

THE POWER OF LIVE EVENTS

INCREASE SALES

76% of visitors at B2B and B2C exhibitions make new purchasing decisions and have existing ones reinforced.

BE INVOLVED

The perception of a brand that is not at an event has been found to deteriorate by 5%. This is true even for extremely well-known or global brands.

WINDOW OF OPPORTUNITY

The average visitor spends 5.5 hours at a live event. This is equal to watching or listening to 660 broadcast adverts.

BOOST COMPANY IMAGE

Visitors perception of the quality and value of your brand, product or service is improved by 21% after they see you at a show.

SEEING IS BELIEVING

Visitors who encounter you at live events think your brand, product or service is 28% more innovative than they did before they attended.

CHANGE EXPECTATIONS

Before an event, 37% of people expected to make new contacts and 38% thought attending would make buying easier. These expectations doubled to 75% and 76% respectively following the event.

LASTING IMPRESSION

69% of visitors said they had already recommended or would recommend brands they had seen at an event.

EFFECTIVE MARKETING

2X more effective than TV ads
3X more effective than print media
4X more effective than radio