

Exhibition Organisers: Strengthening Value to Customers

Understanding True Behaviour on the Exhibition Floor

Exhibitor Solutions

- Brand Experiences
- Customer Service
- Marketing Solutions
- Measurement



Show Organiser Solutions

- Strategy
- Design
- Exhibitor services



Experiential Environments

- Museums
- World Expositions
- Halls of Fame
- Visitor Centres

Touring Exhibitions

- Promotional partner for studios
- Harry Potter, Narnia, Up



Retail Solutions

- Shopping Centre Amenities
- Specialty Kiosks
- Turn-Key Services

Overview of Video Measurement



Measurement - We utilise six sigma techniques to study traffic measurement, timing studies and tracking analysis



Analysis - We analyse the data to quantify trends and patterns to improve the event performance



Exhibit Training and Design – We utilise years of analysis experience to develop benchmark data that can be used by exhibitors to improve their sales, stand design and return on investment.

Video Measurement: Target Areas

Organisers

- Registration
- Entry / exit areas
- Show floor traffic
- Membership areas
- Hospitality areas
- Food & beverage
- Taxi lines
- Poster sessions

Exhibitors

- Entry / exit areas
- Reception area
- Presentation theatres
- Demonstration stations
- Interactive areas
- Hospitality
- Lounges

Common Issues

The Exhibit
“Force Field”



Exhibit Staff:
Our most
valuable
resource



Exhibit Staff:
Before and
After



Organiser's Challenges in Strengthening Value

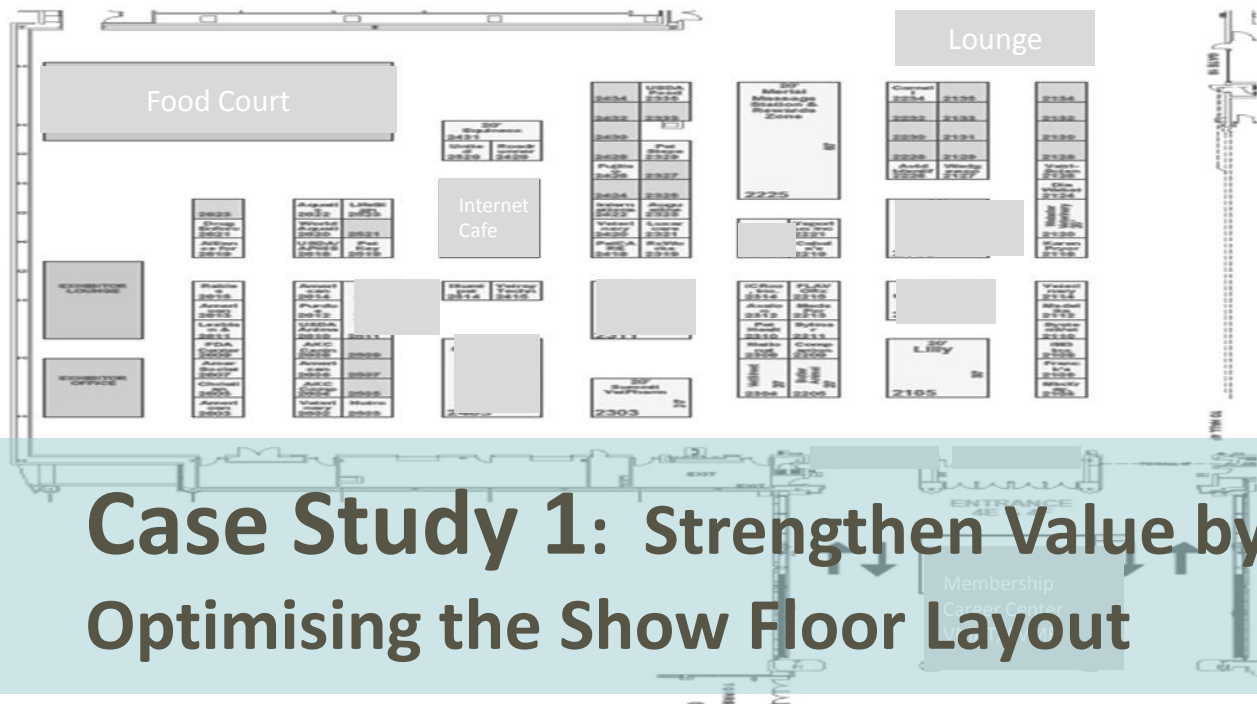
How do I optimise the layout of the show floor?

Have I optimised my show opening days and times?

How can I improve the overall look, feel and functionality of the feature areas?

Have I staffed the show appropriately?

Where is my precious budget best spent?



Case Study 1: Strengthen Value by Optimising the Show Floor Layout



AVMA: Objectives

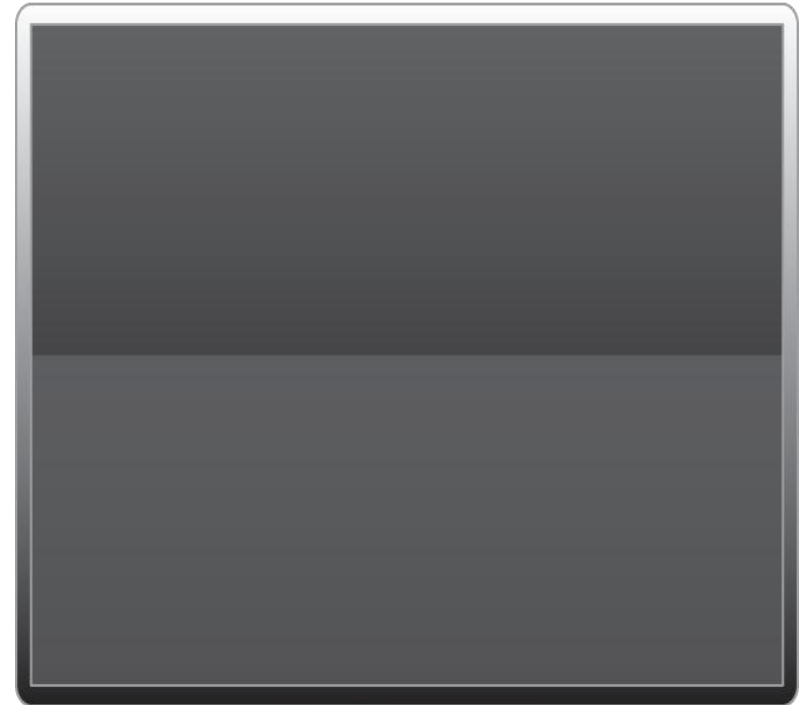
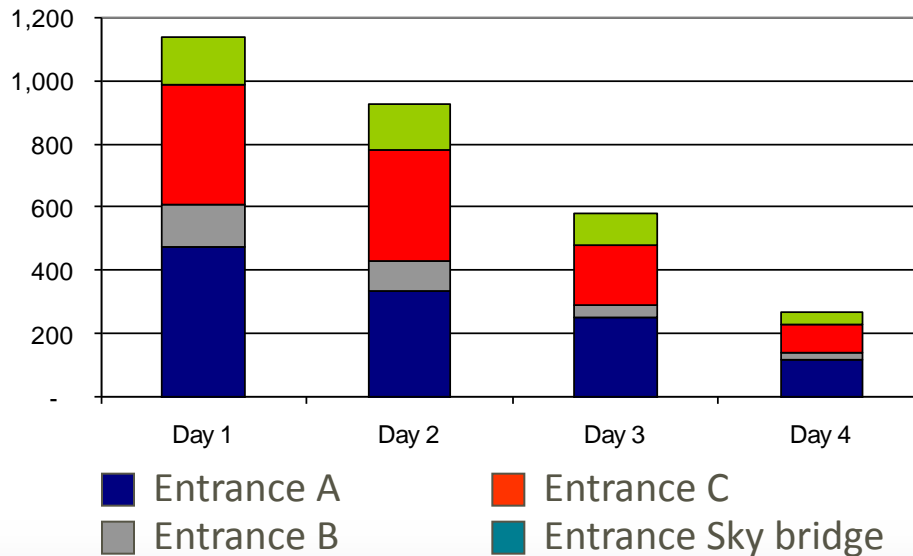
- Understand attendee traffic flow
 - *Entryways*
 - *Show floor progression*
 - *Daily traffic peaks*
- Gather insights on attendee engagement with exhibitor booths

AVMA: Washington Convention Center



Exhibit Hall Entrance Analysis

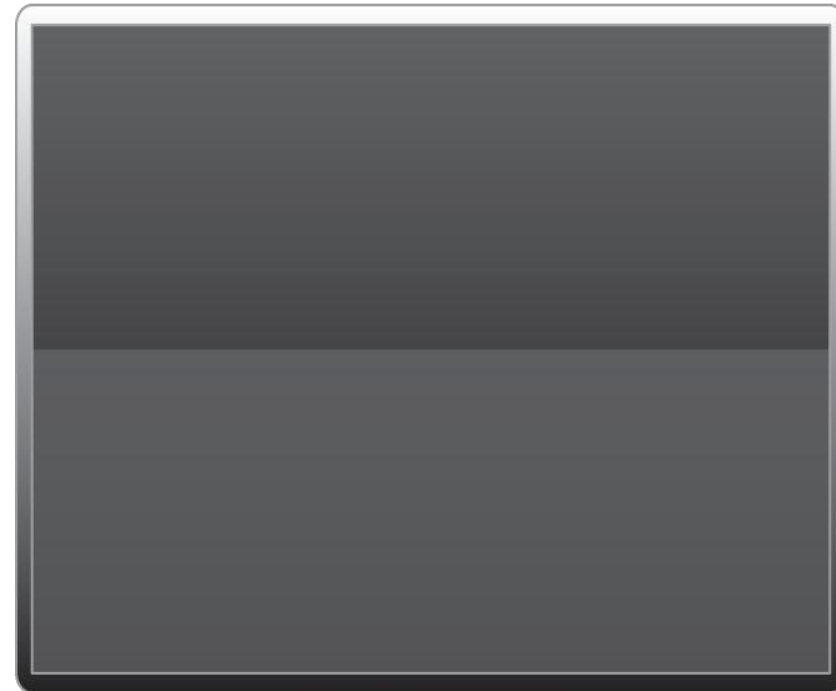
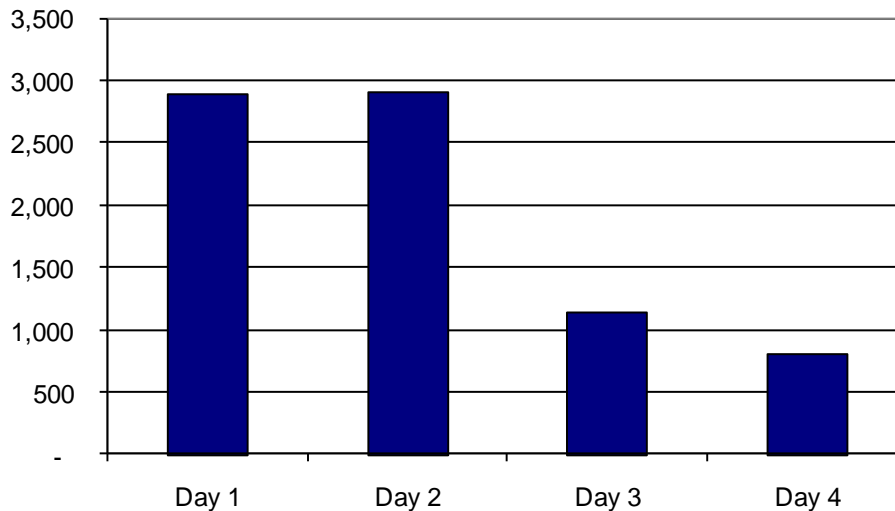
Average Hourly Entrance Traffic Flow
Number of Attendees



- 700+ attendees per hour going through entrances
- Entrances A & C represented 75% of traffic vs. 15% & 9% for other entrances
- Entrances A & C each had ~275 attendees flow through per hour

Aisle Traffic Comparison, Days 1-4

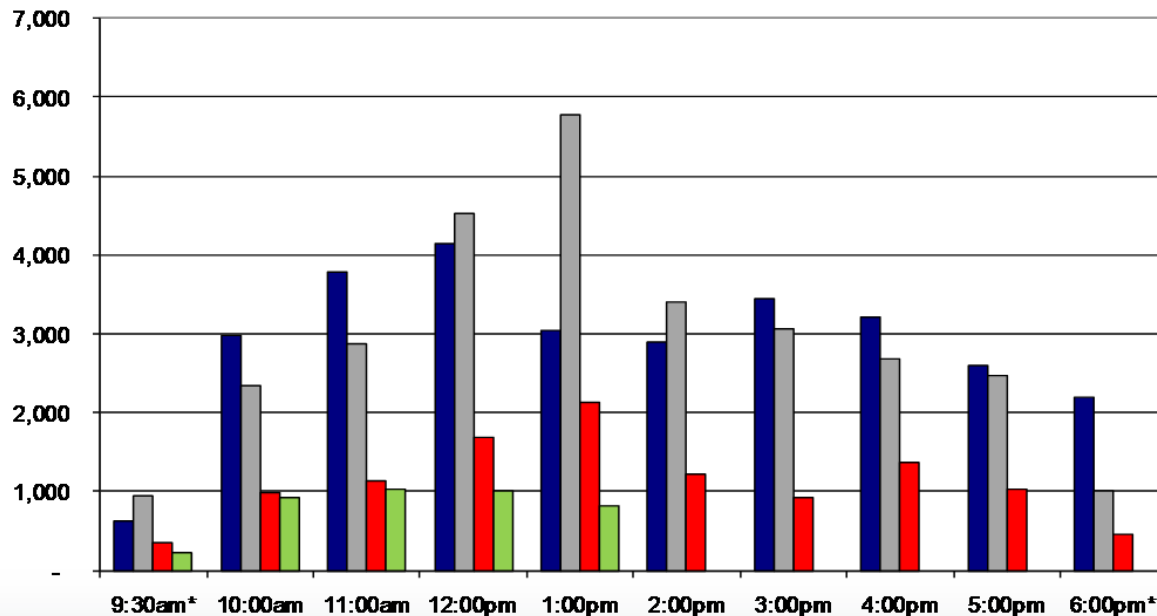
Average Hourly Aisle Traffic Volume
Number of Attendees



- On average, ~2,000 attendees per hour
- Total aisle traffic volume was constant for the first 2 days (Saturday & Sunday)
- Saturday and Sunday drew significant crowds

Aisle Traffic Comparison, Days 1-4

Average Hourly Aisle Traffic Volume
Number of Attendees



- Day 1
- Day 2
- Day 3
- Day 4

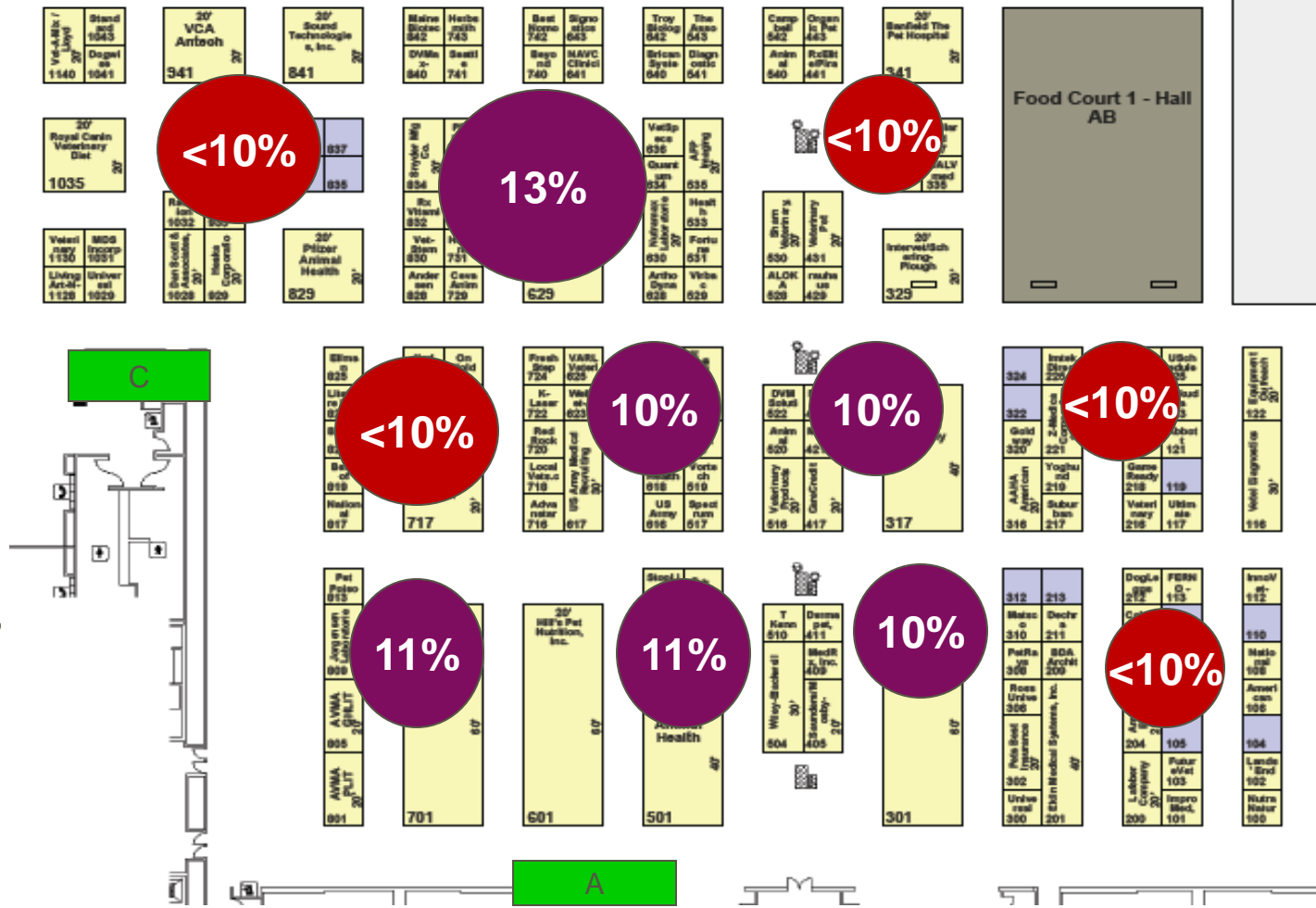
- Noon-2pm peak in traffic
- Drop-off after lunch
- Minimal traffic at beginning and end of day
- Need to staff for peak visiting hours

Hall AB – Zone Analysis



Hall AB – Zone Analysis

- Traffic distribution
- “Hot” and “cold” spots
- Key exhibitor destinations



AVMA – Attendee Traffic Pattern Analysis

Observations:

- Exhibit hall driven by 2 entrances
- Significant day to day traffic decline
- Significant Hot & Cold spots

Suggested Changes:

- Better utilise entrances to concentrate traffic
- Reduce exhibit days and revise show hours
- Support exhibitors & improve traffic flow

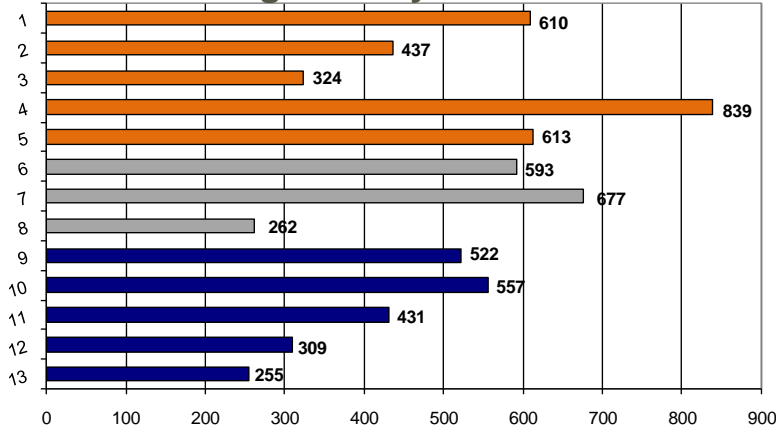
AVMA Exhibitor Analysis - Overview

Volume of Daily Attendee Traffic	Exhibitor Size	Attraction Rate	Interaction Rate	Industry Average
Heavy	Small	7%	63%	62%
	Medium	11%	58%	55%
	Large	13%	53%	65%
Light	Small	5%	73%	62%
	Medium	9%	54%	53%
	Large	11%	57%	57%

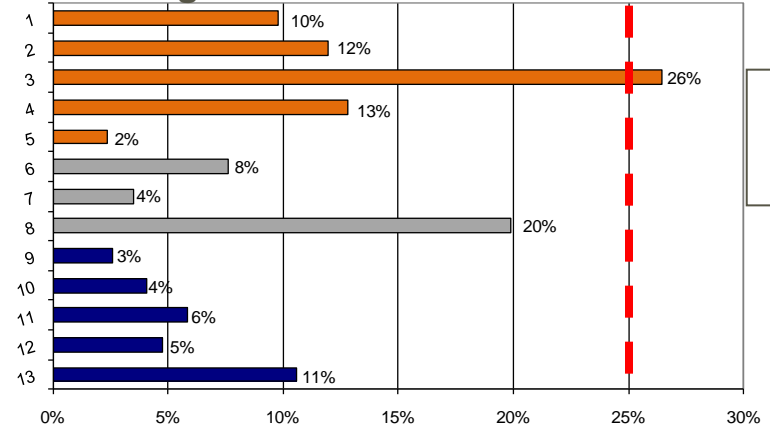
- High variability among interaction rates
- Interaction rates consistent with industry averages

AVMA Exhibitors – Traffic, Attraction, Interaction

Average Hourly Traffic



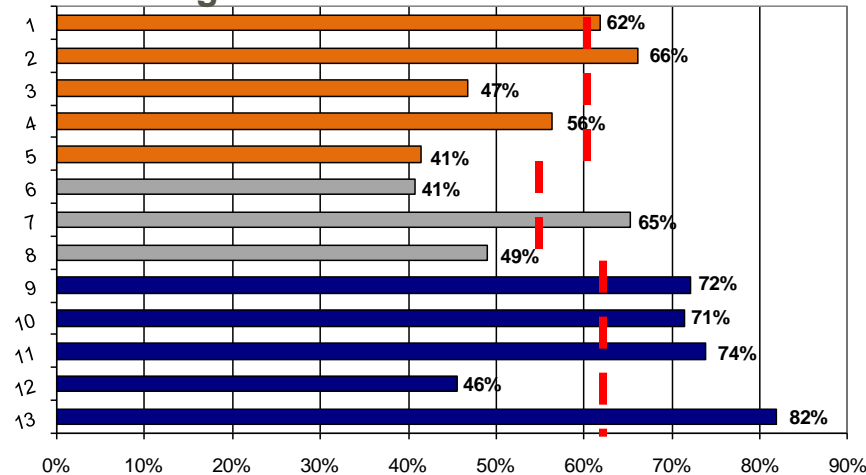
Average Exhibitor Attraction Rates



Industry Average : 25%

- Large Exhibitors
- Medium Exhibitors
- Small Exhibitors

Average Exhibitor Interaction Rates



Industry Averages:
 Small 62%
 Medium 54%
 Large 61%

Summary of Exhibitor Opportunities

1 Need for consistency

- Need to better manage or plan ROI
 - Staffing levels, pre-show marketing, exhibit design, show expectations, behavior
- Attraction rates need improvement – most are significantly below average
 - (12% vs. 30%), and vary significantly between exhibitors
- Overstaffing present on the show
 - Need to think about right resources
- Overall, interaction rates on par with average, with some exhibitors needing notable improvements

2 Many exhibits should consider modifications

- Stark carpet colour contrasts deter attendees from entering
- Large structural elements make it hard for exhibit staff to see attendees
- Beware of stands that deter attendees with blocked entrances and “guards”



Case Study 2: Strengthen Value by Enhancing Feature Area Effectiveness

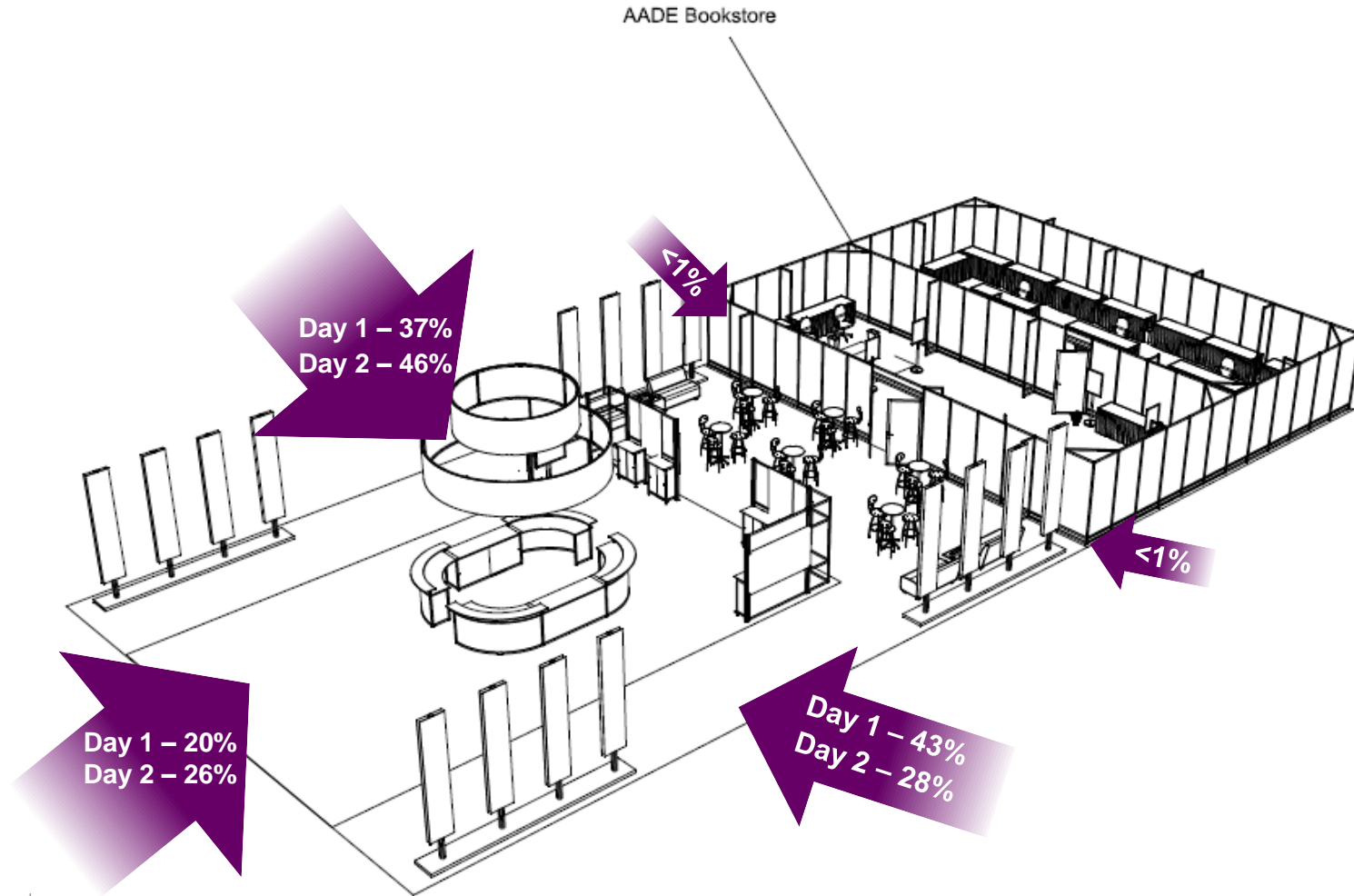
Membership
Career Center
VMAT/AVMF



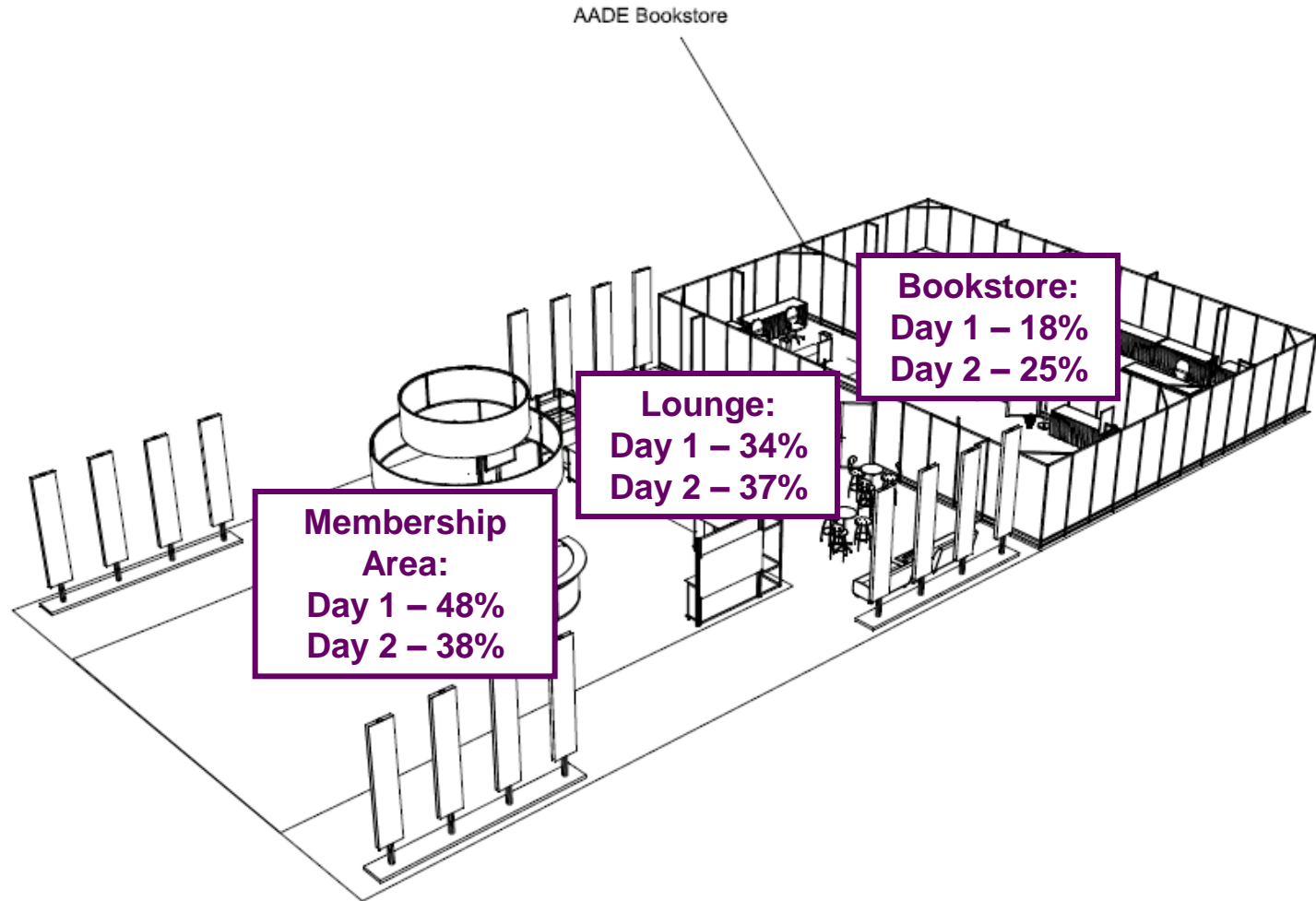
AADE: Objectives

- Understand effectiveness of AADE exhibit
 - Membership area
 - Lounge
 - Book store
- Assess traffic flow / utilization of registration area
- Assess utilisation and dwell time at Silent Auction stations

Case Study: AADE Exhibit

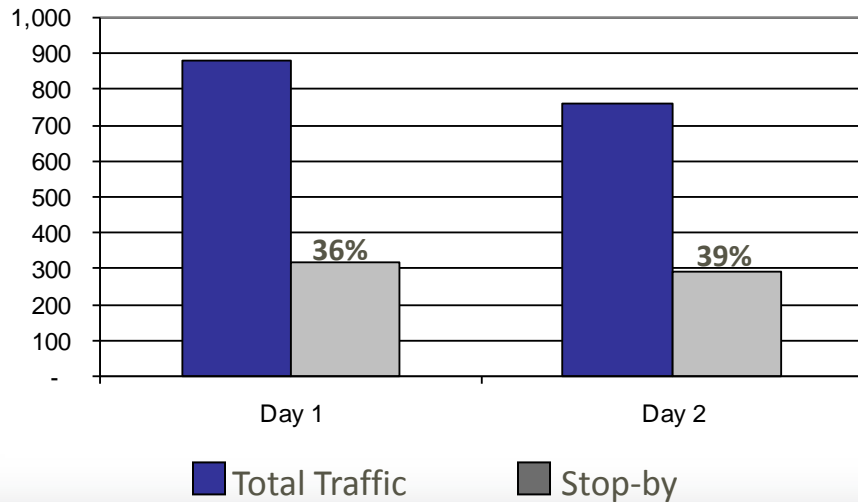


Case Study: AADE Exhibit Traffic

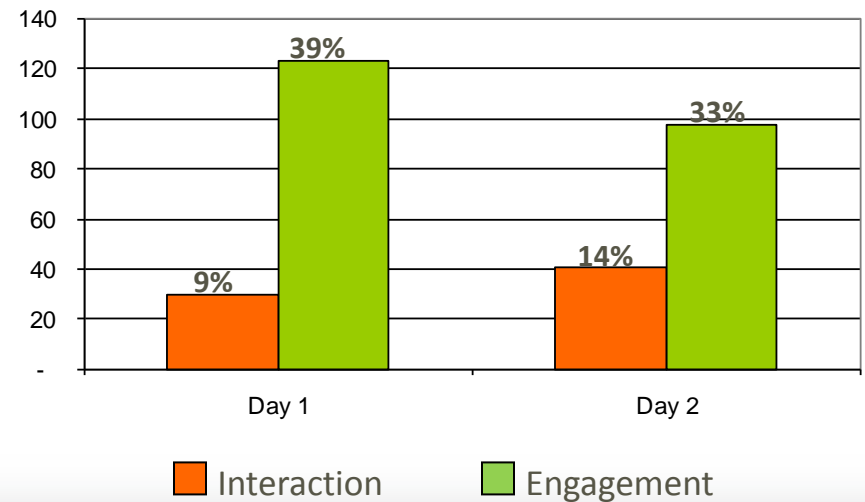


AADE Exhibit: Membership Area

Membership Booth Traffic
Number of People per Hour



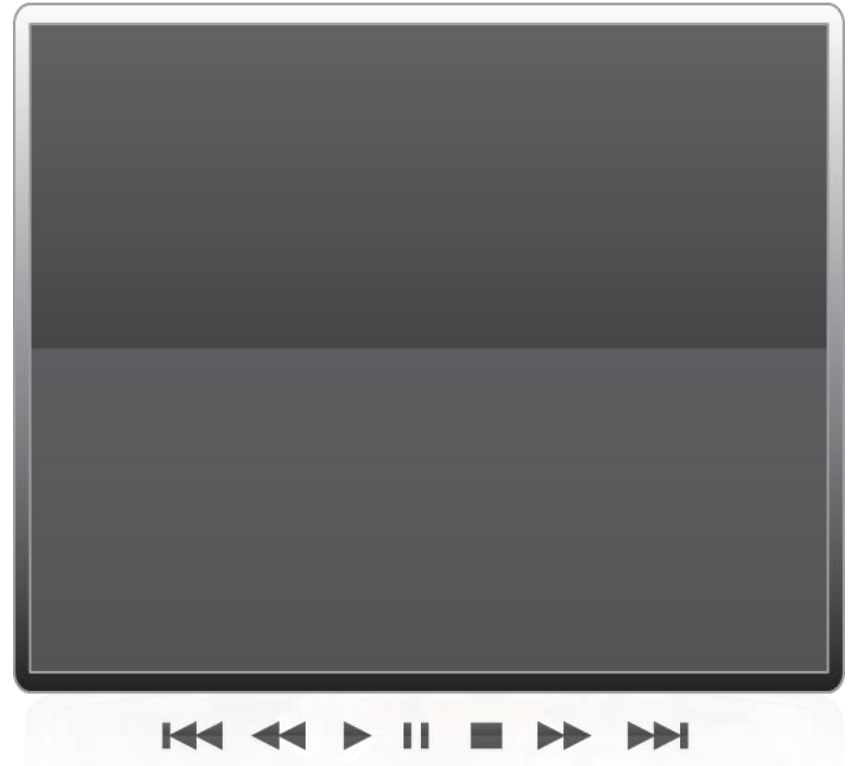
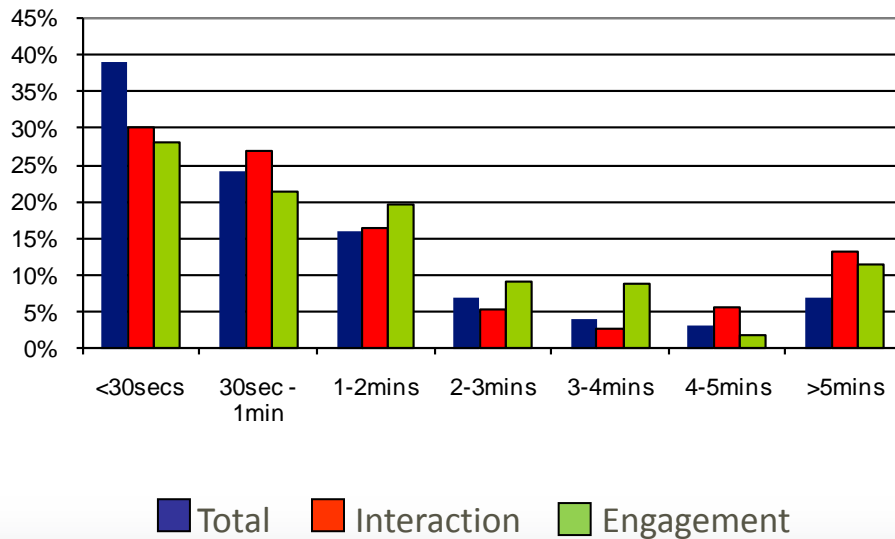
Membership Booth Traffic
Number of People per Hour



- Open layout and carpet colour facilitated attendee stop bys – 306/hr ave.
- Scheduled presentations drew large crowds
- Interaction & engagement rates were below average
- Inadequate signage/branding of key programs being promoted

AADE Exhibit: Membership Area

Membership Area
Total, Interaction, & Engagement Timing



- Presentation participants spent most time in stand
- Attendees that did not attend presentations spent minimal time in stand – ave of 1:40 min
- Attendees that interacted with staff or stand areas spent 35% more time in stand

AADE Exhibit: Presentations

Day 2: 9:45am



Day 2: 12:45pm



AADE Exhibit: Presentations

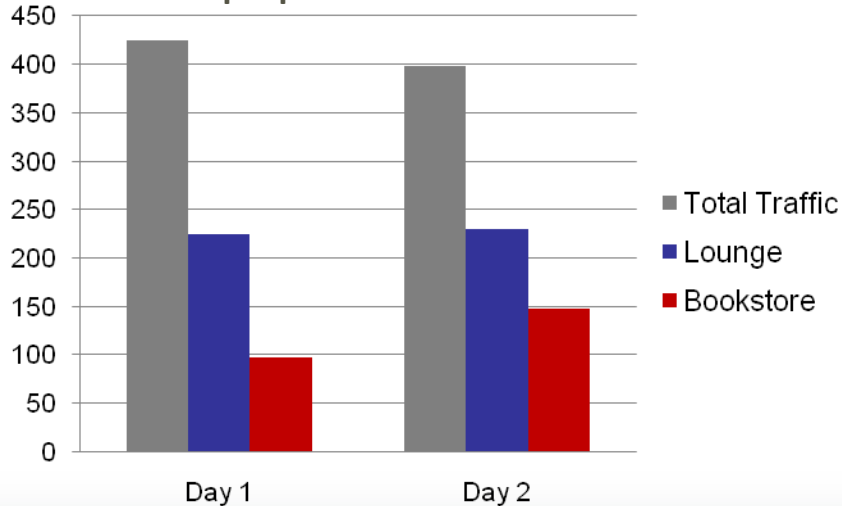
		# People	Drop-out Rate	Average Dwell Time
Day 1	1:00pm	16	81%	24:27
	3:30pm	6	50%	19:56
Day 2	9:45am	76	70%	21:56
	12:45pm	67	61%	14:59
	1:00pm	23	74%	04:01

- **Despite limited seating, presentations drew significant crowds**
- **Significant drop out rate due to difficulty hearing/seeing speaker**
- **Presentation area too small given audience and attendee interest**

AADE Lounge / Bookstore

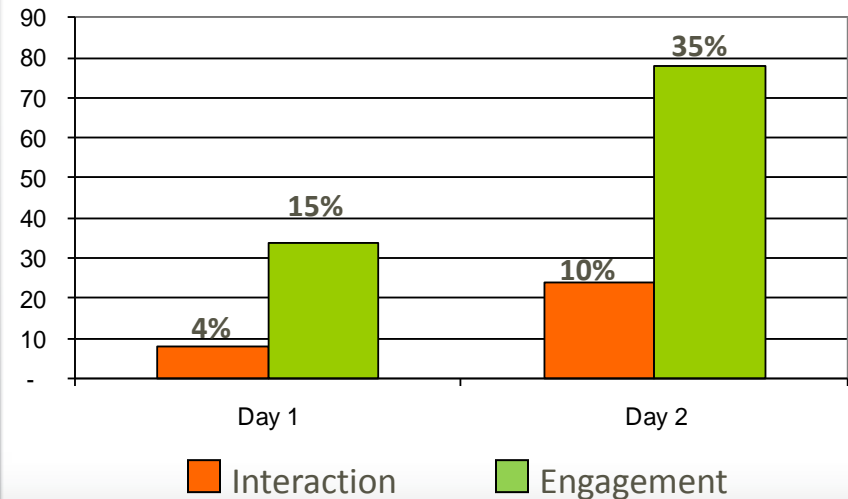
Attendee Traffic

Number of People per Hour



Lounge Traffic

Number of People per Hour

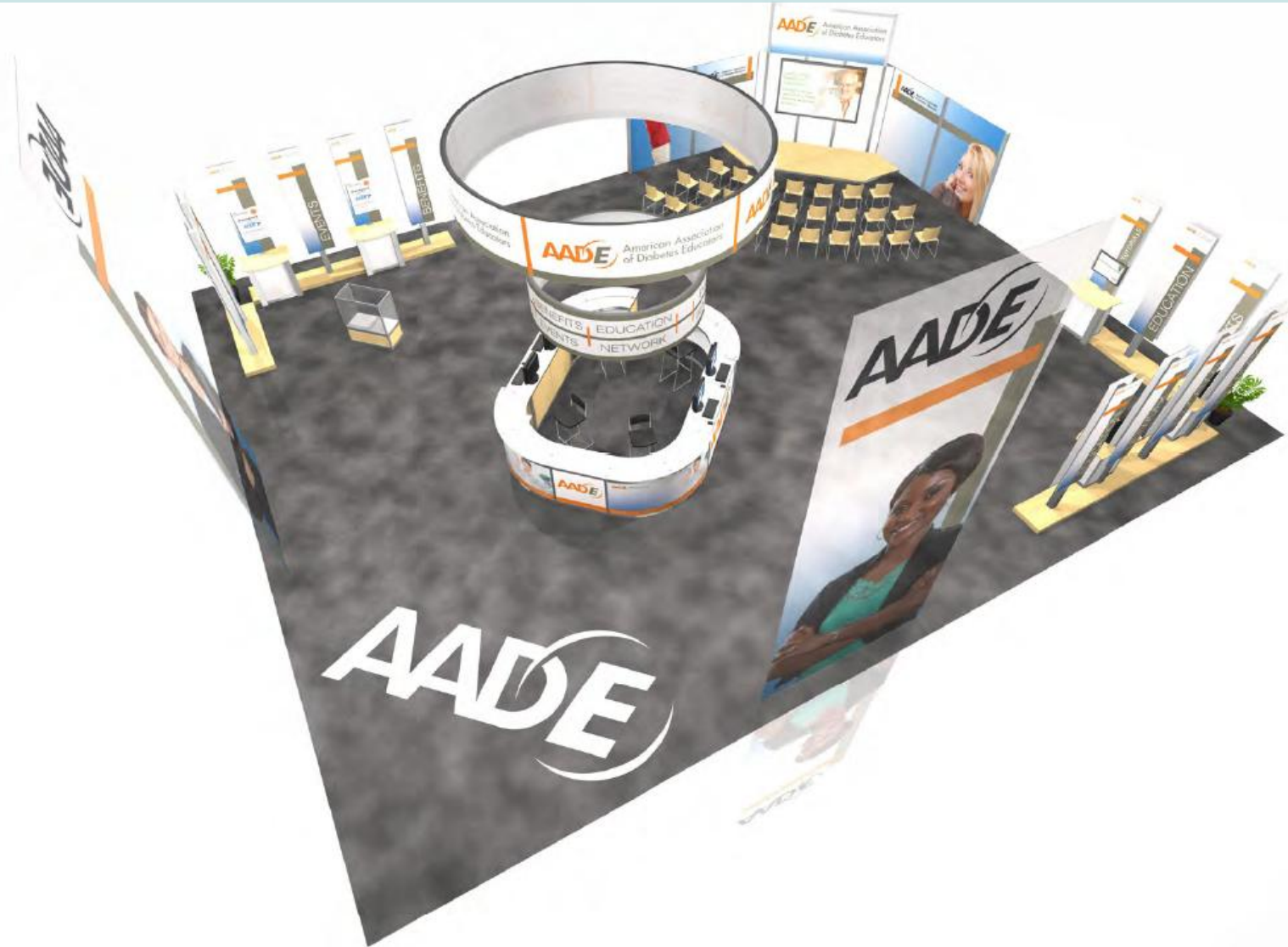


- Lounge area highly consumed, ~231 per hour (56% attraction rate)
- Overall, attendee participation and time spent in lounge area was low and interaction rate was also low
- Bookstore consumption ~122 people per hour, peaked during presentations
- Bookstore could not accommodate increased traffic (~350 people per hour) during peak due to congestion

AADE Exhibit Modifications

1. Expanded presentation area and presence
2. Added schedule of presentation times
3. Undertaking detailed staff training to improve interactions
4. Bookstore moved to hallway adjacent to breakout sessions
5. Lounge removed

AADE Exhibit Modifications



Final Thoughts

- We must appreciate the wide variety of customers in this industry – that makes strengthening value often multi-faceted
- Organizers and exhibitors are concerned with the return on their investment. Focus strengthening value on those key areas
 - Feature areas, membership zones, registration areas
 - More effective exhibits – open up exhibit spaces, avoid barriers
- Need to maximise attendees movement through the chain of (1) attraction, (2) interaction, and (3) engagement. It is not enough to focus on one step.
- In the end it comes down to people – do not underestimate the importance of exhibit staff both quantity and quality