

Talking Points - Exhibitor Advocacy Group Perspective

The Future Success of Trade Shows: Working Together for Change

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Main Talking Points:

- The paper is intended to spark conversation to create collaboration between exhibitors and show organizers. The industry should work together to secure a more certain future of tradeshow.
- The tradeshow model was broken before the pandemic and organizers, as well as exhibitors, will not be able to return to “business as normal.”
- In the EAG White Paper, we review three key issues of the exhibitors’ request and how to address each of them: Lower show costs along with transparency, Marketing Data and Metrics and Elevated Customer Service
 - Lower the Exhibitors’ Cost of Participation
 - With new digital opportunities, there is more competition than ever for the exhibitors’ marketing dollar.
 - Exhibitors’ budgets have not increased; in fact, in many cases, exhibitor budgets have decreased.
 - Exhibitors need support in finding cost savings during the entire tradeshow cycle – marketing, logistics, travel, labor, equipment, show services, utilities, etc.
 - Innovation is required by all parties; New pricing models and thinking need to replace outdated tradeshow practices and fees.
 - Budget surety and transparency are critical; exhibitors need more help justifying their exhibiting ROI.
 - Exhibitors should be viewed as partners and included in the conversation through regular exhibitor advisory committee meetings.
 - Marketing Data & Metrics
 - While some virtual events failed to meet exhibitors’ engagement needs; virtual events do provide an opportunity for valuable data harvesting.
 - Exhibitors need better assimilation of the marketing data relative to exhibiting to include demographics, geographics, psychographics, and buying habits and behavioral data.
 - Exhibitors need full access to the data gathered by organizers at the show to address each exhibitors’ specific objective.
 - Data should be shared openly and equitably as well as used moderately and justly.
 - Marketing opportunities need to be more personalized and customized to meet each sponsor’s needs.

- Elevate the Level of Service
 - Treat exhibitors as experts, thought leaders, and peers.
 - View exhibitors as a critical supporter of the show eco-system instead of a funding option.
 - Organizers - Exhibitors are customers your customers also, a very valuable one at that.
 - Show management should be communicating and learning about industry trends, shifting industry interests, be aware of the churn that is real within the organizations that survive in these industries everyday.

- Future Event Cancellations
 - All stakeholders need to review protections for exhibitors in case of cancellation.
 - We must be prepared for future crisis so we can all better manage costs associated with cancellation in the future.

And do not forget that - Health and Safety are real concerns also – that deeper engagement with attendees is always a desired outcome – that buyer/seller engagement is the primary reason exhibitors are there – exhibitors need to justify their spend with organizers

The bottom line: the Tradeshow industry is highly dependent on each of us and each other to work together to ensure a future of successful events and the stability of our industry.