

IAEE

Exhibitions and Events Mean Business

www.iaee.com

Japan Exhibition Forum 2015

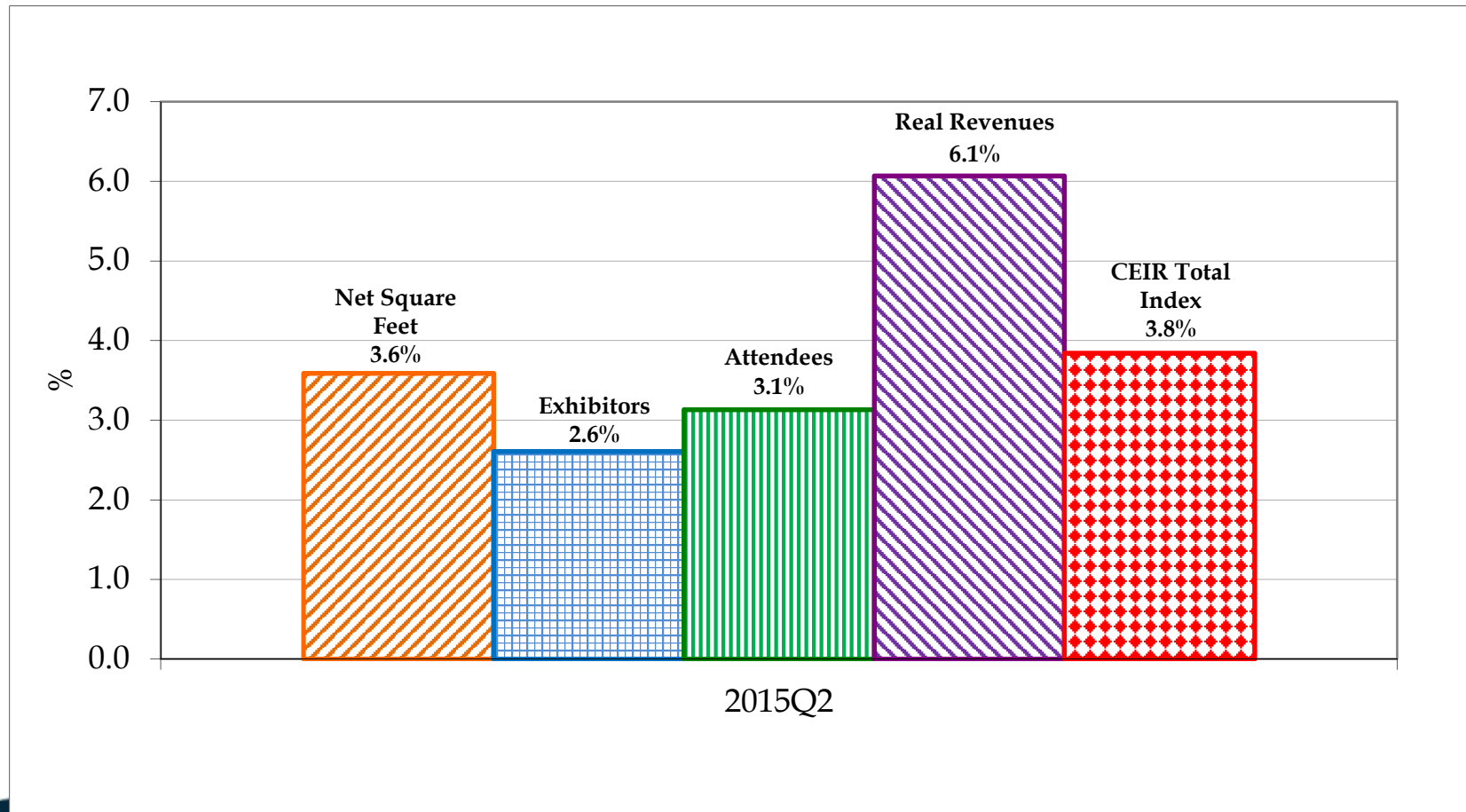
The Trends of The World's Largest Exhibition Country-USA

David A. DuBois, CMP, CAE, FASE, CTA
President and Chief Executive Officer

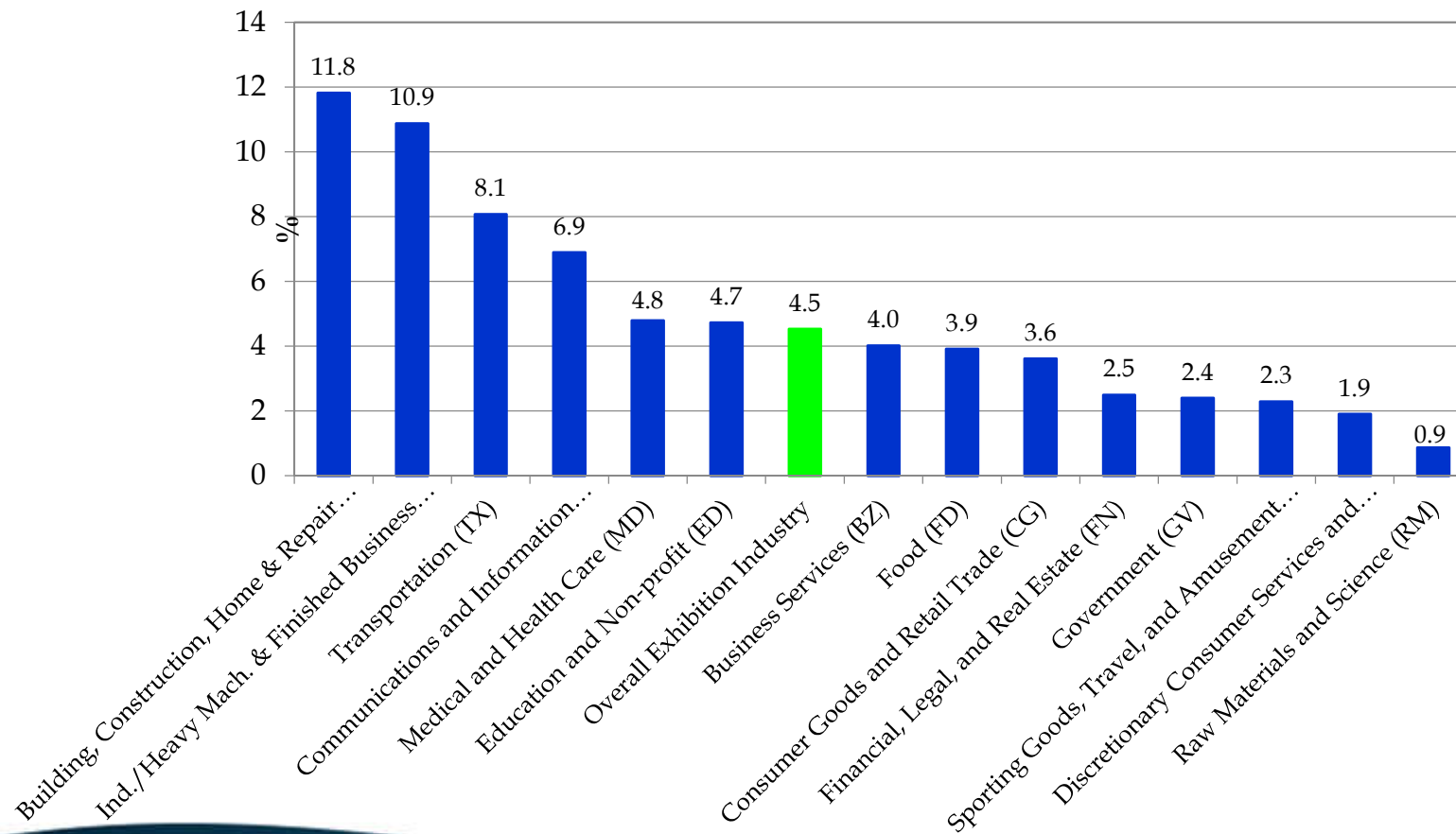
About IAEE

- 1,300+ member companies comprising 9,000 individual memberships
- 150 international member companies in 53 nations
- 12 chapters world wide
- More than 58 percent of IAEE members are buyers (exhibition organizers)
- More than 50 percent of IAEE members are in middle management or higher
- More than 40 percent of IAEE members have 16 or more years of experience
- Education and networking
- Annual membership subscription: \$539USD

Quarterly CEIR Metrics for the Overall Exhibition Industry, Year-on-Year % Change, 2015Q2



Total Index by Sector, Year-on-Year % Change, 2015H1

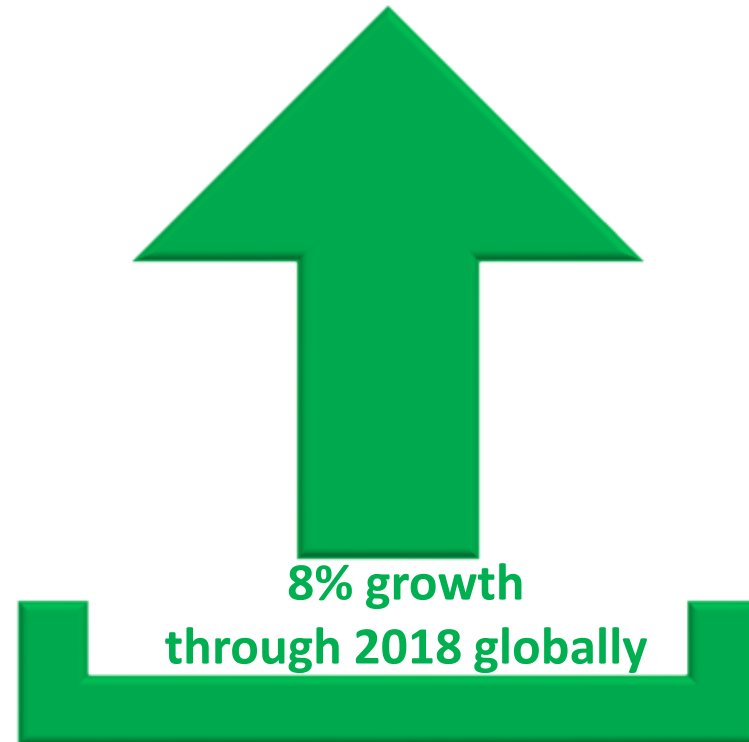


Growth

CEIR Index

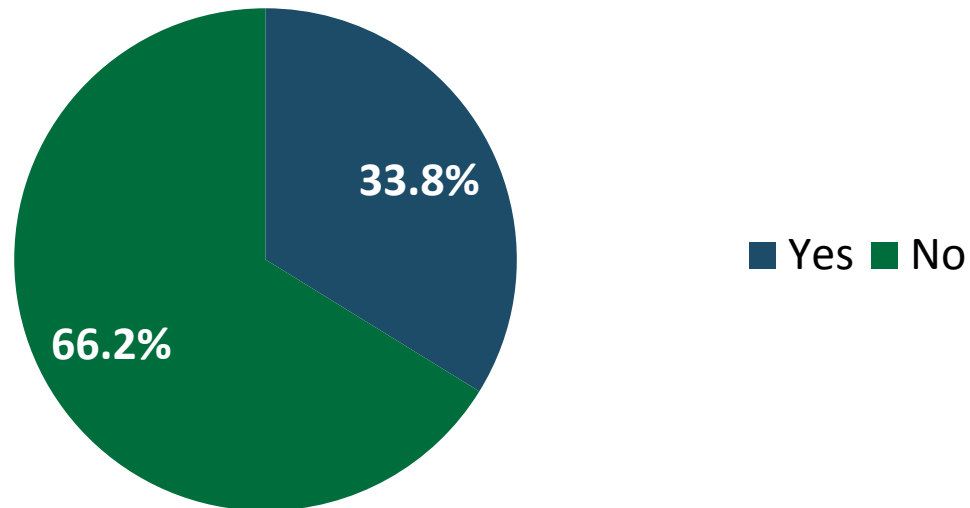


AMR



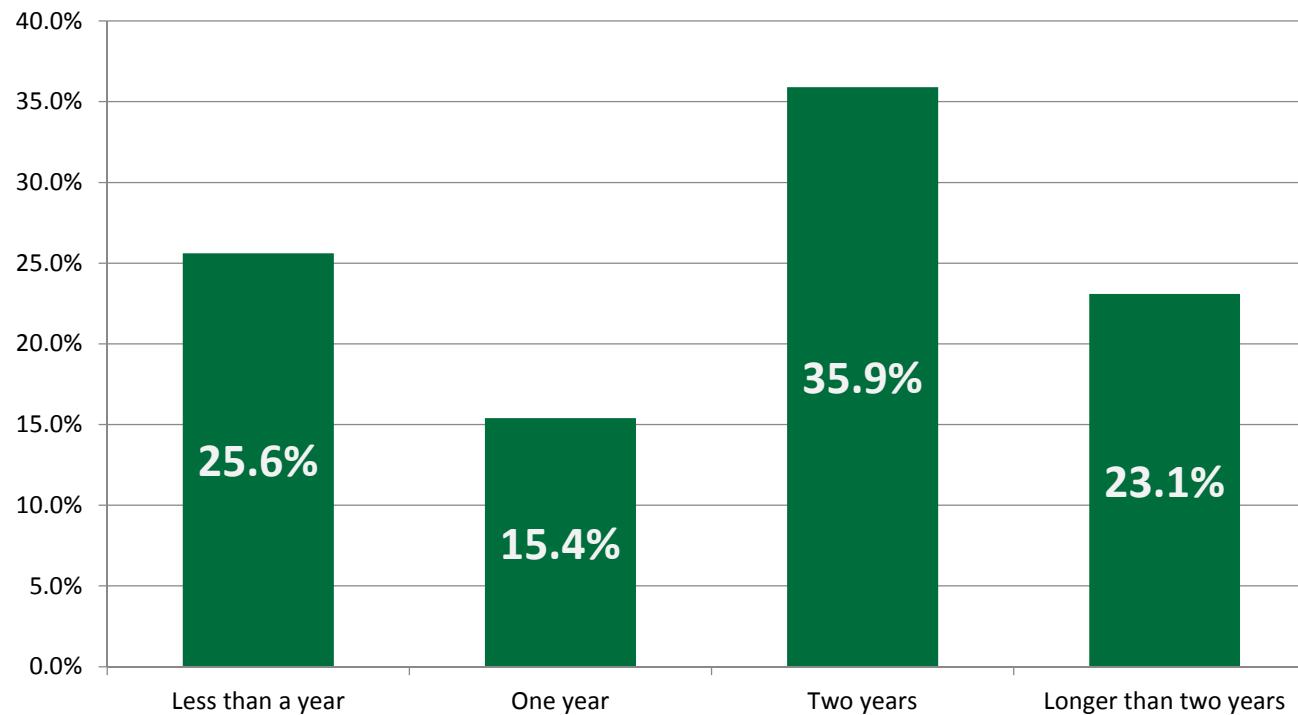
2014 Asia Exhibition Survey

Plan to hold an exhibition and/or event in
Asia in the future



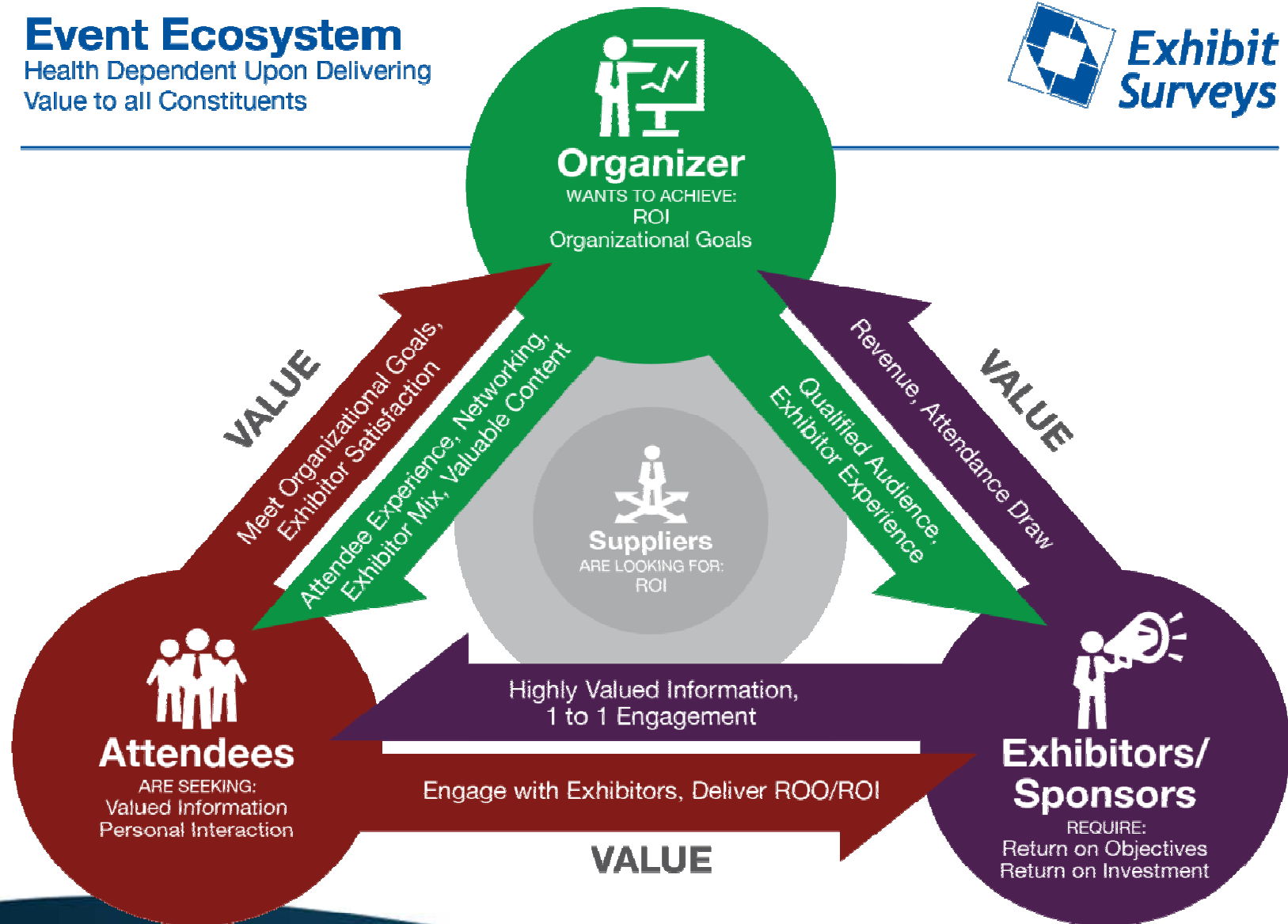
2014 Asia Exhibition Survey

Timeline for Holding an Event



Event Ecosystem

Health Dependent Upon Delivering
Value to all Constituents



Marketing is Evolving



Using Technology to Engage Audiences

Digital technology helps us to build on and adapts the principles of traditional marketing to create engagement before, during and post show.



New Customers

Their buying habits:

- 73% report making a purchase on a cell phone
- 98% engage with a friend's post rather than a brand's
- 84% agree that user-generated content has influence over purchases
- One third have more fun browsing, rather than buying



Source: www.shoutlet.com

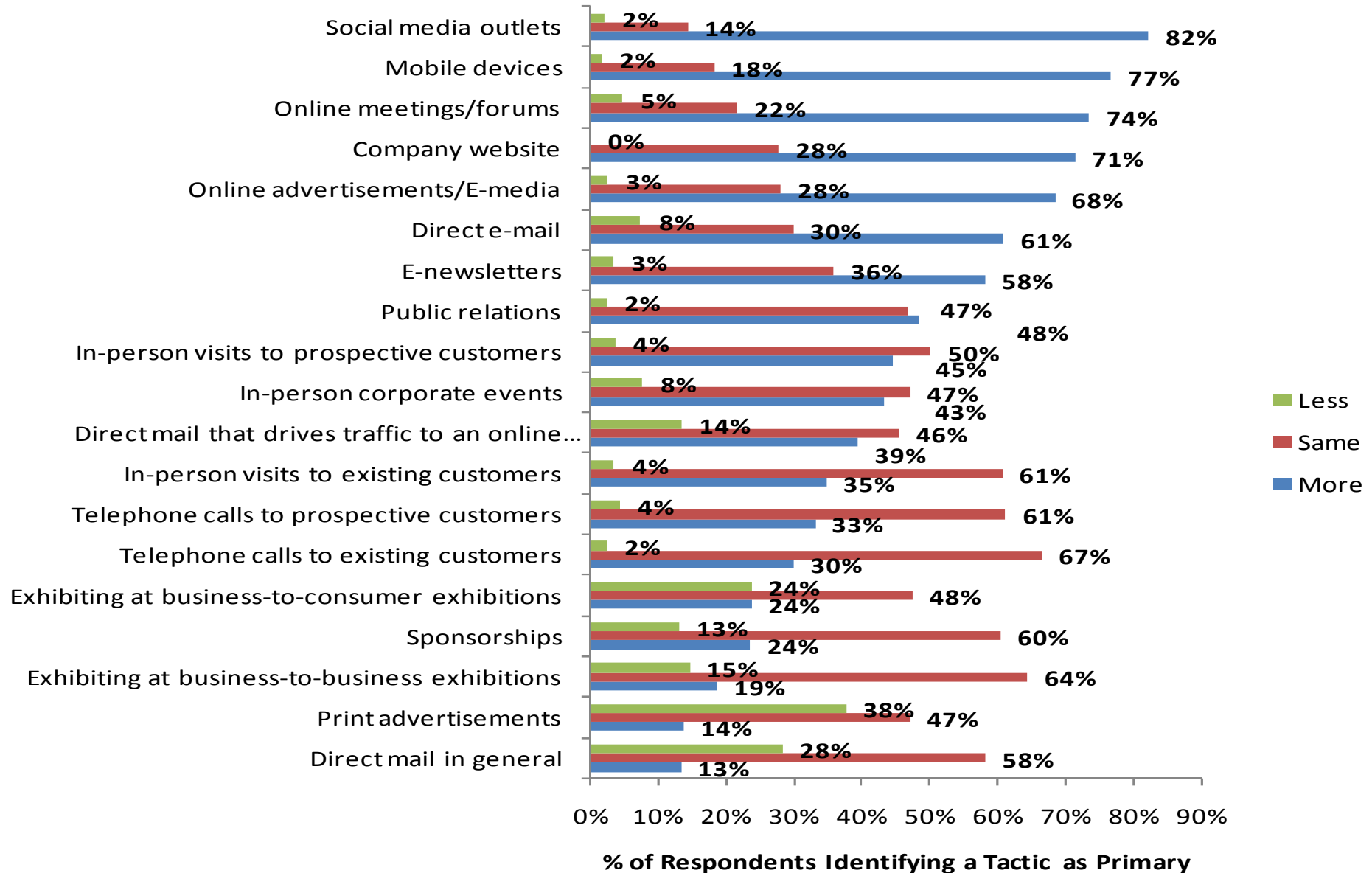
Trends Worth Watching

- Organizers must demonstrate value in terms that are relevant to the marketers making decisions in which shows to exhibit
- Creating experiences and opportunities for interaction on the show floor – and off
- Expect to see data analytics increasing in importance
- More collaborations/partnerships

Exhibitors: Marketing Is Evolving

- Overall marketing strategies evolving – where/how do face to face events fit
- Competition for marketing budget increasing
 - Other event channels
 - Other marketing channels
- Trade show and event mix strategies more sophisticated for major exhibitors
- Cost reduction - the “new normal”

Marketing Is Evolving



Technology – No Longer a Trend!

We are creating a new kind of reality (blended reality), one in which physical and digital environments, media, and interactions are woven together throughout our daily lives.

Technology enables this transformation but, as is always the case, when we invent new technologies, they in turn re-invent us.

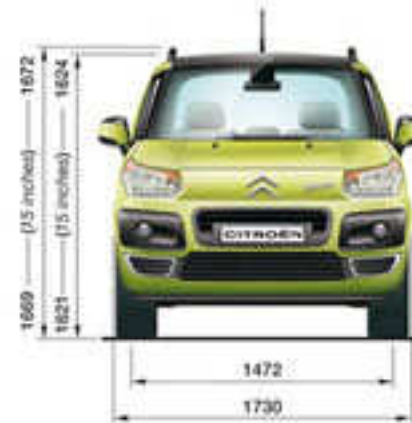
Blended reality shapes the nature of what we experience and how we make sense of our surroundings.

iBeacon / Augmented Reality

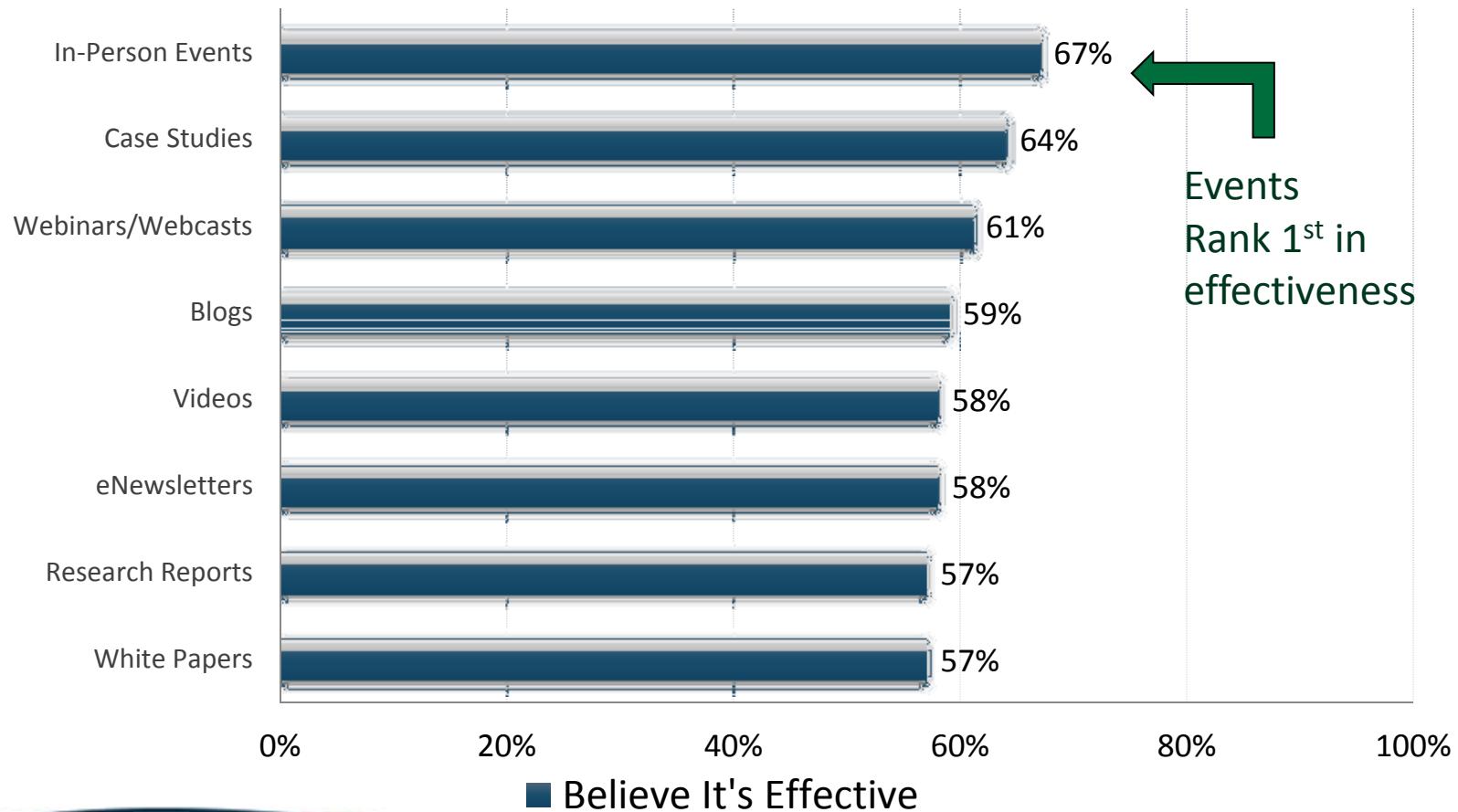


Augmented Reality

CITROËN  *Picasso*

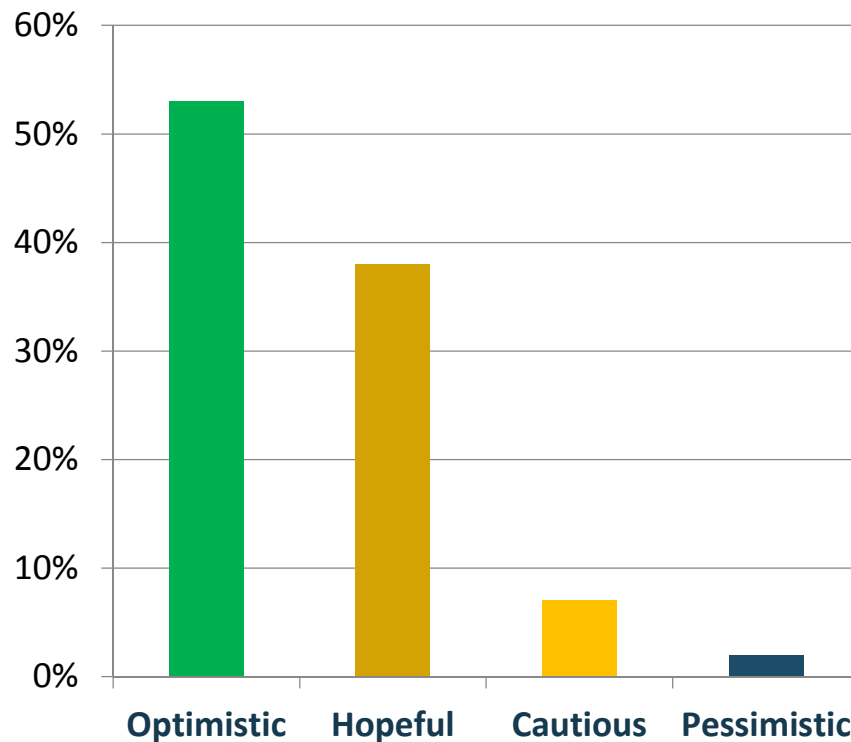


Marketing Executives Rank Face-to-Face as Most Effective

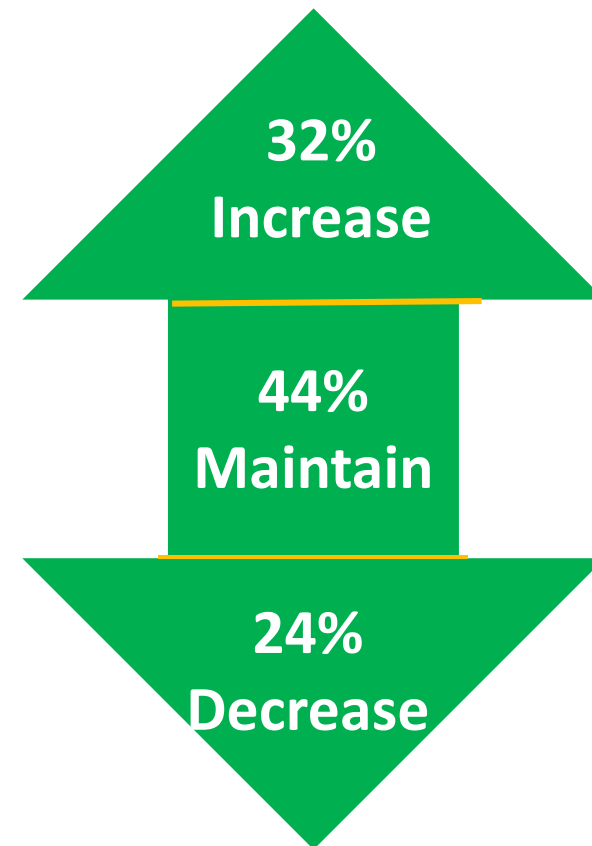


EXHIBITOR – 2015 Economic Outlook

2015 Compared to 2014 Budget



Effectiveness of Trade Shows



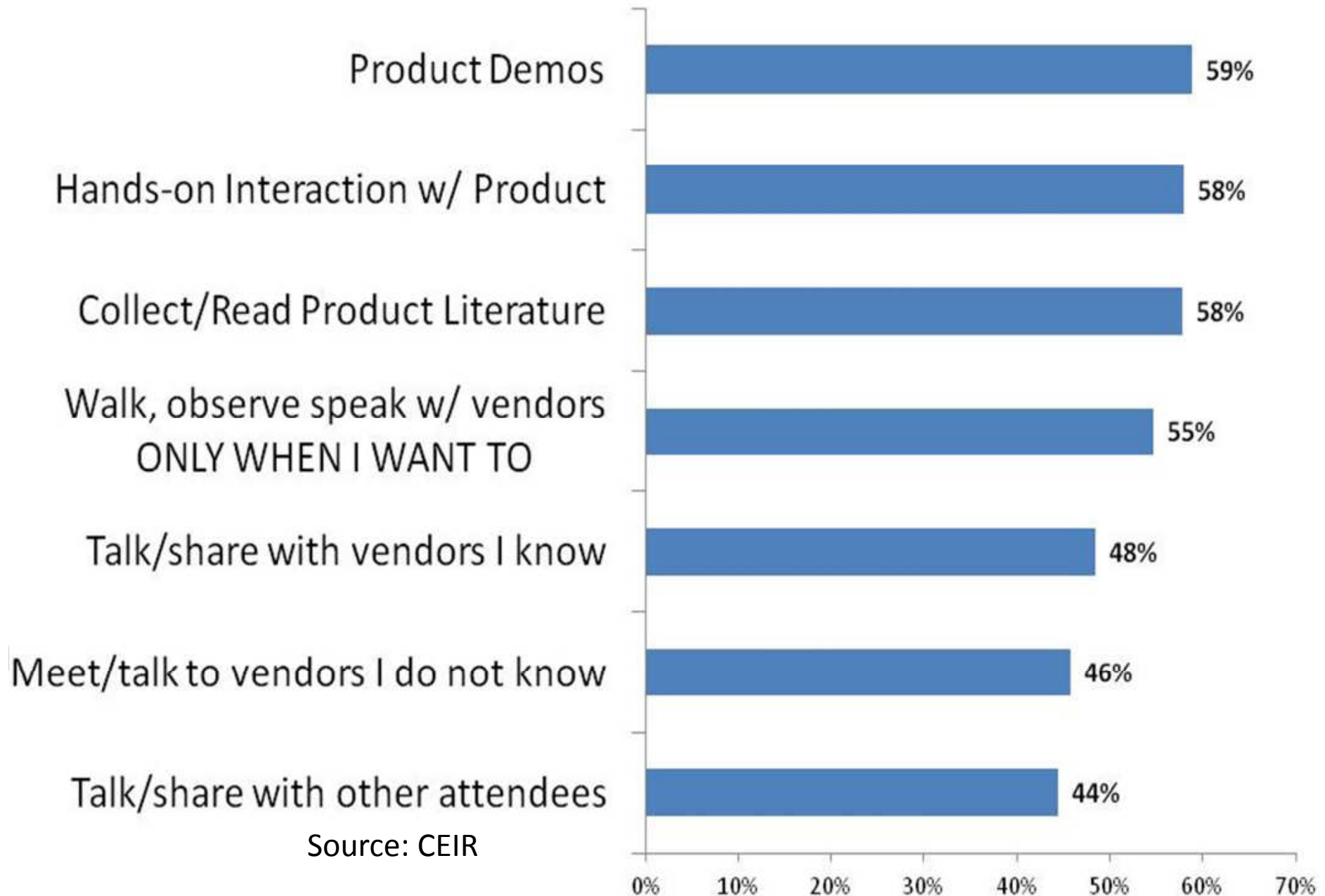
Booth Staff

Educated for success on the show floor:

- Prepared
- Engaged
- Knowledgeable



Most Popular Exhibit Floor Interactions



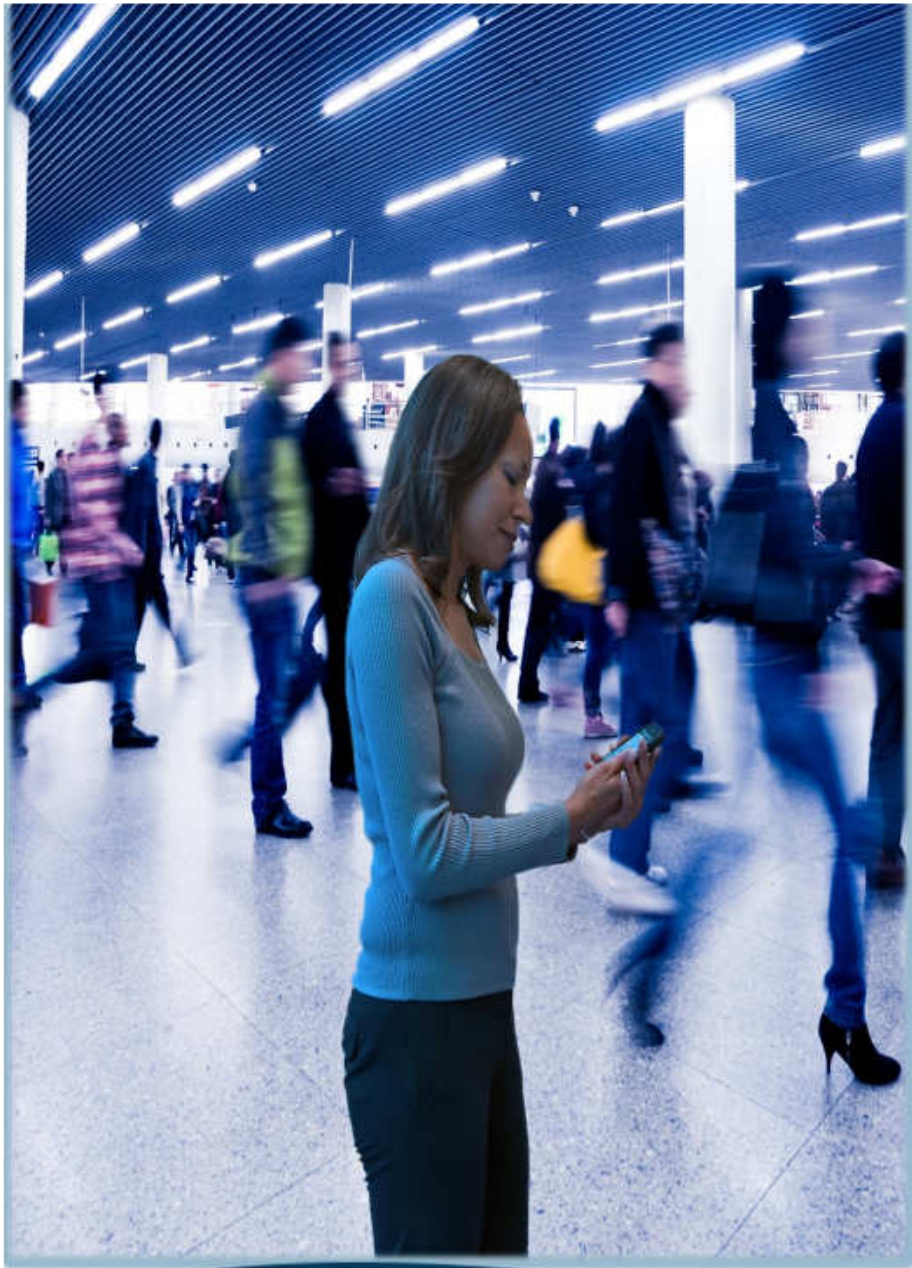
Content Rules!

Year-round value:

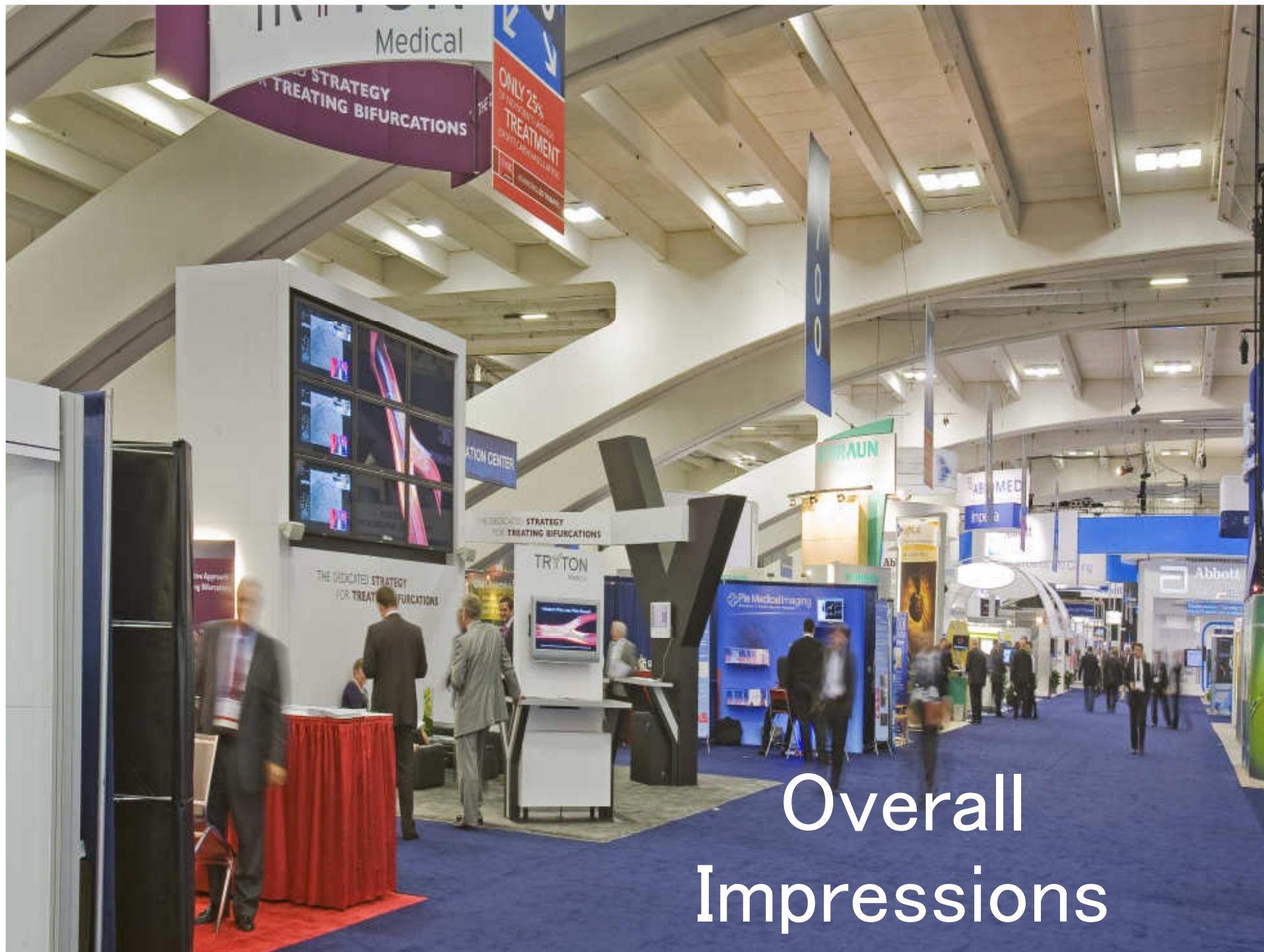
- **Year-round content enhances engagement**
- **Content marketing changes marketing approach**

Purpose-driven, Contextual, Shared Experiences



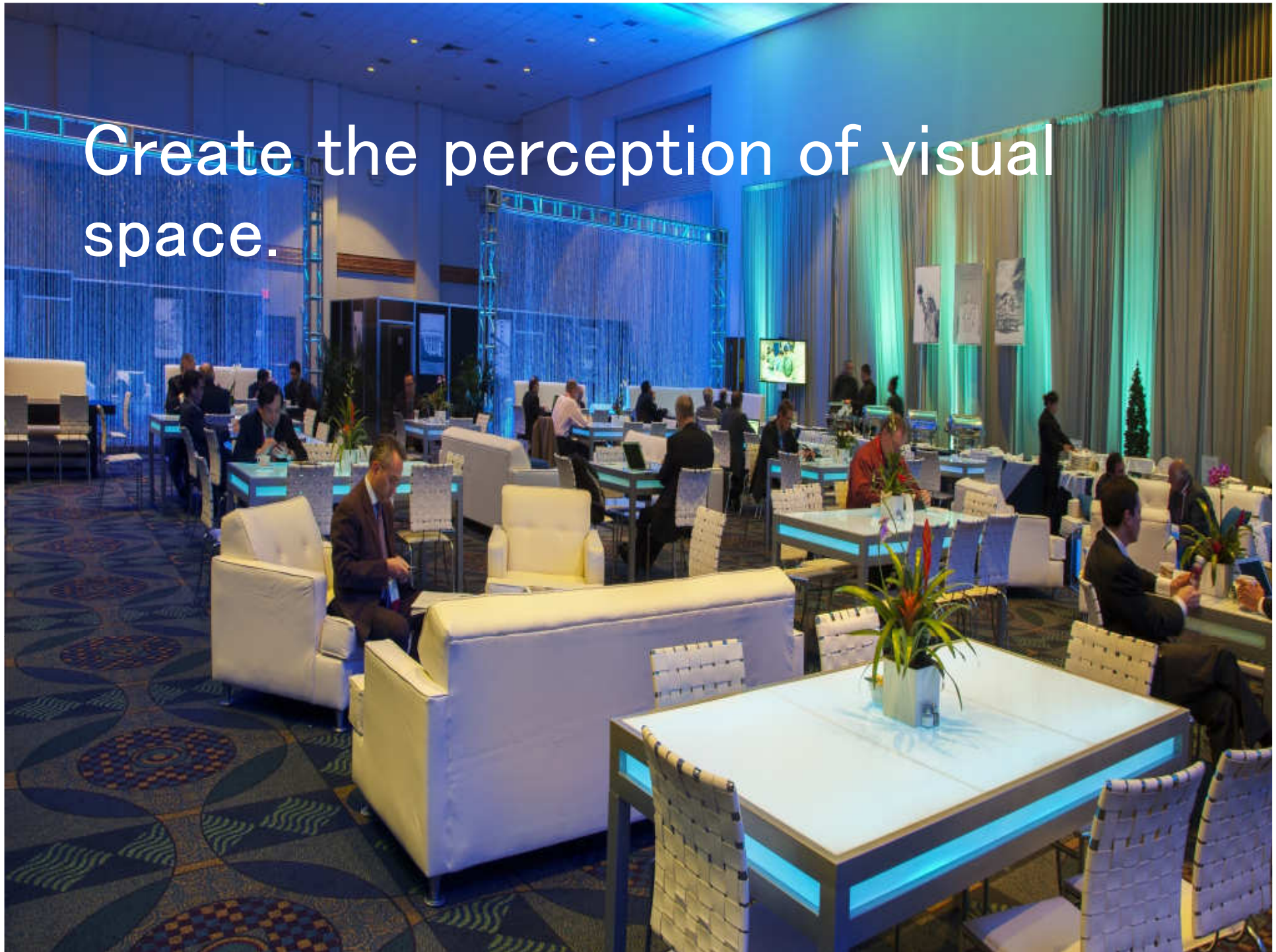


Experience and Engagement

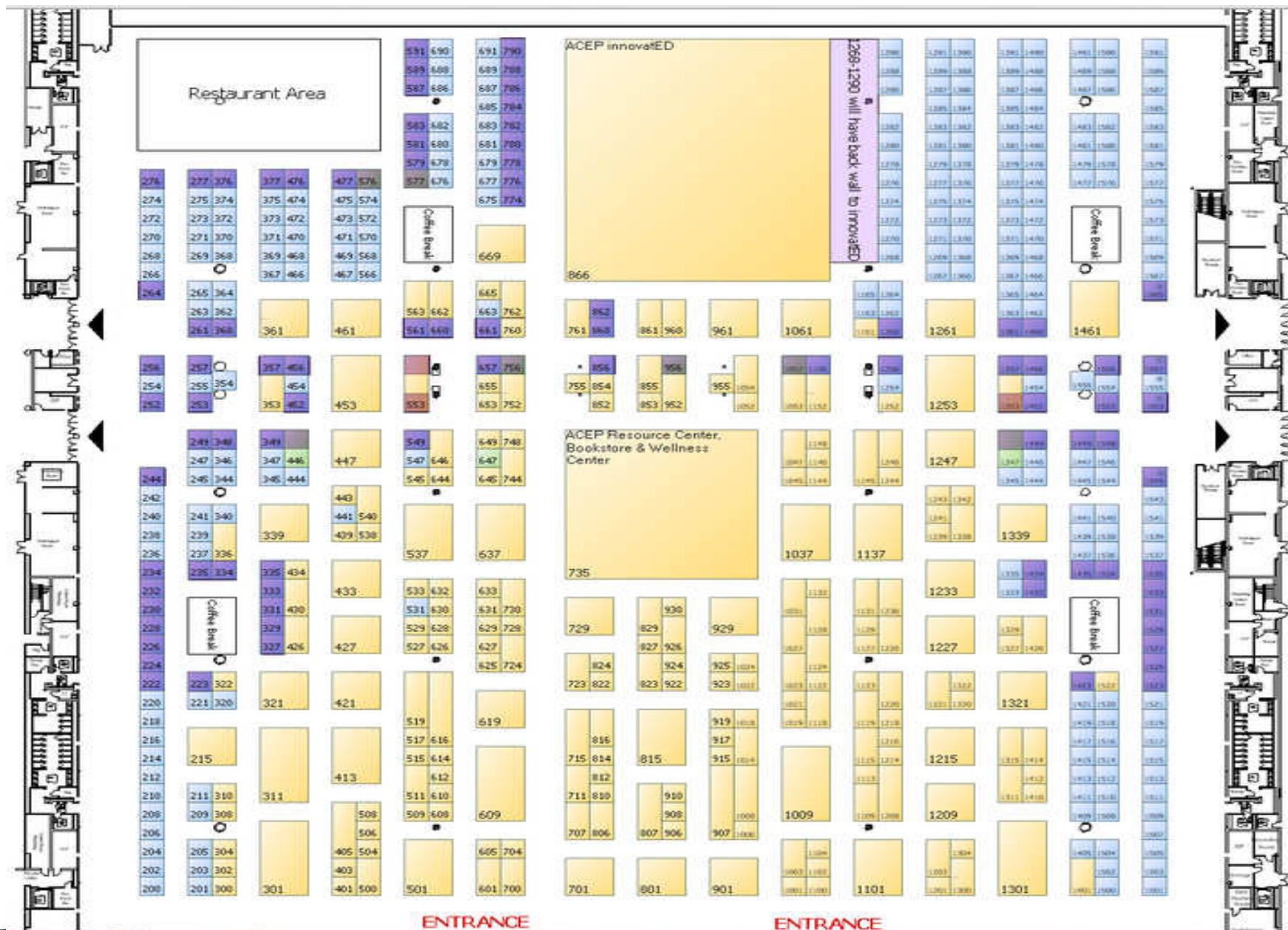


Overall
Impressions

Create the perception of visual space.









What Can You Do to Bring in New Customers?

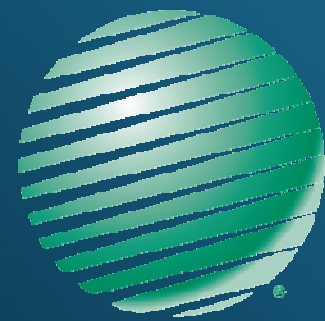
- Know your customer!
- Use of latest technology and WiFi is a MUST
- Real-time communication
- Community involvement; opportunity to input
- Consider/respect user-generated content
- Provide peer-to-peer networking activities
- Offer shorter sessions/more choices
- Present exhibits that engage -- interactive, visually compelling, live demos, entertainment

Summary

Improved Service- Greater Value:

- **Customer Success** – helping exhibitors through the process of exhibiting
- **Customer needs** – more complete understanding of customers needs to better deliver value at events
- **Customer EXPERTS** – onsite help to eliminate hassles
- **Matchmaking** – putting the right buyers and sellers together





IAEE

Exhibitions and Events Mean Business

www.iaee.com