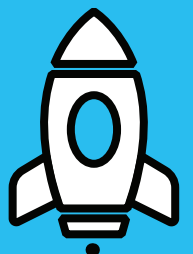


# The Power of Live Events



## YOU'RE MAKING A SOUND INVESTMENT!



### WATCH SALES ROCKET

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



### NOT BEING AT AN EVENT CAN DAMAGE YOUR BRAND!

The perception of a brand that is not represented at an event actually deteriorates by 5%. This is true even for extremely well-known or global brands.

### LIVE EVENTS PROVIDE A BIGGER WINDOW OF OPPORTUNITY

The average visitor spends 5.5 hours at a live event. This equates to watching or listening to

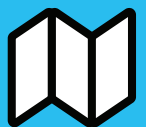


### LIVE EVENTS BEAT OTHER FORMS OF MARKETING HANDS DOWN



**2X**

more powerful than TV ads



**3X**

more effective than print media

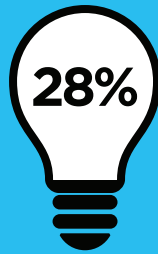


**4X**

more effective than radio

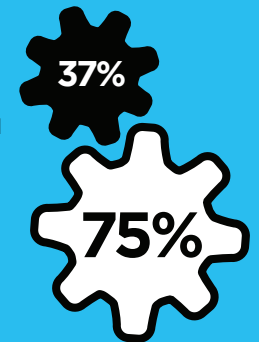
### SEEING IS BELIEVING

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



### LIVE EVENTS CHANGE MINDS

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



### LIVE EVENTS ARE GOOD FOR YOUR IMAGE

Perception of the quality and value of your brand, product or service is improved by **21%** after visitors experience you at a show.

### LIVE EVENTS LEAVE A LASTING IMPRESSION

**69%** of visitors surveyed two weeks after attending live events said they had already recommended or would be recommending brands they had seen

