

# UFI & Explori Global Exhibitor Insights

## Research Summary

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## ABOUT THE REPORT

This report gives an overview of the experience and intentions of exhibitors at trade shows across the world. It aims to give event organisers a deeper understanding of the patterns and trends that drive positive and negative exhibitor experiences and the objectives and behaviours that underlie them.

This report has been created in two stages. The first part utilises exhibitor feedback held in the Explori database. This is drawn from post-show email surveys conducted on 1,040 trade shows, across 40 countries, from a cross-section of sectors and sizes. They are primarily organised by “For Profit” organisers, but association organisers are also represented.

The second part was executed using depth interviews with trade show event directors. 57 trade show directors from 17 different countries participated in the depth interviews.

## KEY FINDINGS

### Exhibitor advocacy is low across the globe

Low advocacy is one of the biggest challenges facing the industry globally. Trade show exhibitors have a global Net Promoter Score (NPS) of -17. 25% of shows have an NPS of less than -36. This is the same percentage that have a positive NPS score.

### Larger shows have more advocates, but size isn't everything

Unsurprisingly, exhibitors are more likely to recommend events with more visitors. But there is no correlation between visitor numbers and exhibitor satisfaction, leading to larger events having more participants who exhibit high loyalty but low satisfaction. (18% vs. 13% showing high loyalty but low satisfaction in smaller shows)

### Shows with high exhibitor Net Promoter Score are more likely to experience growth

When exhibitor NPS was compared with growth metrics, shows with a higher NPS were performing better across all metrics. 71% of shows with positive NPS are experiencing growth in exhibitor numbers compared to 32% of shows with negative exhibitor NPS.

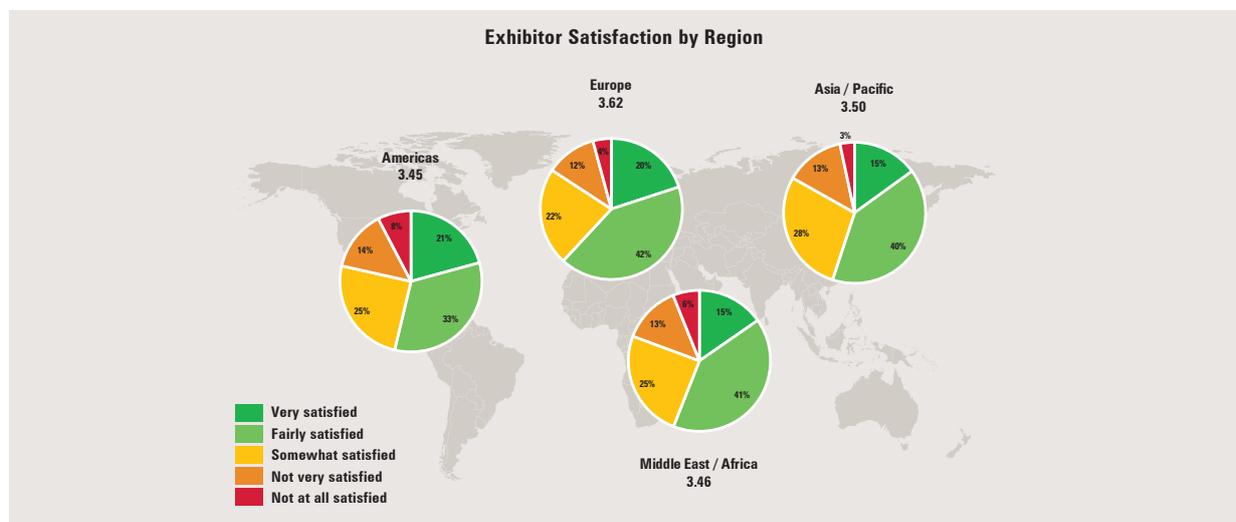
More than twice as many high NPS shows are experiencing notable revenue growth as low NPS shows.

### Organisers can counter poor performance by educating exhibitors

Many exhibitors face significant challenges in engaging visitors. This can lead to low exhibitor satisfaction, even at shows with very high visitor numbers. Organisers can counter poor exhibitor performance by offering training programmes and actively working with exhibitors to showcase innovation and launch products. Shows that offered exhibitor training to all or most, saw a 23 point boost in NPS vs. shows that did not.

### A proper “newness” strategy boosts both visitor and exhibitor satisfaction

The 2016 report highlighted the importance of “newness” in driving visitor satisfaction. It is now also clear that shows with a well-defined “newness” strategy are more successful at satisfying both visitors and exhibitors. Shows that actively promote “newness” have notably higher exhibitor satisfaction scores than shows who do not. (3.71 vs. 3.35 out of 5)



This summary of the research is available free of charge at [www.ufi.org/research](http://www.ufi.org/research), while UFI Members benefit from the full report, in the **UFI Members' area**.

\*Summary data comes from a point-in-time analysis and is subject change over time