



Inside the Data: CEIR Insights for Industry Leaders

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What Do Trends Mean For Companies That Build, Support and Activate Events?



INTERNATIONAL ASSOCIATION
OF EXHIBITIONS & EVENTS

Exhibitions & Events Mean Business



Exhibitions and
Events Mean Business

BUSINESS EVENTS DRIVE GLOBAL IMPACT

Business events connect people, drive commerce
and strengthen economies worldwide.

GLOBAL BUSINESS EVENTS IMPACT

According to the Events Industry Council



**1.65
BILLION**

participants globally



**US\$1.3
TRILLION**

in direct spending



12.2%

increase over
2019 levels



US\$3.1 TRILLION
in total business sales



US\$1.8 TRILLION
in total GDP



24.2 MILLION
jobs worldwide

U.S. TRADE SHOW INDUSTRY IMPACT

According to CEIR



official research division of



**\$170
BILLION**

total business sales



**\$96
BILLION**

contribution to GDP



**2.7
MILLION**

jobs supported



**STRONGER CONNECTIONS.
STRONGER ECONOMIES.
STRONGER TOGETHER.**



From local communities to global markets,
business events fuel growth,
innovation and opportunity for all.





**16th
Largest
Economy**

**Bigger
Than**

Ireland

Taiwan

Poland

Switzerland

Saudi Arabia

Netherlands

Indonesia

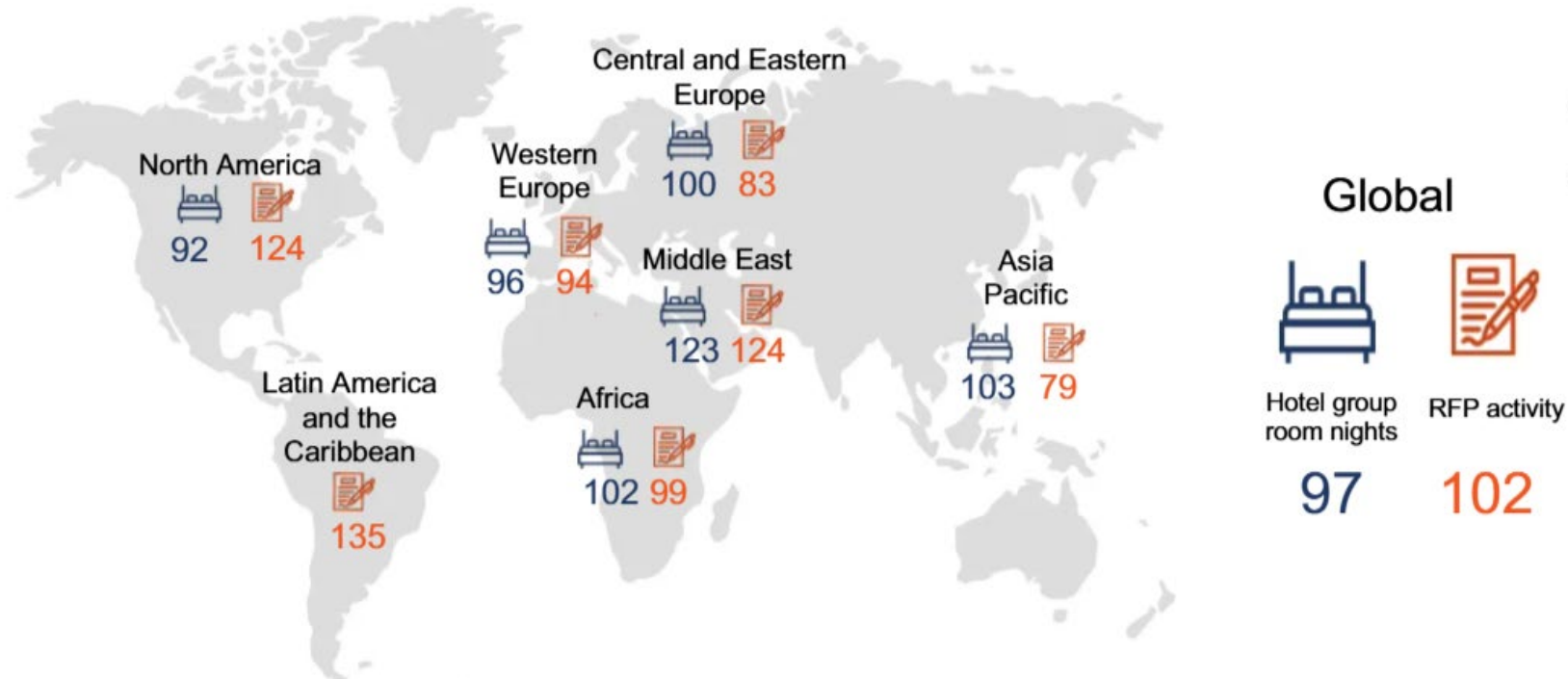
Turkey

Event Demand is Surging in North America

Hotel Room Nights Trail 2019 Levels

Global business events barometer

2025 Q4 (index 2019=100)



Source: Events Industry Council, Oxford Economics, STR, Amadeus' Meeting Broker, Cvent

Hotel group room nights by country

2025 Q4 (index, 2019=100), selected countries

1	India	151
2	Netherlands	120
3	Canada	102
4	China	99
5	Global	97
6	United States	93
7	Germany	84
8	United Kingdom	83

Source: Events Industry Council, Oxford Economics, STR

RFP activity by country

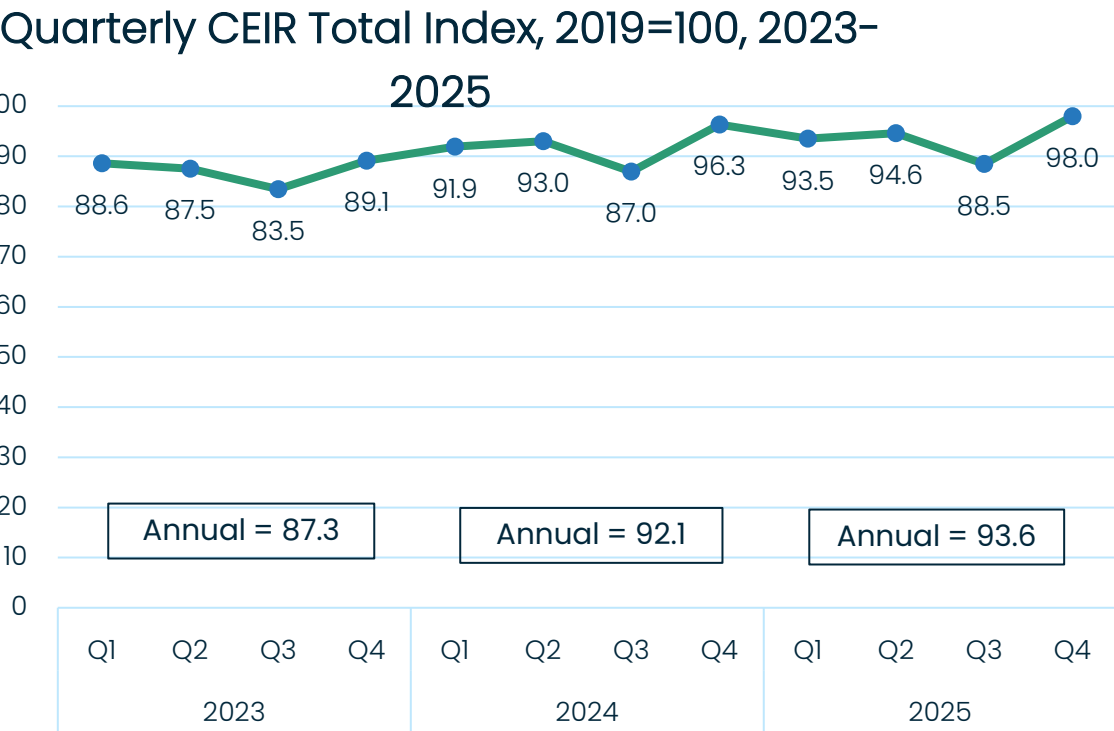
2025 Q4 (index, 2019=100)

1	Saudi Arabia	208	11	India	109
2	Mexico	166	12	Global	102
3	United Kingdom	143	13	Australia	93
4	Canada	138	14	Thailand	78
5	Brazil	137	15	Austria	77
6	Turkey	135	16	France	62
7	Japan	128	17	Netherlands	61
8	United States	123	18	China	60
9	Italy	120	19	Germany	55
10	Spain	115			

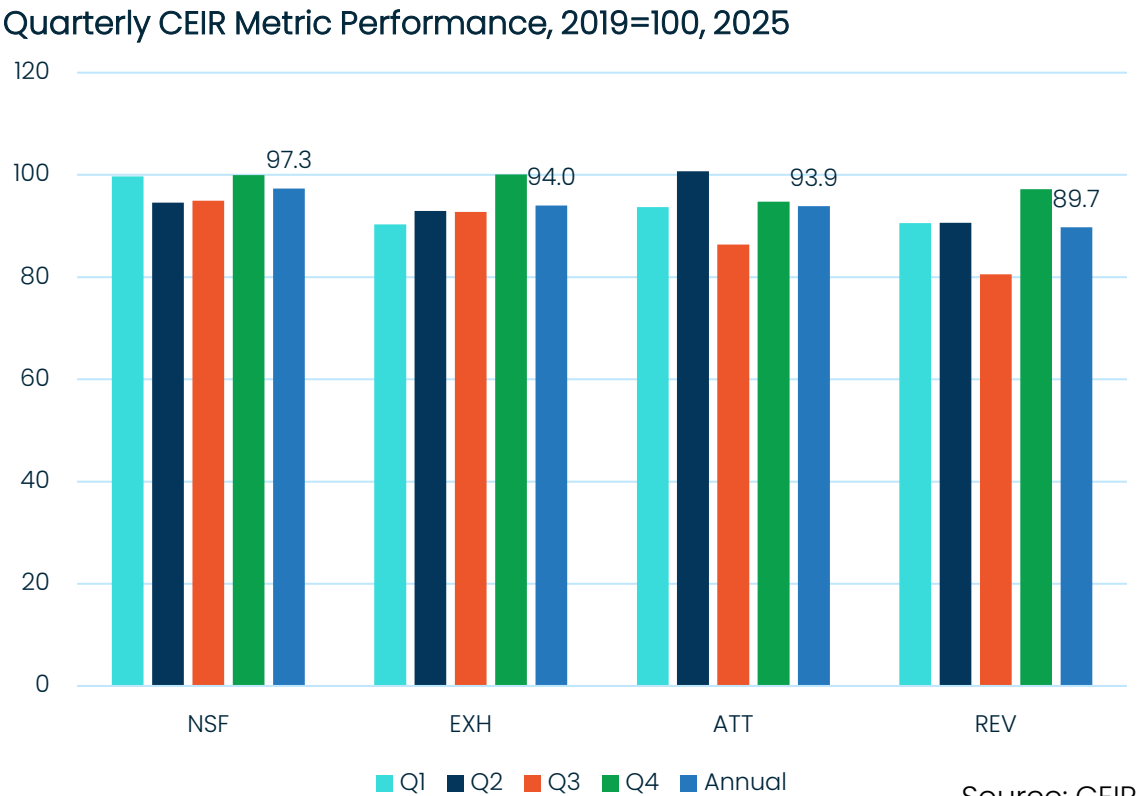
Source: Events Industry Council, Oxford Economics, Amadeus' MeetingBroker distribution platform



Exhibit and NSF Has Lead Recovery, Attendance is Starting to Rebound, a Good Trend



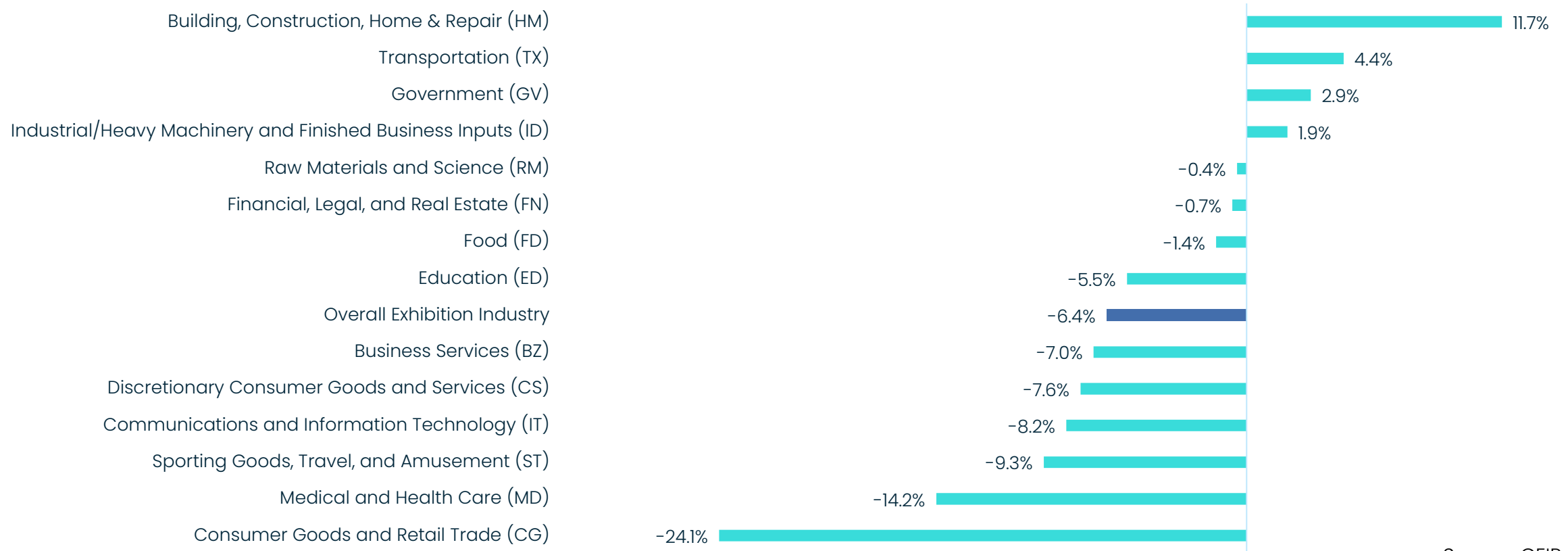
Source: CEIR



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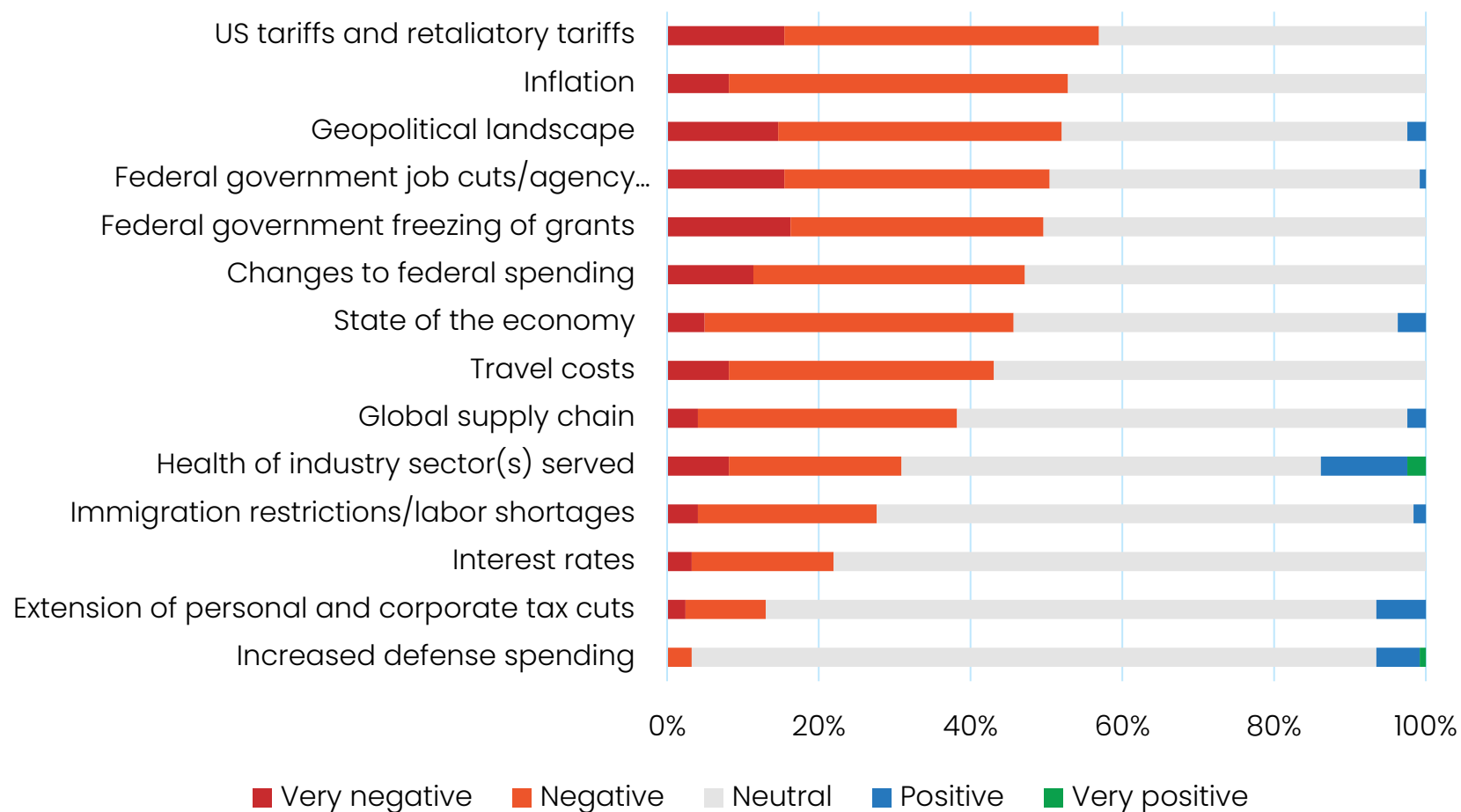
2025 Outcomes Vary by Sector

CEIR Total Index by Sector, 2025, % Change from 2019



Source: CEIR

Macroeconomic Factors Imposed Headwinds in 2025 and are Expected to Continue in 2026



Trends Among Attendees and Exhibitors



Exhibitor Investment Speaks to Value Placed on Participating at the Right Shows

Key Numbers at a Glance

40.8%

of marketing budget goes to B2B exhibiting — the #1 channel

NPS 35

exhibitor sentiment score, vs. -6 in 2021

75%

of exhibitors invest in digital channels alongside exhibitions

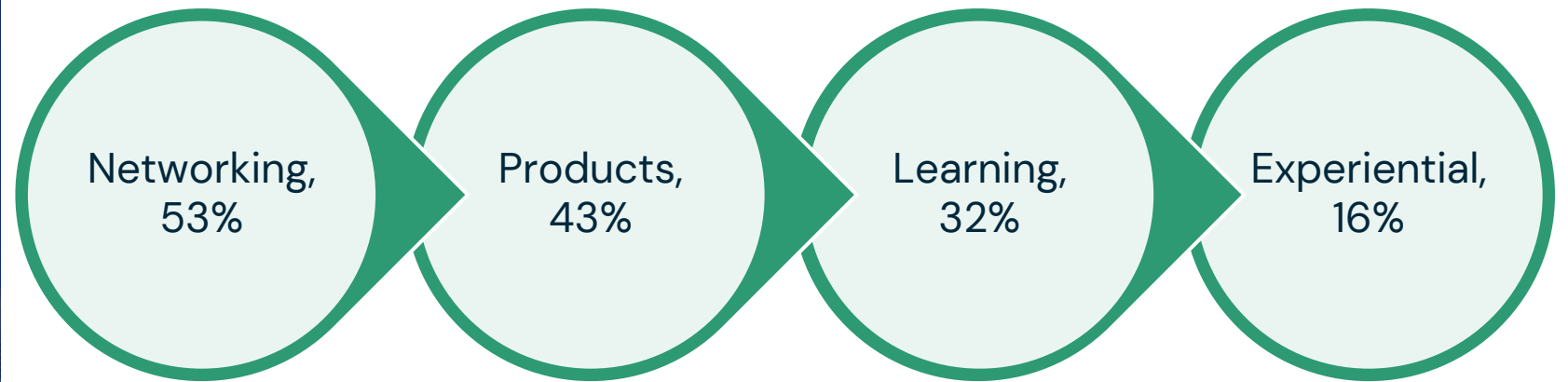
\$120K

median annual direct spend on B2B exhibitions



Young Professional Attendee Show Floor Engagement Preferences Insights Point to Bright Future for Industry

Most Valuable/Memorable Experiences



Interactive Approaches That Engage YPs

Create YP experience-driven spaces

- NextGen lounges/ Hubs
- Career activations: headshots, coaching

Activate Expo Hall – for attendees in general

- Partner with GSCs to create interactive zones

Interactive Booth Experiences



Ways Exhibitors Can Better Engage YPs

- Diversify booth staff to include young professionals
- Create relatable entry points for conversation
- Offer low-pressure networking moments
- Activity-based engagement encourages conversation



Freeman YP Event at Expo Expo!

Event Performance Metrics Beyond the Index

Reports:

- By event size
- For healthcare events
- For independent organizer events

Benchmarks:

- **Financial performance:** gross revenue, net profit margins, booth pricing, and revenue mix
- **Staffing levels** by function
- **Event offerings** and **digital tool integration**
- **Location strategy** and its impact on outcomes
- **Sales and marketing metrics:** exhibitor and attendee retention and new acquisition rates, NPS
- **Future outlook:** expectations for growth and macroeconomic impacts



Comparison Isn't Petty.

IT'S POWERFUL.

Across all reports, one thing is clear:
events that track key metrics outperform their peers.





Key Insights

Organizer Performance Benchmark Playbook Series Executive Summary

Thank you for participating in this groundbreaking study!



1.

Industry-Wide Trend: Recovery & Growth

- ▶ Most events are still on the path to regaining pre-pandemic levels of attendance and exhibitor participation. The momentum is building, but the journey continues.

2.

Tracking Drives Performance

- ▶ The standout finding across all five report categories: **Events that consistently track performance metrics — like NPS, retention, and acquisition — outperform peers in revenue, attendance, exhibitors, and profitability.** High-performing shows combine KPIs with feedback to stay ahead.

3.

Financial & Participation Highlights

- ▶ **Profitability scales with size:** Larger shows report stronger net profit margins.
- ▶ **Growth is fueled by new faces:** Acquiring new exhibitors and attendees remains a key driver.

4.

Takeaways for Organizers

- ▶ **Measure What Matters:** Track NPS, retention, and acquisition for both exhibitors and attendees.
- ▶ **Leverage Feedback:** Use survey insights to shape programming, marketing, and outreach.



The Data Tells Us What's Next Together, We Decide What Happens Next

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