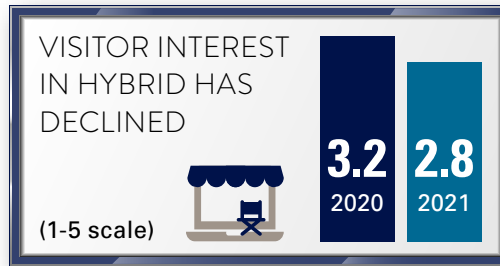
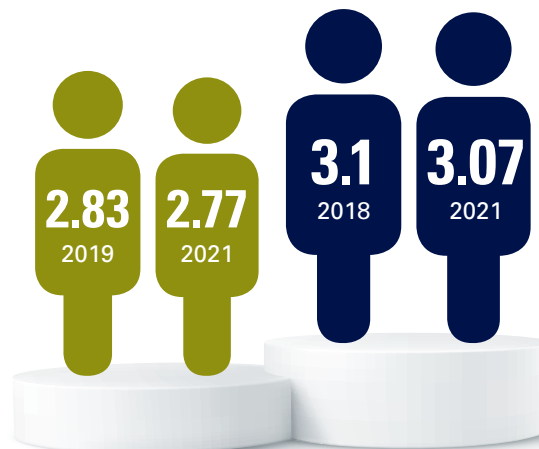


# GLOBAL RECOVERY INSIGHTS 2021

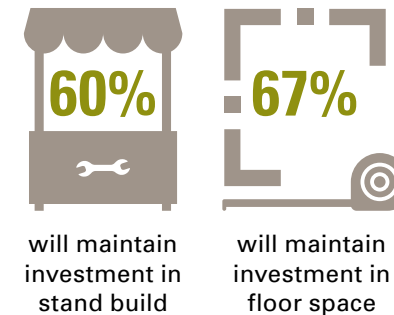
LARGEST GLOBAL STUDY OF ITS KIND



FREQUENCY OF ATTENDING WILL RECOVER AND GROW  
(1-5 scale) Exhibitor & Visitor



EXHIBITORS WILL STILL INVEST IN KEY SHOWS  
Even whilst cutting other areas



BUDGETS WILL RETURN  
11 months = average time for budgets to hit pre-pandemic levels



VISITOR QUALITY BEATS QUANTITY



**86%**

exhibitors say visitor quality now most important reason to exhibit