



DIGITAL AND SOCIAL MEDIA TRANSFORMING THE TRADE SHOW LANDSCAPE

*Social media, mobile and other digital experiences increasingly
embedded in exhibition marketing, free report and webcast*

Dallas, TX (7 October 2010) – New research from the Center for Exhibition Industry Research (CEIR) and George P. Johnson Experience Marketing (GPJ) suggests that corporate brand marketers and exhibition organizers are using a broader array of digital media to add value to their exhibition marketing investments and create richer experiences for their audiences.

Co-produced by The Jordan Edmiston Group and with the support of the Event Marketing Institute, this report was created to help the exhibition industry, brand side exhibitors and producers of exhibitions make better decisions about deploying digital, social and virtual media as crucial components of modern exhibit portfolios, the *Digital + Exhibit Marketing Insights 2010* report is available for download at www.ceir.org. Now in its second year, this unique research program confirms that trade show professionals are leading the charge to integrate digital into nearly every aspect of pre-show promotion, onsite interaction and post-event sales fulfillment.

“Exhibition marketers have been increasingly leveraging digital media to enhance the value of their events, facilitate partner networking and promote their products and services,” said CEIR Executive Director Cathy Breden, CAE, CMP. “However, this data suggests that a much deeper and broader change is sweeping the exhibit marketing industry, with players at every level making a real commitment to digital adoption.”

Key findings from this year’s research include:

- 72 percent expect to have a digital event strategy in place by the end of 2010
- 44 percent intend to build up their own internal digital marketing talent and capabilities
- Digital media use includes online ads pre-event, SMS onsite and RSS/content downloads post-event
- 78 percent believe that digital marketing increases exhibition marketing effectiveness
- 40 percent of respondents indicate that up to 10 percent of their exhibition budget is spent on digital

“Trade shows and related exhibit marketing campaigns are a key source of revenue for brand marketers, and digital, social and mobile communications are proving to be a rapid-deployment toolset that can improve results and ROI,” said GPJ Senior Vice President of Program Strategy/Worldwide, David Rich. “Having experience marketing strategy with a well thought out digital component, digital strategy, and the system in place to refine it on an ongoing basis, is a crucial aspect of trade show marketing planning and leadership, especially in terms of developing creative ideas, messaging and brand experiences that move the needle.”

Corporate trade marketers, media and show producers can use the research to:

- Inform budget-making and strategic planning process
- Develop best practices for deploying digital across the exhibition life cycle
- Measure investment in digital against the industry standard
- Evaluate agency creative and digital competence

A webcast on the findings will be held on Tuesday, 12 October 2010, at 2:00 p.m. EDT. For more information and to register, click here: <http://tinyurl.com/2ebdj4z> . The webcast will be also recorded for those who are not able to participate on 12 October.

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About the 2010 Digital + Exhibit Marketing Insights Report, Available at www.ceir.org

Conducted online between May and June of 2010, the Digital + Exhibit Marketing Insights study surveyed the opinions of 265 exhibition marketing professionals including both corporate brand exhibitors and exhibition management executives with the goal of providing insight as to the impact of digital media on exhibition performance.

About CEIR (www.ceir.org)

CEIR serves to advance the growth, awareness and value of exhibitions and other face-to-face marketing events by producing and delivering research-based knowledge tools that enable stakeholder organizations to enhance their ability to meet current and emerging customer needs, improve their business performance and strengthen their competitive position. For additional information, visit www.ceir.org.

About George P. Johnson Experience Marketing (GPJ) (www.gpj.com)

GPJ is a worldwide experience marketing agency that creates great ideas and brings them to life through integrated live and online experiences and environments, helping clients cut through marketplace noise, differentiate from the competition and create lasting relationships that directly impact the bottom line. Ranked by *Advertising Age* as the "#1 Event Marketing Agency" and consistently placing among the world's top marketing agencies, GPJ provides its services through 26 offices around the world. The agency's clients won 37 awards in 2008, five Ex Awards in 2009 and took home both the Grand Ex Award as well as the Best 100% Virtual Ex Award in 2010. Follow us on Twitter at www.twitter.com/georgejohnson.

Contact:

Cathy Breden, CAE, CMP
Executive Director
Center for Exhibition Industry Research
+1 (972) 687-9201
cbreden@ceir.org