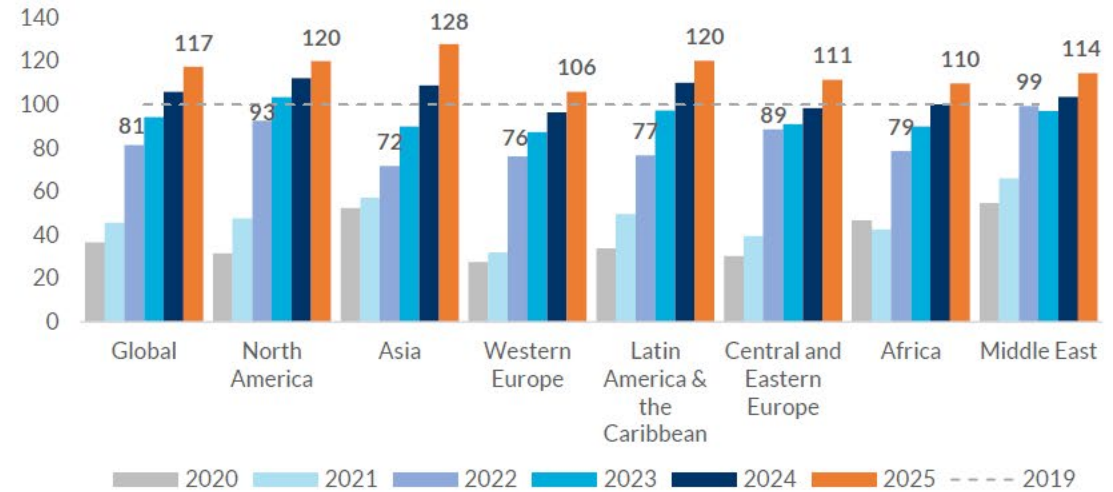
Agree events will be used more to **advance growth of individual employees**



40%

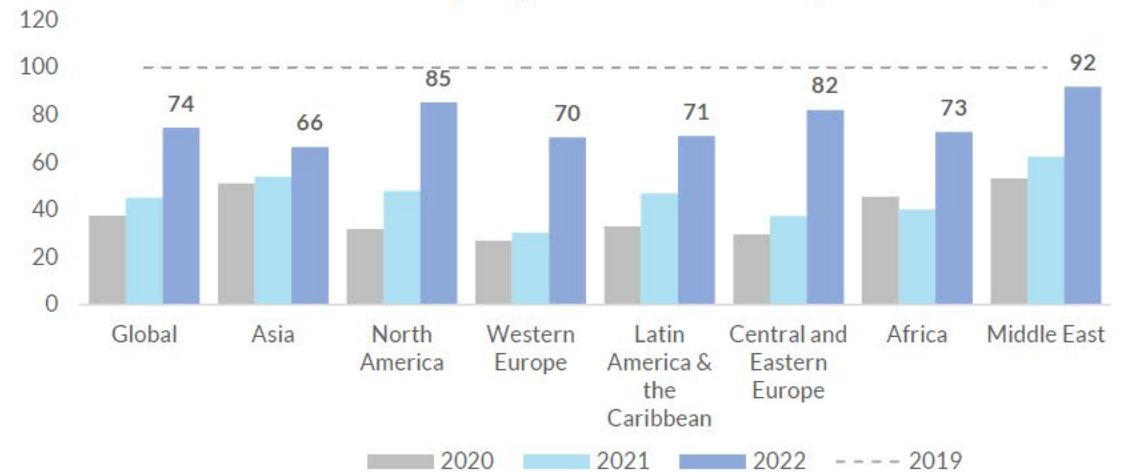
Agree events will utilize **more hybrid formats** in the future

Events direct spending – Index (2019 = 100)



Source: Events Industry Council; Oxford Economics; Note: Based on nominal spending

Events direct employment – Index (2019 = 100)



Source: Events Industry Council; Oxford Economics

KEY FINDINGS

CATALYTIC EFFECTS OF BUSINESS EVENTS

Event results most difficult to replace (% of survey respondents)

Survey of event organisers during 2022



67%

View building relationships through face-to-face interaction as most difficult to replace



23%

View worker collaboration and business development difficult to replace

Typical 'returns on investment' from hosting events

Survey of event organisers (and exhibitors) during 2022



44%

Revenue that would be lost without hosting in-person events



38

New leads generated on average per event (exhibitors)

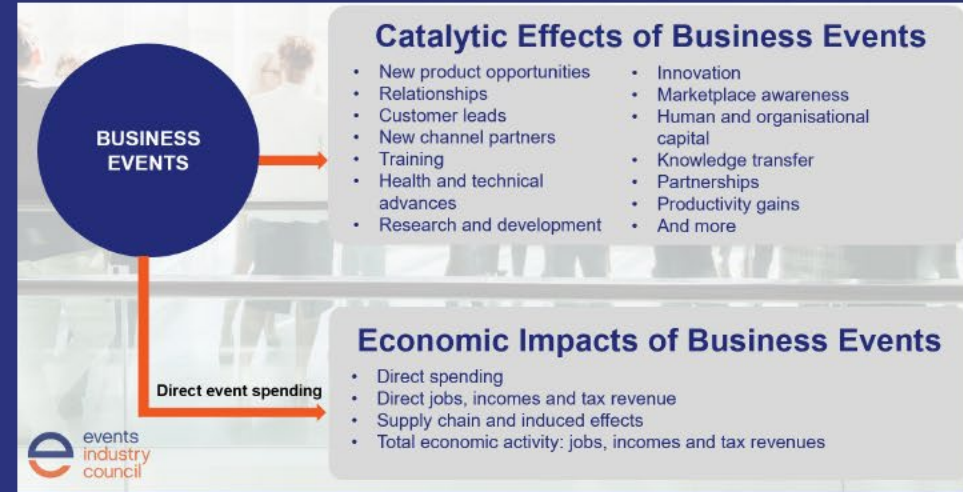


37%

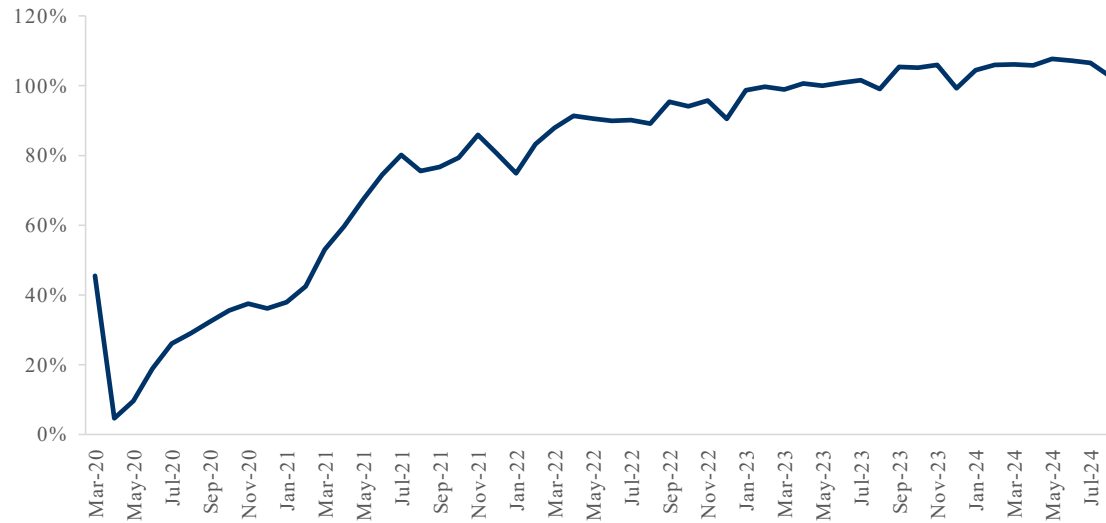
Marketing and sales expense reduction from hosting in-person events

Source: Events Industry Council; Oxford Economics

Business events generate catalytic effects and economic impacts



US Air Passenger Volume
% of 2019 level

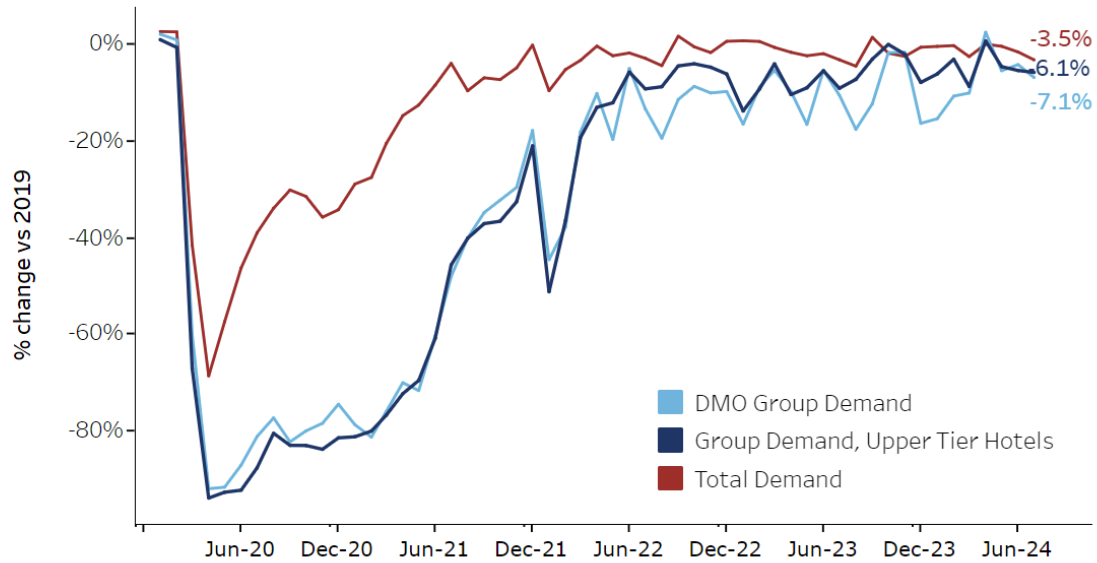


Source: TSA

Air Travel
Continues to
Recover:
+6% over 2019
this year

Total U.S. Hotel Demand vs Group Demand

Group demand, % change vs 2019

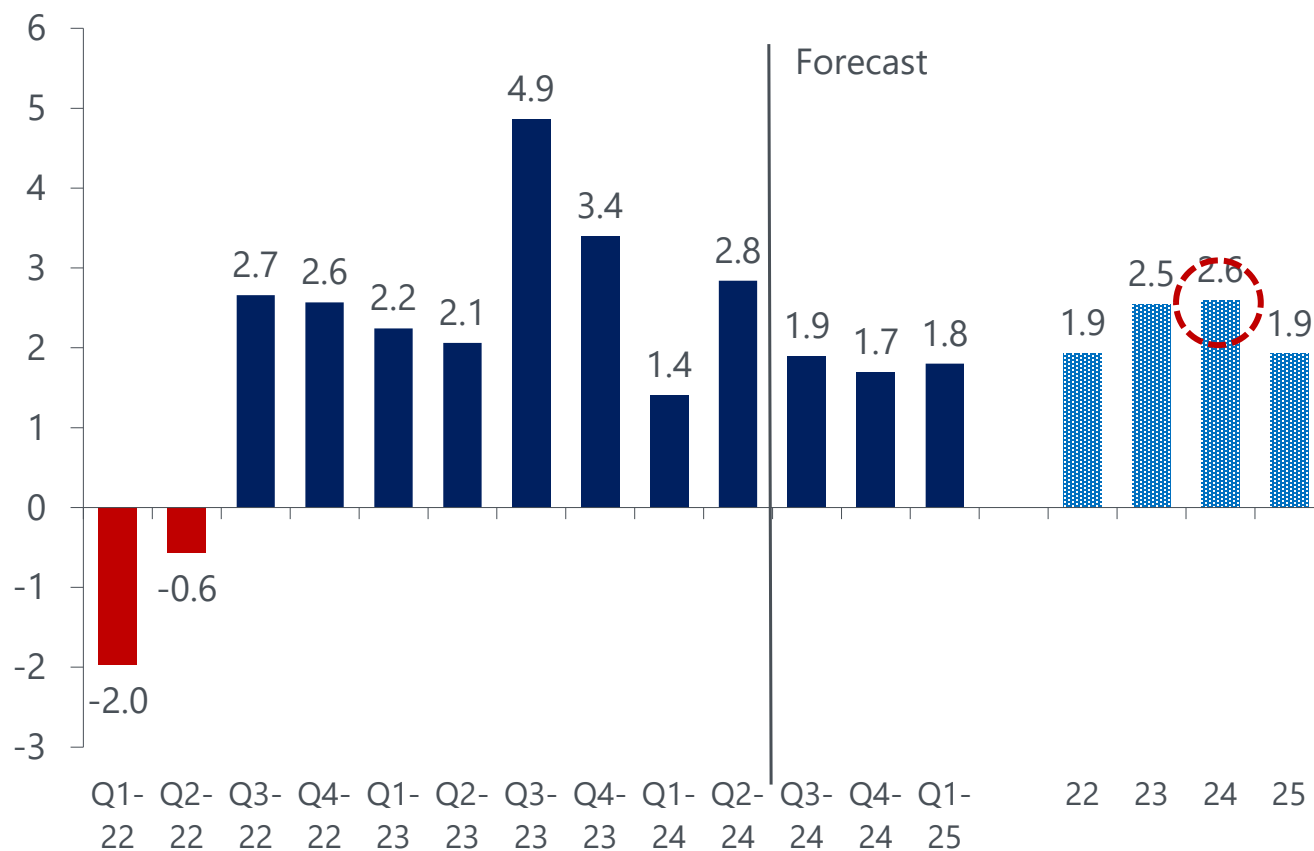


Source: STR (total demand and top-tier group demand), Simpleview CRM (250+ U.S. DMOs)

U.S. Hotel Demand Has Plateaued

The Economy: Transitioning to Sustainable Growth

US: GDP Forecast
% annualized



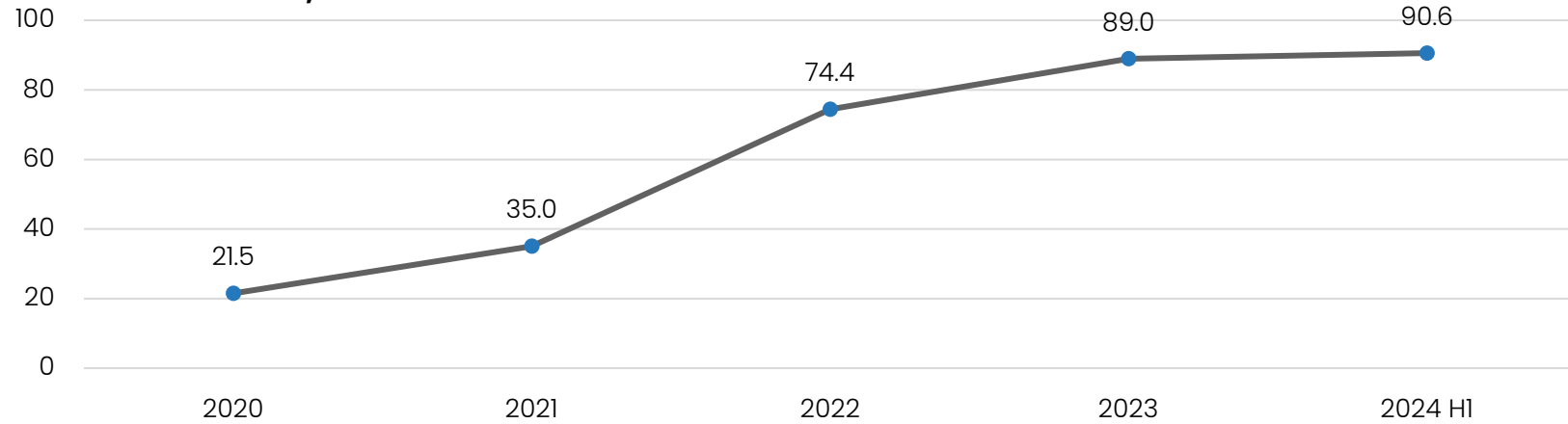
Source: Oxford Economics July 2024 forecast

GDP growth will slow to 1.9%. Avoiding recession with a successful "soft-landing"

Real consumer spending growth is expected to be stable at 2.1% in 2024 and 2025

The *CEIR Total Index* registered 9.4% below 2019 in the first half of 2024

CEIR Total Index, 2020-2024

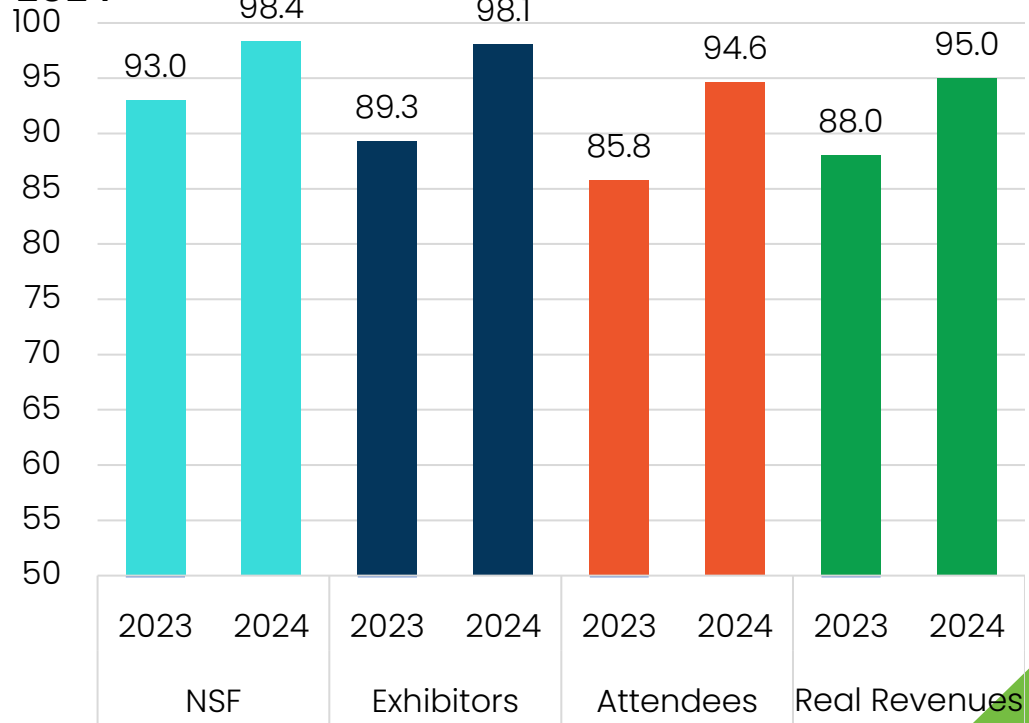


Source: CFIR

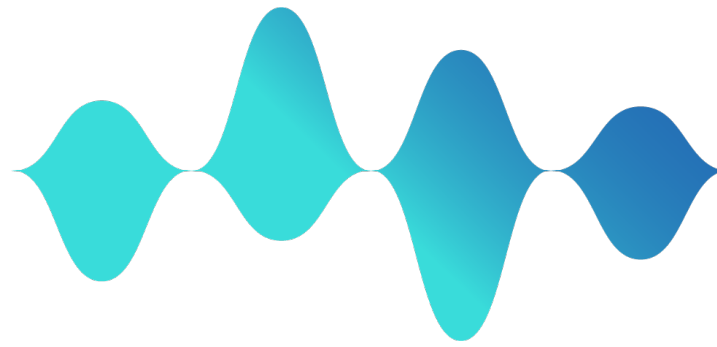


NSF and Exhibitor Participation are Leading the Recovery

CEIR Metric Performance, 2019=100, 2023-2024



www.ceir.org



ceir



www.iaee.com

Looking Ahead Into the Future

- Face to Face is our future
- Next generation is coming in hot
- Fears about the economy are overdone. Economy is decelerating
- A resilient labor market and cooling inflation continues to underpin consumer spending
- Lower interest rates to support growth
- Election impacts in 2025 will likely be limited
- Participation in exhibitions is showing momentum in the latter part of 2024
- Exhibition sales pace trends support expectation of modest growth in the coming year
- Survey data indicate momentum for overall industry
- Full recovery in 2026 (and within 1% next year)
- Recovery will be broad-based across sectors
- Its football season – The world is right again.



QUESTIONS?

iaee expo!
annual meeting
& exhibition
2024 **expo!**

los angeles, ca
16-19 december 2024