

TRADESHOW ATTENDEES

Tradeshows are expensive, but if done right, they are the most effective way to reach potential clients in your industry - especially the ones with buying power or the power to influence a buying decision.

FIRST TIME ATTENDEES

40%

percent of attendees that have never been to this show before

ATTEND ONLY THIS SHOW

58%

percent of attendees that only go to one show a year

WILL SHARE INFO

87%

percent of attendees that will share some information about the show

88%

Have not been seen by a member of your sales staff in the past year.

72%

Say the show influenced their buying decision.

64%

Tell at least one other person about the event.

26%

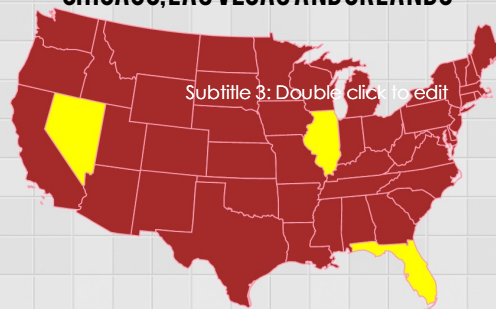
SIGN PURCHASE ORDERS

76%

ASK FOR QUOTES

Data from The Center for Exhibition Industry Research (CEIR) and Exhibit Surveys, Inc.

50% OF LARGEST 200 SHOWS ARE IN CHICAGO, LAS VEGAS AND ORLANDO



YOUR AUDIENCE AT MOST SHOWS IS NATIONAL

Graphic created by @tradeshowguy 2014