

## **High quality event guides ‘help exhibition organisers sell more stand space’**

**London, UK – 4 January 2010:** A quarter of exhibitors say that the quality of the event guide commissioned by an exhibition organiser could influence the quantity of square metres they decide to take at an event, new independent research has revealed.

And most exhibitors say a high quality event guide either might – or definitely would - make them more likely to buy a stand at an exhibition.

These were some of the highlights of new research conducted by Vivid Interface on behalf of Publishing Events, the event media outsourcing specialist.

The research showed:

- 66% of exhibitors say a poor quality event guide either might, or definitely would, negatively affect their relationship with the event organiser after the exhibition.
- 60% of exhibitors believe that a high quality event guide either might, or definitely would, make them more likely to take some kind of advertising in the publication, such as an enhanced entry, display advertising or sponsorship of event guide.
- 58% of exhibitors believe that a poor quality event guide either might, or definitely would, influence the decision to rebook a stand at the next event.
- 95% of exhibitors believe that it is important, or very important, that ‘a quality event should be represented by a quality event guide’.

- 83% of exhibitors agree with the statement that ‘an exhibition can be devalued by the quality of its event guide’.
- Exhibitors believe the most important feature of an event guide is ‘accurate information about the exhibitors’. This is followed by (in order):
  - ‘Practical/easy of use’;
  - ‘Convenient format for visitors to carry around’;
  - ‘Accurate information about seminars, talks, product demonstrations etc’
  - ‘Clear signposting/navigation’
  - ‘Useful products and services guide’

12% of exhibitors believe that a high quality event guide would ‘definitely’ make them more likely to buy floor space at an exhibition. A further 43% said that a high quality event guide might persuade them more likely to buy floor space at an exhibition

“This comprehensive survey of exhibitors proves what we have always said – a well-produced event guide really does help organisers sell extra stand space,” said Giles Brown, Head of Client Services at Publishing Events.

“While clearly there are many other success factors behind a profitable exhibition, the research shows that organisers should not forget the high value that exhibitors across all business sectors place on having a high quality exhibition guide distributed to their customers, the event visitors.”

“What most surprised us with this research was the level of anxiety that exhibitors often feel about the event guide. After all, show guides are kept by visitors for months and often years after the event, and so it is critically important that the publication looks good, is correct in every aspect, and is easy and convenient to use.”

Mr Brown added: “For a significant percentage of exhibitors, whether or not an event has an event guide that they perceive as good quality is a factor when they are deciding which event to take a stand at.

“Obviously, this has significant implications for event organisers’ own bottom lines.”

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## **Editor’s notes**

### **About the exhibitor research**

The research was conducted independently by Vivid Interface via an online survey of exhibitors across a cross section of B2B and B2C exhibitions held within the UK. 277 completed responses were obtained from a database of 2807 event exhibitors from a wide range of events and exhibitions. Respondents were screened based on their involvement in B2B and B2C exhibiting and exhibiting decision making. Those with no involvement in B2B or B2C exhibitions, and those with no influence or responsibility for the decision to exhibit at these events were screened out. Overall 192 respondents met the criteria for interview completion, and it is this sample that represents the basis of the research. Of these:

- 31% were CEOs, chairmen, or company directors
- 15% were senior managers
- 37% had a marketing role
- 12 % had a sales role
- 30% had been involved in exhibiting in their industry for more than 10 years
- 19% had been involved in exhibiting in their industry for 6-10 years
- 43% had been involved in exhibiting in their industry for 1-5 years
- 7% had been involved in exhibiting in their industry for less than a year

The average number of exhibitions attended by the respondents in the previous 12 months was 4.09.

The respondents’ industry sectors included: Wholesale (11%), Marketing communications (11%), Media (8%), Educational services (5%), Hospitality (5%), Engineering (5%), Arts, entertainment & recreation (5%), Retail (4%), Food & Drink (4%), Construction (2%), Health & Social Care (1%), Law (1%), Foodservice (1%), Administration & Support (1%), Transportation & Warehousing (1%).

### **About Vivid Interface**

Vivid Interface is a full service research agency, established in 1994, with specific expertise in event, venue, publishing & children’s research. Services for the events industry include qualitative research, at-show research, at-show visitor observations, and e-surveys.

[www.vivid-interface.com](http://www.vivid-interface.com)

### **About Publishing Events**

Publishing Events was established in 1995 and specialises in producing printed exhibition catalogues, mobile event guides and visitor magazines on behalf of exhibition organisers. Based in Farringdon in London, clients include Reed Exhibitions, UBM, and Mack Brooks. Its services include publication design, floor plan design, event branding design, online data collection, copy-editing, print production, and advertising and sponsorship sales.

[www.publishingevents.com](http://www.publishingevents.com)

### **More information**

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