



## Exhibiting is a Critical Component to Your Sales and Marketing Strategy

- B2B exhibitions were 39.2% of B2B marketing budgets in 2011, the largest amount of any other marketing channel. That number has held fairly steady over the past several years, demonstrating the resilience of trade shows. *Source: CEIR: The Spend Decision: Analyzing How Exhibits Fit Into The Overall Marketing Budget*
- 81% of trade show attendees have buying authority. Which means more than four out of five people walking the aisles are potential customers for exhibitors. *Source: CEIR: The Spend Decision: Analyzing How Exhibits Fit Into The Overall Marketing Budget*
- 78% of trade show attendees travel more than 400 miles to attend an exhibition, which means you are getting a national audience at many trade shows. *Source: CEIR report ACRR 1153.12*
- 99% of marketers said they found unique value from trade shows they did not get from other marketing mediums. Their three most valued aspects of trade shows were: 60% of exhibitors said they value the ability to see lots of prospects and customers at the same time; 51% of exhibitors said they value face-to-face meetings with prospects and customers, and 47% said they value the ability to meet with a variety of players face to face, such as customers, suppliers, resellers, etc. *Source: CEIR: The Changing Environment of Exhibitions*
- 67% of all attendees represent a new prospect and potential customer for exhibiting companies. This means trade shows are always rich in new business targets for you. *Source: Exhibit Surveys, Inc.*
- 45% of attendees visit only one exhibition per year. So when you exhibit at a show you will find unique prospects there you can't reach at other trade shows. *Source: CEIR Report ACRR 1152.12*
- 46% of trade show attendees are in Executive or Upper Management. That's a lot of valuable attendees with top titles walking trade shows. They certainly have authority to make buying decisions! *Source: CEIR: The Role and Value of Face to Face*

Research from CEIR; bullets taken from Skyline whitepaper, [The Value Of Trade Shows](#).