

# Center for Exhibition Industry Research

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## Exhibitions Attract Market of Visitors with Buying Authority

Exhibitions present an opportunity for exhibitors to meet and communicate to those highly-qualified prospects not previously known. In 2007, an average of 82 percent of exhibition attendees reported that they had buying influence for exhibited products. This appears to be a relatively untapped market, as an overwhelming 77 percent of these exhibition attendees represent a new prospect and potential customer for exhibiting companies.

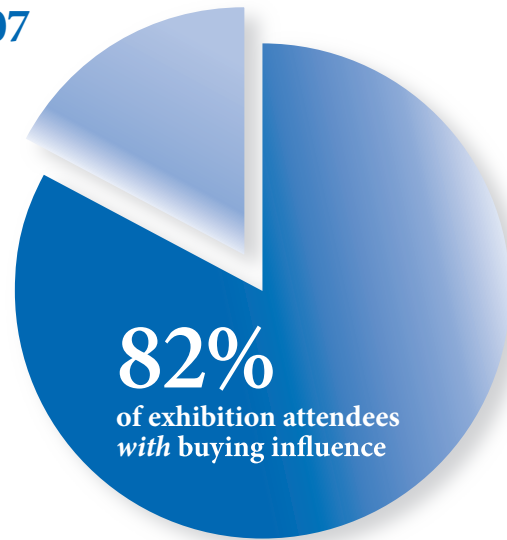
Of those exhibition attendees with buying influence, on average:

- 39 percent have final say in the purchase decision
- 26 percent specify products
- 51 percent recommend purchase of exhibited products

*(Note: These are net values and, therefore, the sum of the three exceeds 100 percent.)*

**Methodology:** The data for this study was obtained from mailed and internet surveys of attendees to 55 exhibitions in 2007 by Exhibit Surveys, Inc. The surveys used systematic-probability samples of between 1,000 to 15,000 attendees taken from the registration list of a variety of exhibitions. The response drew approximately 10 to 45 percent response rate.

2007



2007

