

Center for Exhibition Industry Research

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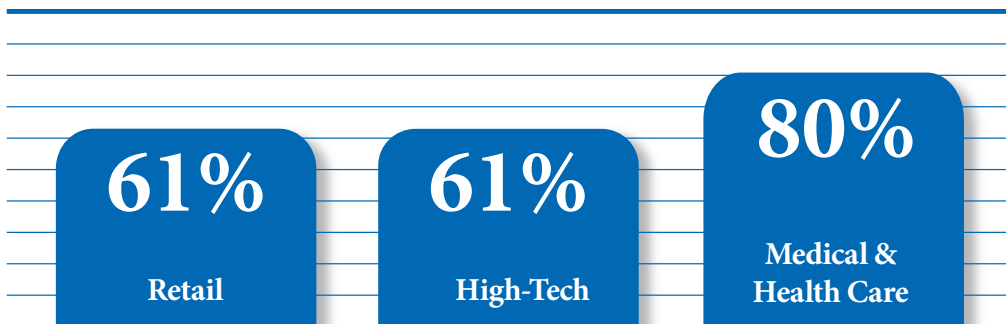
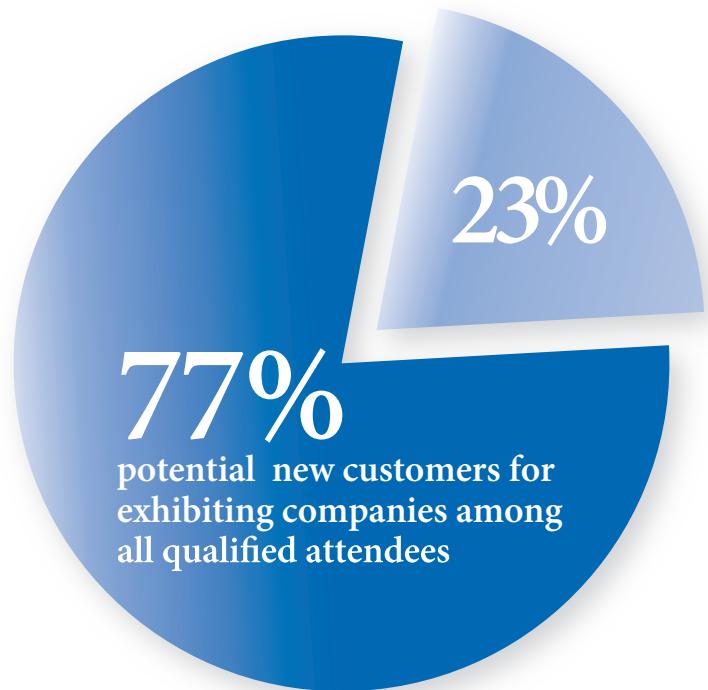
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Exhibitions Attract New Prospects

Exhibitions reach hidden prospects – unknown yet qualified attendees who stop at a booth. This study confirms that exhibitions deliver a high level of visitors and buyers who are potential new prospects and customers.

According to this survey conducted by Exhibit Surveys, Inc., an overwhelming 77 percent of all qualified attendees represent a new prospect and potential customer for exhibiting companies. The results from this study have been consistent for the past 20 years.

The following (graph below) is an example of attendees in three industrial categories that were identified as new (or renewed) prospective customers for exhibiting companies:



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 a 10 to 45 percent response rate.