

My organization is:

59% 1. Association

41% 2. Independent

The net square feet of exhibits at my largest event:

19% 1. Under 50,000nsf

9% 2. 50,001 to 100,000nsf

23% 3. 100,001 to 250,000nsf

13% 4. 250,001 to 400,000nsf

33% 5. Over 400,000 nsf

3% 6. Not applicable

The total attendance (exhibitors/buyers/others) at my largest event:

25% 1. Under 5,000

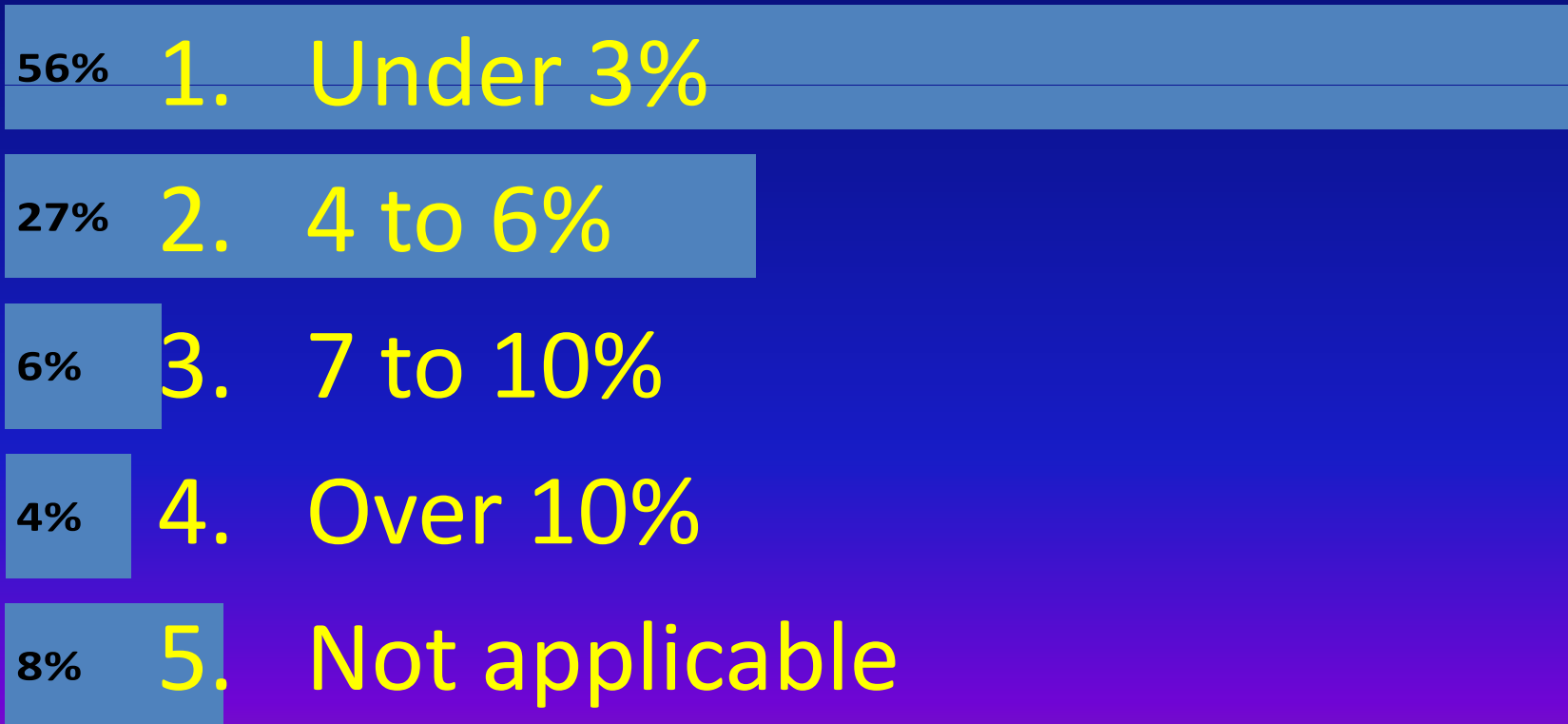
8% 2. 5,001 to 10,000

16% 3. 10,001 to 20,000

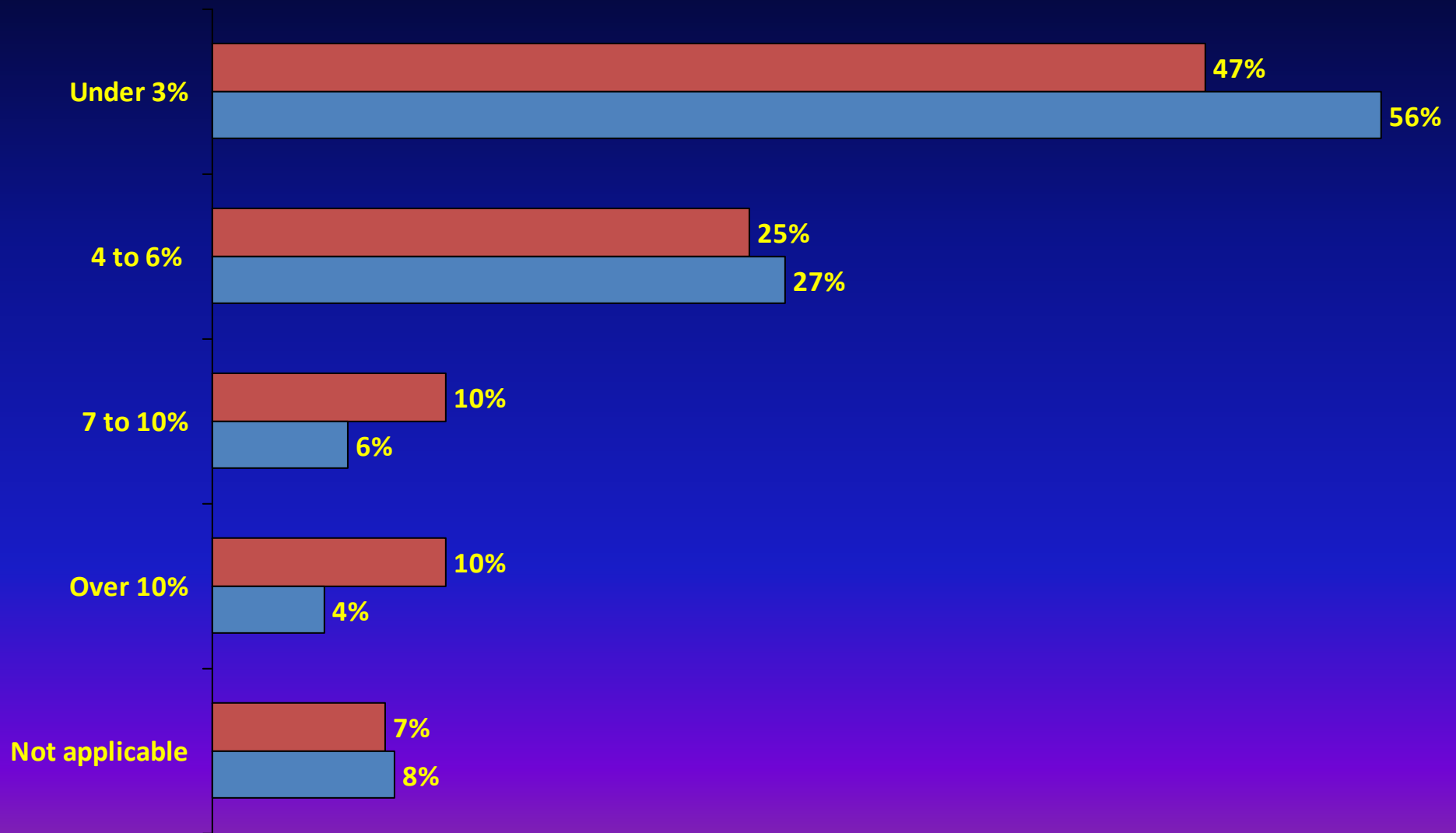
19% 4. 20,001 to 40,000

33% 5. Over 40,000

What percent of your total event revenue comes from Internet activities like virtual events, distance learning, ads, sponsorships and enhanced exhibitor listings?



What percent of your total event revenue comes from Internet activities like virtual events, dist...



What percent of your attendees, exhibitors and media are from outside the United States:

34% 1. up to 5%

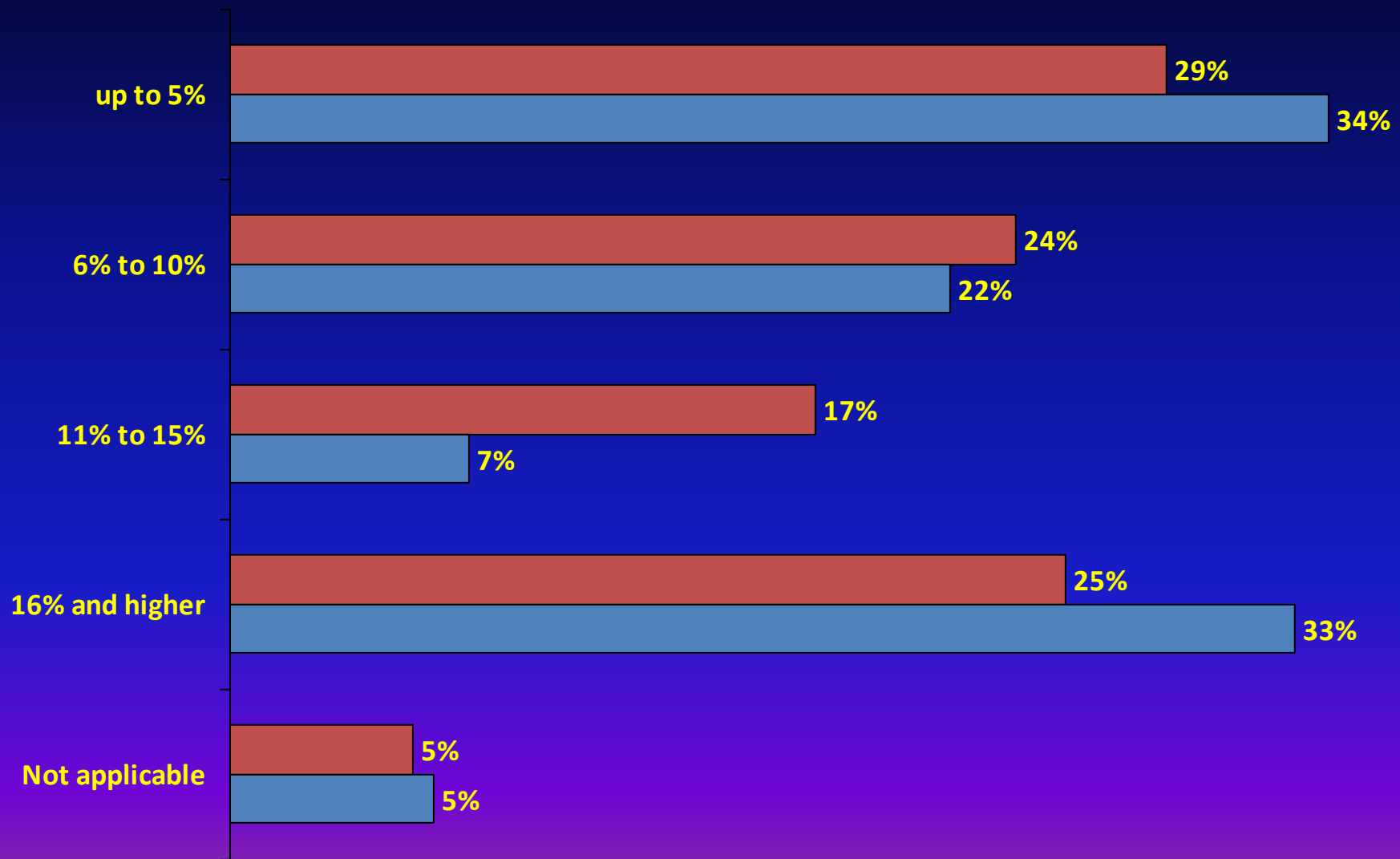
22% 2. 6% to 10%

7% 3. 11% to 15%

33% 4. 16% and higher

5% 5. Not applicable

What percent of your attendees, exhibitors and media are from outside the United States:



If your show's total revenue is down, when do you expect it to rebound?

9% 1. January 2010

24% 2. July 2010

36% 3. January 2011

16% 4. July 2011

9% 5. January 2012

5% 6. Never

During this recession, how have you been helping your exhibitors/sponsors?

-
- | Percentage | Response |
|------------|---|
| 1% | 1. Waive cancellation penalties |
| 8% | 2. Waive downsizing penalties |
| 21% | 3. Allow downsized companies to keep prime exhibit location |
| 22% | 4. Credit cancelled booth payments to next year's show |
| 5% | 5. Give additional space to anchor exhibitors |
| 18% | 6. All of the above |
| 24% | 7. None of the above |

What are you doing differently now - internally - to strengthen your show?

- 4% 1. Hiring experienced professional staff from other fields
- 39% 2. Increase budget for attendee marketing
- 20% 3. Investing more time and budget in attendee education
- 38% 4. Greater integration of educational programming to the exhibit floor

What are you doing differently now - externally - to strengthen your show?

-
- A horizontal bar chart with four bars of varying lengths, each representing a different strategy. The bars are light blue and extend from the left side of the chart. The percentages are written in bold black text at the start of each bar. The text for each strategy is written in yellow on a dark blue background.
- | Percentage | Strategy |
|------------|---|
| 15% | 1. Providing executive attendees with personalized programs |
| 11% | 2. Outsourcing more in-house projects/procedures to improve results |
| 29% | 3. Changing the format of your show (hours, days, co-location) |
| 45% | 4. Using the web to increase the “duration” of your event |
- 15% 1. Providing executive attendees with personalized programs
 - 11% 2. Outsourcing more in-house projects/procedures to improve results
 - 29% 3. Changing the format of your show (hours, days, co-location)
 - 45% 4. Using the web to increase the “duration” of your event

Audience Response System provided by:

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