

EXHIBITOR*LIVE*

AMERICA'S LARGEST AUDIENCE OF TRADE SHOW AND CORPORATE EVENT BUYERS

KEEPING

THE GREAT *(re)* ENGAGEMENT *GOING*

COMING TOGETHER TO *(re)* ENGAGE WITH INSIGHTS, EDUCATION, COMMERCE, AND EXPERIENCES

Exhibitor Media, the leader in trade show and corporate event marketing education, presents EXHIBITOR*LIVE*: The conference and exhibition for trade show and event professionals. EXHIBITOR*LIVE* features over 100 comprehensive sessions, workshops, field trips, and idea exchanges organized under seven learning tracks. The EXHIBITOR*LIVE* faculty consists of 125 trusted advisors who share knowledge and tactics on controlling costs, improving quality,

and increasing results! EXHIBITOR*LIVE* also features the Certified Trade Show Marketer program (CTSM), the industry's only university-affiliated professional certification program with more than 3,700 professionals currently enrolled.

EXHIBITOR*LIVE* boasts the largest audience of trade show and corporate event buyers in North America, and the exhibition hall features trusted vendors supplying trade show and event products and services around the globe.

EXHIBITOR*LIVE*

Conference: April 23–26, 2023 | Exhibition: April 24–26, 2023

Kentucky International Convention Center (KICC)

Louisville, Kentucky U.S.A

Dear Industry Colleagues

Fall is synonymous with “back to school,” and while some uncertainty still exists, students are uniformly re-engaging with in-room education. And although online learning has grown significantly due to the pandemic, educators will agree that there is no substitute for face-to-face engagement.

After two years of pandemic-related cancellations, we have found this to be particularly true in our industry as well. With that, I would like to officially invite you to join all of us in Louisville, KY, and play a leading role in the return of live events with other industry stakeholders, including educators, corporate marketers, exhibit houses, and suppliers, as we all come together to help accelerate the return of face-to-face marketing and commerce.

EXHIBITOR is a global brand that facilitates the exchange of insights, ideas, education, and commerce across the trade. EXHIBITOR holds a unique position in the trade show and event industry, as we serve the entire ecosystem through education and the facilitation of connections and meaningful engagements between buyers and sellers. Given that unique position, it is our belief that EXHIBITOR has an obligation to lead “The Great (re) Engagement.”

As part of that effort, we have rebranded our Find It - Marketplace to EXHIBITORXchange with the intent of creating more value for our global network of marketers, suppliers, show organizers,

“We are working to make Louisville our most successful event ever by maximizing ROI for ALL attendees.”

and all members of the trade show ecosystem. In addition to the rebrand, our team is working on several innovations that create more opportunities for professionals seeking continuing education and for trading

partners to connect and “Xchange” goods, services, education, and best practices.

This approach is also central to our plans for EXHIBITORLIVE. We are planning new activations on the show floor to increase and extend attendee interactions, new keynotes to exchange insights and ideas, new hospitality opportunities in and around the convention center to foster connections, and new career development opportunities for industry participants. With the end goal of creating value between trading partners, we are working to make this the most successful EXHIBITORLIVE ever held. We define that success as ensuring maximum return on investment for our attendees, exhibitors, and sponsors. As we once again bring the industry together, we will be working to help drive (re) engagement and to keep that momentum going. Long live the show.



Mark Johnson

Johnson, who purchased EXHIBITOR in 2022, has served the exhibit and event marketing industry for more than 30 years. During that time, Johnson has served on the EDPA and IFES boards and been involved with education programs at Bemidji State University and FIT. Together with his dedicated team, Johnson is committed to connecting brands with partners and recognizing world-class practices in trade show and event marketing.

THREE THOUSAND QUALIFIED DECISION-MAKERS

COMPANIES SERIOUS ABOUT THE POWER OF FACE-TO-FACE

“

I exhibit at **EXHIBITORLIVE** because
of the quality of the leads and
the amount of traffic that we get.

Ralph Canaphany, CEO, Makitso USA, LLC

”

97% PURCHASING AUTHORITY

Net Buying Influence indicates the role attendees play in the purchase of products and services exhibited on the show floor. Purchasing Authority is defined as having the role of Final Approval, Specify Supplier, Make Purchase, or Identify Need.

EXHIBITORLIVE is consistently ranked among the Top 10 shows for Net Buying Influence. 83% is the all-show average (calculated by Exhibit Surveys, Inc.)



ATTENDEE PROFILE

OVERALL BREAKDOWN BY JOB FUNCTION:

Exhibit/Event Mgr./Coordinator	48.5%
Sales/Marketing Management	22.3%
Executive Management	14.3%
Advertising/Promotion Mgmt	2.3%
General Management	4.4%
Designer	3.7%
Other	4.5%

BY PRIMARY BUSINESS:

Electronics/Computer/Commun. Mfr	11.7%
Industrial Equip./Machinery Mfr.	7.2%
Health Care	17.6%
Other Manufacturing	28.1%
Service Industry	26.8%
Internet Products/Services	8.6%

WHAT IS YOUR ROLE IN THE PURCHASE OF EXHIBITS AND RELATED PRODUCTS AND SERVICES?

Final Decision	44.0%
Specify	20.6%
Recommend	32.6%
No Role	2.8%

62% of attendees make a purchase order based on what they see in the exhibit hall



BUDGETS

ANNUAL TRADE SHOW BUDGET:

Up to \$50,000	13.1%
\$50,001 - \$100,000	11.7%
\$100,001 - \$200,000	10.7%
\$200,001 - \$500,000	19.6%
\$500,001 - \$1,000,000	16.6%
Over \$1,000,000	28.3%

ANNUAL CORPORATE EVENT BUDGET:

Up to \$50,000	23.6%
\$50,001 - \$100,000	15.5%
\$100,001 - \$200,000	12.4%
\$200,001 - \$500,000	14.5%
\$500,001 - \$1,000,000	11.5%
Over \$1,000,000	22.5%



**ATTENDEES
AVERAGE 28
SHOWS AND
16 EVENTS
PER YEAR**

HOW MANY TRADE SHOWS DOES YOUR COMPANY EXHIBIT AT EACH YEAR?

1-4	27.8%
5-10	18.3%
11-25	16.8%
26-50	11.9%
51-100	11.1%
Over 100	14.1%

HOW MANY EVENTS DOES YOUR COMPANY HOST EACH YEAR?

1-4	22.0%
5-10	31.3%
11-25	16.5%
26-50	11.9%
51-100	7.7%
Over 100	10.6%

THREE THOUSAND BIG-BUDGET EXHIBIT AND EVENT PROGRAMS

COMPANIES SERIOUS ABOUT
THE POWER OF FACE-TO-FACE



EXHIBITORLIVE gives us the opportunity to network and interface with thousands of attendees that match the profile that we're trying to reach.

Ellen Kaminsky, President and Chief Operating Officer, Exhibit Concepts



\$1.2 Million

Average Annual Budget for Trade Show and Corporate Event Products and Services

28% of annual face-to-face marketing budgets exceed \$1 million



When researching partners to support HP Inc.'s presence at events or trade shows, the best source of this information is the show floor at EXHIBITORLIVE. Suppliers who invest in the industry's premier educational event position themselves as partners in the advancement of face-to-face marketing.

Glenda Brungardt, CTSM Diamond, Global Tradeshow/Event Manager, HP Inc.



28%

OF ATTENDEES ARE FROM FIRMS WITH \$500 MILLION+ IN ANNUAL SALES

NUMBER OF COMPANY EMPLOYEES:

1-4	8.4%
5-9	5.5%
10-19	6.7%
20-49	8.2%
50-99	7.7%
100-249	13.5%
250-499	7.9%
500-999	8.5%
1,000-4,999	13.5%
5,000-9,999	6%
10,000 or more	14.1%

NUMBER OF PEOPLE WHO PLAN AND EXECUTE TRADE SHOWS COMPANY-WIDE:

1	14.5%
2-5	52.6%
6-9	13.1%
10 or more	20.8%

NUMBER OF PEOPLE WHO PLAN AND EXECUTE CORPORATE EVENTS COMPANY-WIDE:

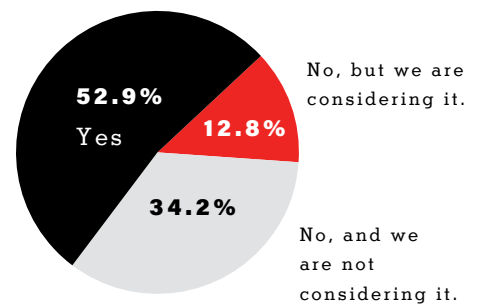
1	13.5%
2-5	52.6%
6-9	13.1%
10 or more	20.8%

ATTENDEE BUYING PLANS INCLUDE:

Audiovisual Equipment/Services • Banner Stands • Booth Apparel Logowear • Brand Ambassadors • Computer Rental • Corporate Event Services • Custom Exhibit Design & Fabrication • Destination Management Companies • Entertainment/Production Services • Equipment Cases • Event and Exhibit Marketing Management • Event Production Companies • Event Registration Services • Exhibit Flooring • Exhibit Graphics & Signage • Exhibit Performance & Audience Profile Measurement • Shipping & Transportation • Staff Training Services and Programs • Floral Services • Full-Service Decorating Contractor • Furniture Rental • Installation/Dismantle Labor Services • Internet Products/Services • Lead Management Services • Lighting Design, Lighting Products • Live Presentations/Demonstrations • Meeting Sites & Hospitality Venues • Modular Exhibit Systems • Permanent Installations • Photographers • Portable Displays and Exhibits • Printing Services • Promotional Items • Publications • Rental Exhibits • Retail/Visual Merchandising Products • Security Guard or Greeters • Software • Technology-based Exhibit Enhancements • Traffic-Building Attractions...

AND MUCH MORE

Does your company exhibit in overseas shows?



66% of companies currently exhibit overseas or plan to do so in the next three years

THREE THOUSAND BUYERS YOU'LL ONLY FIND HERE

AN EXCLUSIVE OPPORTUNITY

95%

ATTEND NO OTHER
INDUSTRY-RELATED
SHOW OR EVENT

NEARLY HALF
48%
ARE FIRST-TIME
ATTENDEES TO
EXHIBITORLIVE

99%

VIRTUALLY ALL
ATTENDEES LOVE
THE EXHIBIT HALL

They spend an average of two days and
4.4 hours engaged with exhibitors

Each year, EXHIBITORLIVE delivers a new audience of qualified buyers.

3,700+

THERE ARE CURRENTLY
MORE THAN 3,700
ENROLLED IN EXHIBITOR'S
CTSM PROFESSIONAL
CERTIFICATION PROGRAM.

“

This is the heart of face-to-face
marketing – this is where
everything happens.

Benjamin Bothun, Head of Marketing and E-Commerce Europe,
Tautropfen Naturkosmetik GmbH

”

Join us in leading **the Great (Re) Engagement** for face-to-face marketing professionals and reach this audience of highly engaged face-to-face marketers with budgets and purchasing power!

TO RESERVE EXHIBIT SPACE, CONTACT:

Jeff Naccarato or Zach Erickson, EXHIBITORLIVE | 800.752.6312, or 630.434.7779 ext. 7916 | email: exhibitorlive@heiexpo.com

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EXHIBITORLIVE VIP BUYERS

(partial list of recent EXHIBITORLIVE attendees)

JOB TITLE	COMPANY	JOB TITLE	COMPANY
Marketing Communications	3M	Trade Show Manager, Global Events.....	Indeed
U.S. Conventions Lead, NMD	Abbott	Experiential Marketing Supervisor.....	Indian Motorcycle
Marketing Manager	Accuform	Manager, Trade Show Coordination.....	Ingalls Shipbuilding
VP, Marketing.....	ACE Surgical Supply Co.	Marketing Services Supervisor.....	Integra Lifesciences
Technical Event Producer.....	Adobe	Events Program Manager	Intel Corp.
Global Marketing Logistics Coordinator	Agios Pharmaceuticals	Marketing Events Coordinator	Intuitive Surgical
Head of Trade Show Marketing and Exhibition.....	AIRBUS Americas Inc.	Event Marketing Manager.....	Jeppesen (Boeing Global Services)
Senior Manager, Conventions.....	Allergan	Inventory & Logistics Coordinator	John Deere
Senior Marketing Events Manager	AMAG Pharmaceuticals Inc.	Manager, Trade Shows and Events.....	Johnson Controls
Event Manager, Americas Marketing.....	Amazon	Global Exhibit Solutions Manager	Leggett & Platt
Global Construction Events Manager.....	Autodesk Inc.	Head of Events	Logitech
Global Events and Communications Manager	Avery Dennison	VP, Trade Development and Sponsorship.....	Mars Wrigley Confectionery
Senior Project and Event Marketing Manager.....	B&H Photo	Trade Show Manager.....	Marshall Electronics
Manager, Marketing Exhibitions and Events.....	BAE Systems	Trade Show Manager.....	Marvin Windows and Doors
Global Trade Show Senior Manager	Baker Hughes, a GE Company	Director, Trade Shows and Events.....	Mastercard
Manager, Conventions	Bausch Health	Trade Show Manager.....	Mayo Clinic Laboratories
Senior Exhibit Specialist.....	Big Ass Fans	Senior Director, Conventions.....	Medtronic
Director of Marketing	Bioenergy Life Science Inc.	Global Integrated Marketing.....	Merck Animal Health
Global Marketing.....	Boeing	Vice President.....	Merrill Lynch Wealth Management
Live Events Manager.....	Bosch	Event Design Manager	MGM Resorts Event Production
Events Manager	Bose Corp.	Global Trade Show and Events Coordinator	Mirion Technologies
Senior Trade Show Specialist.....	Boston Scientific	Technology Transfer Specialist	NASA Marshall Space Flight Center
Manager, Event Management	Canon USA	Account Manager, Trade Shows and Events	Nationwide Children's Hospital
Senior Manager, Trade Shows	Capital One	Professional Relations and Global Events	Nestlé
Senior Manager, Visual Brand Experience.....	Carhartt Inc.	Senior Principal Trade Show Specialist	Northrop Grumman Corp.
Managing Director, Event and Sponsorship Strategy	Charles Schwab Investment Mgmt	Convention Marketing Manager.....	Novo Nordisk
.....	Chevron	Global Event and Training Manager	NXP Semiconductors
Marketing Specialist	Children's Miracle Network Hospitals	Events and Sponsorship Manager.....	Olympus America Inc.
Experience Marketing.....	Cisco Systems Inc.	Trade Show Manager.....	Parker Aerospace
Event Team Manager	Conair Group	Marketing Communications Manager.....	Parker Hannifin
VP, Sales and Marketing	Corning Inc.	Director, Global Congress Lead	Pfizer Inc.
Trade Show Specialist.....	Cox Automotive	Exhibit and Events Manager	Praxair Inc.
Events and Trade Shows	CVS Health	Marketing and Sales Operations Manager.....	Rayovac
Manager, Corporate Events.....	Davis-Standard LLC	Global Marketing Events Manager	Roche Molecular Solutions
Global Marketing Administrator.....	Dell Technologies	Project Manager, North America Marketing Events	Rockwell Automation Inc.
Marketing Director.....	Deloitte Consulting LLP	Director, Exhibit Management.....	Siemens Healthineers
VP, Events, Ecosystems and Alliances	Deloitte Consulting LLP	Global Director, Marketing Communications	Smiths Medical
Manager, Global Oracle Marketing.....	DowDuPont Performance Building Solutions	Senior Global Event Specialist.....	Stryker
Marketing Communications Associate	Epson America Inc.	Marketing Event Manager.....	TEKsystems
.....	FedEx	Marketing Communications Manager.....	Teledyne Defense Electronics
BDM, Rental & Staging, USA and Canada.....	Franklin Electric	Manager, Global Communications.....	Teleflex Medical EOM
Product Manager.....	Fujifilm Medical Systems USA Inc.	Event Manager.....	Texas Instruments
Senior Segment Marketing Manager	Fujitsu	Events Manager	Thermo Fisher Scientific
Manager, Corporate Events.....	GE Healthcare	Global Event Manager.....	Thomson Reuters
Global Event Manager.....	Geico	Economist	U.S. Bureau of Labor Statistics
Exhibit Manager.....	General Dynamics Land Systems	Exhibits Specialist	U.S. Geological Survey
Department Manager.....	General Kinematics	Exhibits Coordinator	U.S. Naval Research Laboratory
International Business Development, Marketing	General Motors Financial	Trade Shows and Sales Outreach	United States Postal Service
Global Marketing.....	Genomic Health	Trade Show Coordinator.....	Universal Avionics, an Elbit Systems Company
Marketing Event Manager.....	Gentex Corp.	Marketing Manager, Events	Varian Medical Systems
Senior Trade Show and Event Manager	GEODynamics	Experiential Marketing Manager	Verizon Connect
Marketing Manager	Hart Energy	Trade Show and Event Specialist	Wacker Chemical Corp.
Corporate Development Officer.....	Health Care Logistics	Global Events Project Specialist	Waters Corp.
Executive Director of Event Operations.....	In4Med	AVP Trade Shows and Events Manager.....	Wells Fargo
VP of Sales.....		Director of Marketing	Yamaha
Project Manager.....		Senior Marketing Specialist	ZTR Control Systems