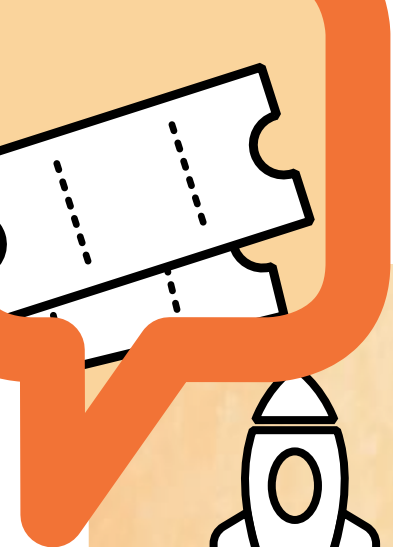
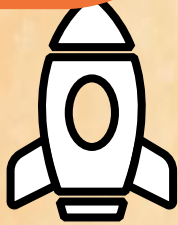


# The Power of Live Events



## 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.

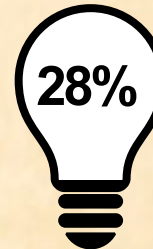
**LIVE EVENTS PROVIDE A BIGGER WINDOW OF OPPORTUNITY**  
The average visitor spends 5.5 hours at a live event. This equates to watching or listening to



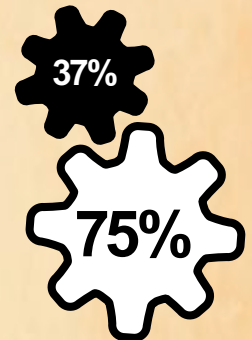
**LIVE EVENTS BEAT OTHER FORMS OF MARKETING HANDS DOWN**

<b>2X</b>	<b>3X</b>	<b>4X</b>
more powerful than TV ads	more effective than print media	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