The Connected Event

Insights into 2012 Event Technology Trends

Special Exclusive Report by

activeNETWORK™

EVENT | MARKETING INSTITUTE


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Introduction

The relationship between events and technology is becoming more critical to event producers, exhibitors and event marketers – as well as attendees and participants. This trend is being driven by the rapid pace of change in communications technology. The last three years alone have seen an explosion in the use of social media to communicate event information, drive attendance, and build year-round online communities.

In response, Active Network and the Event Marketing Institute have worked together to study and quantify these event technology trends.

This report covers event technology from the perspective of event owners and producers as well as corporate exhibitors and event marketers. The focus of the analysis is on technology usage, best practices and benchmarks. Other trends and areas covered include:

- Most important technology areas and services
- Technology purchase plans and budgets
- Social media
- Online events, including virtual shows, webinars and webcasts

The main information source is an exclusive survey of event producers, corporate exhibitors and event marketers. Various other sources have been used to develop the report including recent Event Marketing Institute and Red 7 Media studies, and reports from other organizations. In total, survey responses from over 500 leading organizations in the event and technology industries have been used to develop this analysis.

The exclusive survey was conducted in the late summer and fall of 2011. Based on the findings and forward-looking questions and research, we anticipate many of the trends covered in this report to continue in 2012.

Active Network and the Event Marketing Institute thank all of the respondents for their invaluable contributions to this study.

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Executive Summary

The relationship between technology and events continues to grow and become more important. The explosion of online social media and the growth of mobile technology have only accelerated the evolution of this critical relationship.

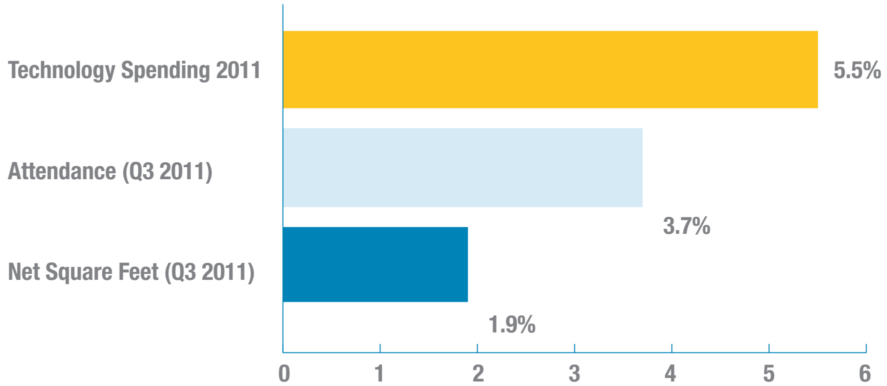
Today, a key focus of event producers, corporate exhibitors and event marketers is on better connecting event audiences with online communities of clients, prospects and influencers. Technology is being used to link these seemingly different communities into one. For example, a marketing executive with a leading IT company recently told the Event Marketing Institute (EMI) that the biggest opportunity for their event programs is to foster "better, more meaningful and relevant connections with customers" both online and at their events.

In fact, enhanced digital engagement is considered the best opportunity for improving the attendee experience by top corporate event and exhibit marketing professionals. One event planner said their key opportunity is "implementing the latest technologies to make for a better attendee experience."

Still, the rise of social media, smart-phones and tablet computers, and other technologies along with the desire to better connect online and event communities poses challenges and opportunities for event industry executives. As one exhibitor said in an exclusive survey conducted for this report, the biggest technology challenge is simply "keeping up with the continual changes in social media and web site technology."

This rapid technological change is occurring at a time of other changes for the events industry, which is rebounding from the significant impact of the economic downturn. As the economy rebounds, the events industry also continues to grow.

Event Technology Investment Outpacing Event Industry Growth



Source: EMI & Active Network; CEIR

The exclusive survey of event producers, exhibitors and event marketers has found that event technology spending grew by 5.5% in 2011.

According to the Center for Exhibition Industry Research, in the third-quarter of 2011 attendance increased by 3.7%, the number of exhibiting companies grew by 3.6%, and net square feet of exhibit space rose by 1.9%. Comparing these statistics shows that event technology spending is growing faster than underlying industry growth. This indicates the importance of technology to event producers, exhibitors and event marketers.

Overall Top Event Industry Concerns

Considering the big picture and overall opportunities and challenges impacting the industry, EMI and Active Network asked event producers, exhibitors and event marketers to rank the event management, marketing and technology needs most important to their organizations. The top five areas are ranked below.

The event and exhibitor communities are primarily focused on ROI and better engaging with attendees. In a way, most everything else in the event industry can be considered secondary. As other results in this report show, technology is seen as a key part of both of these primary trends and requirements. For example, lead retrieval which connects directly to tracking event performance and ROI was selected by 80% of exhibitors and event marketers as “very important” and “important” to their organizations.

In order to achieve points one to four in the chart above, technology can play an important part of achieving these goals from streamlining time spent on managing the event, reducing costs by better sourcing of venues and suppliers, plus providing a seamless experience.


Key Technology Areas

When considering their most important event technology needs today, event producers primarily require overall event management software and systems as well as services to manage their attendee relationships. They are also placing an emphasis on social media to communicate and market their events. When event producers select technology investments they have to focus on both their internal needs and how the technology will enhance the experiences of their attendees, exhibitors and sponsors.

Corporate exhibitors and event marketers are most in need of technology to make their event programs more efficient and effective. Their top technology requirements relate to lead retrieval and event management. They also use technology to better market their exhibit programs and their own corporate events. In addition, exhibitors and event marketers are looking for tools and services to help them capture event feedback and to assist with measurement.

Most Important Technology Areas for Event Producers and Exhibitors & Event Marketers

Event Producers	Corporate Exhibitors & Event Marketers
1. Event Management	1. Lead Retrieval
2. Social Media	2. Web Site Development
3. Registration & Attendee Management	3. Audience Response & Surveys

Purchase Plans

The study also asked specifically what event technology services the respondents purchased or planned to purchase in 2011. The top three technology purchases have been related to:

- **Social media:** according to 53% of the survey respondents
- **Lead retrieval:** 51%
- **Web site development:** 45%

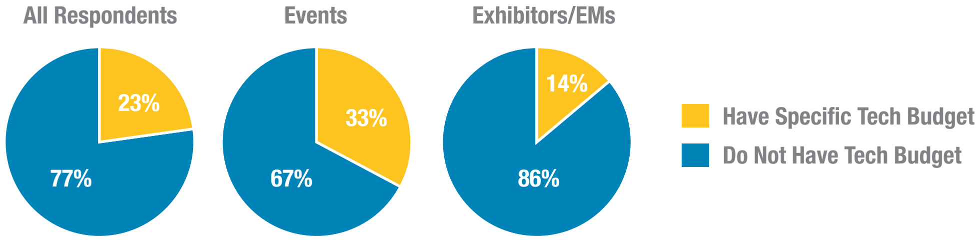
Technology Budgets

Considering all of the survey respondents together, only 23% indicate they have a specific budget for event technology. More event producers (33%) say their organization has a specific technology budget than exhibitors and event marketers (14%). Even though they may not have a technology budget, 38% of the respondents said they expected to spend over $25,000 on event technology services in 2011. This suggests that technology spending is categorized in other budget line items such as operations, marketing or the catch-all event services. It is also possible in some cases technology requirements are becoming more important and changing so quickly that non-budgeted dollars are being spent or allocated from other areas to fund technology purchases and investments.

Technology Spending

38% of all respondents indicated they expected to spend over $25,000 on event technology services in 2011.

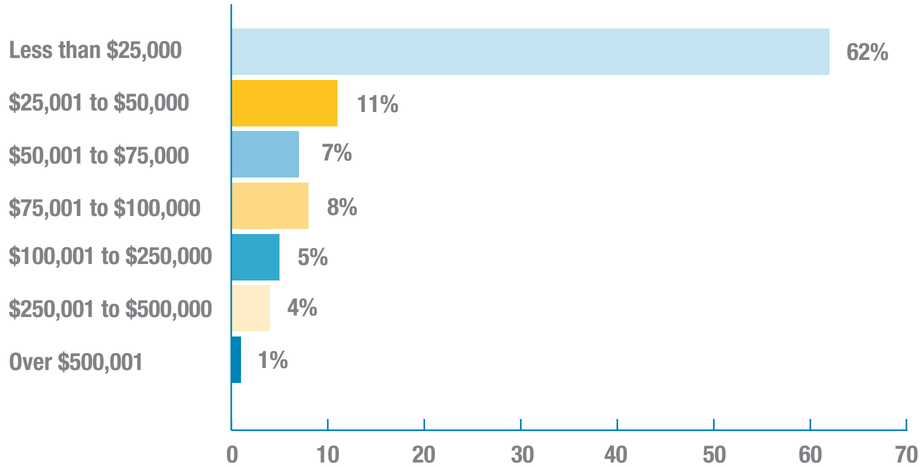
Event Producers, Exhibitors & Event Marketers with a Specific Event Technology Budget



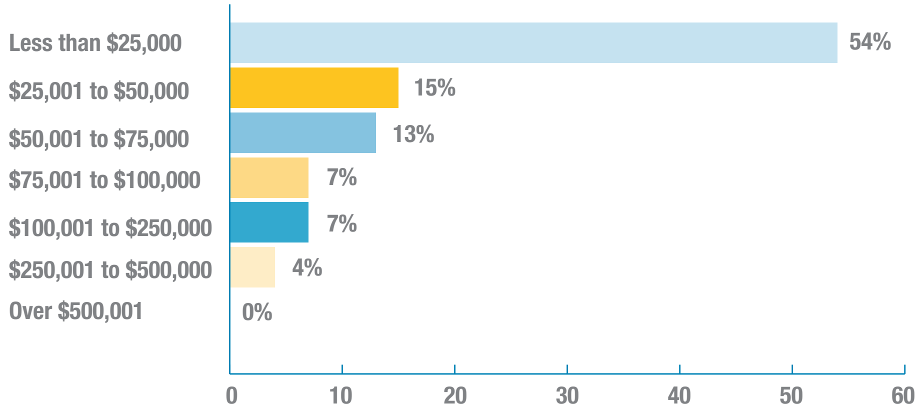
While the majority of the event organizations and corporations spend less than $25,000 on event technology annually, 46% of event producers and 23% of exhibitors and event marketers indicated they expected to spend over $25,000 on event technology in 2011.

Total Organization Spending on Event Technology in 2011

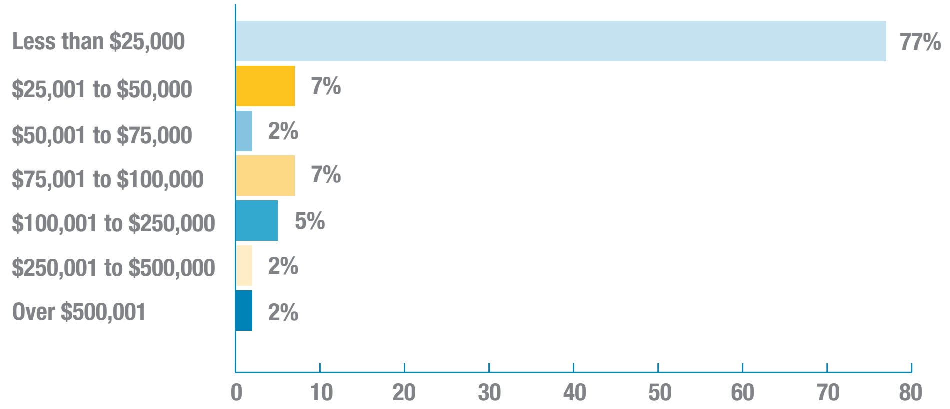
All Respondents



Event Producers

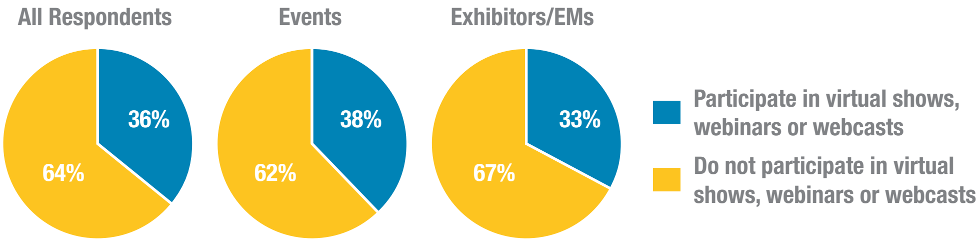


Exhibitors/Event Marketers



Social Media & Online Events

Emails, e-newsletters, and providing product or exhibitor information on web sites are considered to be the most effective methods to develop an online community following events and throughout the year. These are the same top three for both events and exhibitors. For both the event producer and exhibitor and event marketer communities the most often used social media platforms are Facebook, Twitter and LinkedIn. Thirty-six percent of the respondents say they run or participate in virtual shows, webinars or webcasts. Slightly more event producers run or participate in these online events than exhibitors and event marketers.



How Event Marketers are Using Social Media

A recent EMI survey of top event marketing agencies asked how their clients are using social media with their events and experiences.

- To reach more people: **80%**
- Communicate event information: **68%**
- To enlist influencers: **45%**
- Disseminate special offers: **34%**
- Build a database: **34%**

Average Online Attendance at "Stand-Alone" Online Events and Online Events Held at the Same Time as Live Event Dates

	All Respondents	Events	Exhibitors/EMs
Average online event attendance	741	1,269	291
Average online event attendance during live, physical events	3,049	4,294	750

These survey finding suggest that while there is significant coverage and discussion of digital event components, the adoption rate of event producers and corporations using these is low. Still, the average attendance numbers are healthy, and the largest participation in online events occurs when these are held at the same time as live events.

2012 Outlook

With all signs pointing to a continued rebound in the events industry, investment in event technology will continue to expand in 2012. Collectively event producers, exhibitors and event marketers are forecasting 5.6% growth of their event technology spending this year.

The industry is still experimenting with social media but most industry leaders have been using this technology for a few years and are learning what works and what doesn't. This will be the year that social media moves from being the "new thing" to a more established part of the event marketing and communications mix.

Although there is still much work to be done, an overall key theme impacting the event industry is the goal of connecting physical event groups and audiences with online communities of clients, users, prospects and influencers -- or at least better linking the experiences of physical events with online communications and interactions. A key opportunity is to focus on more and better content, information and communication links before, during and after the event. This allows for attendees in particular to better manage their event-related information, content and what they learned at the event, and enhance their overall experience.

Events will become even more connected to their various communities in 2012 and technology will drive this trend.

About the Respondents

Nearly half of the survey respondents to the exclusive technology trends survey are event owners and producers including associations, exhibition organizers and conference producers. Fifty-three percent are corporate exhibitors and event marketers. The types of events most often owned by or participated in by the respondents are exhibitions and tradeshows, conferences and corporate meetings. The two industry sectors most represented by the diverse industry respondents are medical and information technology.

The survey focused primarily on large event producers and corporations with event programs. The average size of the largest event managed or exhibited in by the respondents has over 21,000 attendees.


I.) Key Technology Requirements & Purchases

This is the first of four chapters analyzing the complete survey results of event producers, corporate exhibitors and event marketers.

Overall Event Management, Marketing and Technology Needs Based on Level of Importance to Organization

The survey began by asking event producers, exhibitors and event marketers to rank the overall "big picture" event management, marketing and/or technology needs most important to their organizations. The highest ranked overall areas (in terms of those selected as "5 = very important" and "4" on a 1 to 5 scale), are improving event ROI, the attendee experience, and expanding customer engagement. The event and exhibitor communities are primarily focused on ROI and better engaging with attendees. Of secondary importance are areas including cost management, competition and social media strategy.

All Respondents	Very Important & Important Ratings
Improving event ROI	90%
Improving the attendee experience	88%
Expanding customer engagement	83%
Drive higher quality attendance	79%
Improving measurement of key performance metrics	72%
Increase overall attendance figures	71%
Manage costs	69%
Deal with increasing competition	56%
Institute or improve our social media strategy	55%
Sell more exhibits	44%
Develop partnerships with other organizations or associations	43%
Sell more sponsorships	41%
Select new key vendors/service providers	28%
Select new event locations	21%
Compete for internal organizational or corporate resources	21%

Improving event ROI is usually considered the level of financial return on exhibitor, sponsor and corporate event investment in events. Improving ROI along with improving the measurement of other key performance metrics, and the focus on attendance experiences and quality levels are the primary focus of the industry. Most everything else in the event industry can be considered secondary.

The challenge is that tracking ROI can be a time-consuming process as there are often long-buying cycles, various sales channels and partners, and a number of groups in each organization that touch aspects of major sales. Also, enhancing the attendee experience and increasing attendance size and quality levels takes continual effort, investment, and the need to raise the bar annually -- all in the face of other events and outlets that compete for attendee and buyer time and attention.

As other results in this report show, technology is seen as a key part of both of these primary trends and requirements. For example, lead retrieval which connects directly to tracking event performance and ROI was selected by a combined 80% of exhibitors and event marketers as very important or important to their organizations.

Selecting new vendors and service providers are not highly rated but are still important to 28% of the survey respondents. In general event producers -- as well as exhibitors and event marketers -- work closely with trusted vendors and partners and forge long-term relationships.

It should be considered good news that only 21% of respondents say that competing for internal organizational or corporate resources is currently an important issue. This suggests that pressure is lifting on budgets. In fact the third quarter 2011 Red 7 Media Event Industry Outlook study forecasts corporate exhibitor budgets to increase by 5.9% in 2012. It took two years following the last recession in 2001/2002 before the industry began to grow at healthy rates. In this period it has taken closer to three years.


Event Producers Only – Overall Event Management, Marketing and Technology Needs Based on Level of Importance to Organization

For event producers the top three overall management, marketing and technology needs are improving the attendee experience, improving event ROI, and expanding customer engagement.

A major theme found throughout this study is a focus on the attendee experience. Generally, what event producers are doing to enhance the attendee experience fall within three areas: (1.) adding content, information and networking; (2.) improving the event environment and ambiance; and (3.) making the registration and logistical processes more efficient. Big picture areas such as the city, venue and hotels as well as entertainment offered, food and beverage quality and level of education and networking receive much of the focus. But it is also important to consider that sometimes it is the little things that are remembered the most. Other ways to improve the attendee experience include improving signage and way-finding, and providing a significant number of comfortable seating areas throughout the venues. On the technology front, recommendations are to provide very clear transaction and confirmation emails, make all event content available quickly, and ensure there is strong Wi-Fi in the venues.

	Very Important & Important Ratings
Improving the attendee experience	94%
Improving event ROI	90%
Expanding customer engagement	85%
Increase overall attendance figures	83%
Drive higher quality attendance	77%
Improving measurement of key performance metrics	77%
Manage costs	75%
Sell more exhibits	71%
Sell more sponsorships	69%
Institute or improve our social media strategy	62%
Develop partnerships with other organizations or associations	44%
Deal with increasing competition	44%
Select new key vendors/service providers	37%
Select new event locations	24%
Compete for internal organizational or corporate resources	23%

Event producers are more focused currently on the attendee experience and exhibitor ROI than selling more exhibits and sponsorships. To summarize, they are working to add more value to their two client bases.

Sixty-two percent of event producers indicate that instituting or improving their social media strategy is important. A recent study conducted by Red 7 Media found that to 90% of event producers are using at least one social media platform today, up from around 30% just a few years ago. They are mainly using Facebook and Twitter to increase brand awareness and supplement their other marketing communications. But many event producers are still experimenting with social media. While the use of social media has become very important, especially to help promote attendance, only 3% of event producers say it is the most effective way to promote attendance with the highest ROI.

Another key finding from the data table above is that while less than half of event producers indicate that developing partnerships with other organizations or associations is important, this is up from closer to 20% that pursued partnerships five to ten years ago. Major events in particular used to stand alone more often. Today, partnering with a wider range of groups from other associations, media companies, key websites and influencers is more common.

It is also important to point out that 44% of event producers said a key issue is dealing with increasing competition. Most major events, especially conventions and exhibitions, typically do not have a head-to-head competitive event. Industries basically designate one event as their primary “industry forum”. Of course each industry sector has smaller regional, specialty and niche events, but most of the competition today is from other media including emerging online media companies and information sources.

Corporate Exhibitors and Event Marketers Only – Overall Event Management, Marketing and Technology Needs Based on Level of Importance to Organization

The key issue for exhibitors and event marketers is improving their ROI. Although other studies have found that a significant percentage of exhibitors and event marketers do not formally track ROI, and there are a number of steps and challenges to consistently track event programs over time. Improving event ROI is followed by issues related to attendees, including increasing attendance and booth visitors, and better engaging with event participants. Improving measurement of key performance metrics is also one of the primary overall concerns of exhibitors and event marketers and 71% selected this as very important or important. The connection to technology is that increasingly exhibitors and brands are using social media activity and web hits as part of their event performance metrics tracking.

	Very Important & Important Ratings
Improving event ROI	92%
Drive higher quality attendance	83%
Expanding customer engagement	80%
Improving the attendee experience	78%
Improving measurement of key performance metrics	71%
Deal with increasing competition	67%
Manage costs	65%
Increase overall attendance figures	56%
Institute or improve our social media strategy	45%
Develop partnerships with other organizations or associations	40%
Select new key vendors/service providers	18%
Compete for internal organizational or corporate resources	16%
Sell more exhibits	11%
Select new event locations	10%
Sell more sponsorships	5%

Additionally, corporate exhibitors and event marketers are looking for attendance quality more than quantity. As the study shows, 83% of exhibitors and event marketers say that to “drive higher quality attendance” is very important/important. This compares to 56% that focus on “an increase in overall attendance figures”.

Only 16% of corporate exhibitors and event marketers say a key issue is to compete for internal organizational or corporate resources, suggesting that pressure on budgets may be lifting.

Biggest Challenges Related to Overall Event Programs

The survey asked an open-ended question: "What is the biggest challenge related to your overall event programs in 2011/2012?". Some of the key themes seen in the event producers' answers are growing quality attendance, driving revenue in a slow economy, integrating social media, and securing budgets for technology investments. Some of the verbatim responses to this question include:

- "Adoption of new technology with the understanding it takes 2-3 years for widespread acceptance and adoption."
- "Educating attendees on new technology."
- "Finding a technology solution that does not overwhelm our audience in either introducing technology that is too new or complicated, or offering too many options that they get frustrated."

These comments suggest there is still some caution among event producers about technology. Many major event producers, which are often leading associations, are not able to be risk-takers in the sense of trying un-tested technology and services. They also don't want to be too far behind or out in front of key technology trends. In short, most major convention and exhibition producers are not "early adopters", at least in terms of major software and technology services deployed at their key events. This may be another reason why most event producers do not have budgets earmarked for technology.

When asked for the most important criteria when selecting event technology service providers, right behind costs and customer service, are providers' reputation and experience levels. As technology is changing so rapidly, event producers are right to proceed with caution and select leading technology providers with the appropriate levels of experience.

Corporate exhibitors and event marketers also weighed in on their primary challenges. The key issues for exhibitors and event marketers are measurement and tracking ROI, budgets, driving quality attendance and booth visitors. There is also the perennial challenge of overall schedule management, such as managing multiple shows and events during the same time periods.

Event Technologies Rated Based on the Level of Importance to Their Organization

It is important to reiterate that the information covered in the above section of the report focuses on overall management, marketing and technology needs based on level of importance to the respondents' organizations. This next section narrows the focus more specifically on event technologies and areas. Then following this section is data on where the respondents have been making technology purchases.

The table directly below combines the survey findings for event producers, corporate exhibitors and event marketers. For all of the responding organizations analyzed together, lead retrieval, social media and event management systems are the top ranked most important event technologies. Other technologies rated highly by more than 50% of the survey respondents relate mainly to attendees and communications. These include web site development, registration and attendee management, video, customer databases, and audience surveys. Analyzing the data further shows that lead retrieval rates as the most important highest overall area of technology, which also connects to measurement. Social media is the overall number two ranked area driven by the explosion in corporate and personal use of Facebook and Twitter as well as the need for events to experiment with this fast growing and changing area of communications. Registration and attendee management fits with the key need to enhance the attendee experience and audience development.

All Respondents	Very Important & Important Ratings
Lead Retrieval	74%
Social Media	66%
Event Management	65%
Web Site Development	64%
Registration and Attendee Management	60%
Video	54%
Customer Database Infrastructure	53%
Audience Response and Surveys	53%
Smartphone and Tablet Apps	43%
E-Marketing Platforms	43%
Digital Content	42%
IT infrastructure and network	37%
Webinars	36%
Search Engine Marketing	34%
Mapping and Directory Services	34%
Mobile services	34%
Matchmaking and Networking Systems	24%
RFID & Attendee Tracking	23%
Sales Software	22%
Virtual events	14%

Just below the top five most important technology services are two different areas that are both gaining in importance -- video and customer databases. The use of video for marketing, education and as a revenue stream is still a significantly untapped opportunity for the events industry. Databases have always been very important to event producers in particular, but using better technology and paying closer attention to list quality is seen as a way to improve overall event performance and expand into other services especially for events owned by media companies and information providers.

Interestingly, developing smartphone and tablet apps are not seen as important by a majority of event organizations. There is much more focus on improving web sites. As one event producer said in the survey, they are focused on “keeping on top of the web site and developing ways to interact with our customers and attendees.”


Event Producers Only – Event Technologies Rated Based on the Level of Importance to Organization

In terms of technology, event owners require overall event management software and systems. They are also focusing on social media to communicate and market their events. Registration and attendee management is additionally a critical area.

There are a number of digital areas that are receiving significant attention but are still emerging in importance to event producers. About 10% to 25% of event producers consider the following very important: digital content, webinars and mobile apps and services.

While registration and attendee management is ranked as the third most important technology area by event producers it needs to be pointed out that the number one area “event management” is somewhat of a catch all category and the number two, social media is basically the leading topic in all marketing and media today. Registration and attendee management software and systems are critical as they play crucial roles impacting the attendee experience, marketing and ROI. In fact, drilling down further into the data shows that registration and attendee management with 61% is actually the highest rated area in terms of those that were selected as “very important” by event producers. Increasingly registration and attendee management will become more integrated with social media and digital marketing.

	Very Important & Important Ratings
Event Management	81%
Social Media	79%
Registration and Attendee Management	77%
Web Site Development	68%
Video	65%
Lead Retrieval	59%
Audience Response and Surveys	58%
Customer Database Infrastructure	56%
E-Marketing Platforms	55%
Mapping and Directory Services	48%
IT infrastructure and network	44%
Digital Content	44%
Webinars	42%
Smartphone and Tablet Apps	39%
Mobile services	39%
Search Engine Marketing	34%
RFID & Attendee Tracking Tools	31%
Matchmaking and Networking Systems	29%
Sales Software	24%
Virtual events	13%

A few areas that have received considerable attention in recent years simply are not ranked highly in terms of importance to event producers. These include search engine marketing, RFID and attendee tracking tools, matchmaking systems, and virtual events. Search engine marketing may not be as critical to major event producers as most events are well known with little direct competition and event producers feel that information on their event, many of which are owned by top associations, is easily found online.

Digital Media and Marketing Drives Attendance

A recent EXPO magazine survey of event producers on attendance marketing found that six of the top ten most often used attendance marketing approaches are technology-based:

- Emails: used by **99%** of event producers
- Web site with attendee-focused information and content: **97%**
- E-newsletters: 81%
- Facebook activity and promoting likes: **75%**
- Direct mail postcards: **74%**
- Exhibitor efforts to promote to their clients/prospects: **69%**
- Relationships and partnerships with other organizations: **62%**
- Twitter postings and followers: **60%**
- Direct mail full brochure: **58%**
- Banner and online ads on other “outside” websites: **55%**

Corporate Exhibitors and Event Marketers Only – Event Technologies Rated Based on the Level of Importance to Organization

Corporate exhibitors and event marketers are by far most focused on lead retrieval, which also includes lead management and ultimately tracking both ROI and other event performance metrics. Following this is developing their web sites to market their event participation. The number three top technology is audience response surveys which also helps with event program measurement. In short, the top five technology areas in the table below focus on measurement, marketing and management.

	Very Important & Important Ratings
Lead Retrieval	80%
Web Site Development	57%
Audience Response and Surveys	56%
Event Management	50%
Social Media	50%
Customer Database Infrastructure	46%
Video	44%
Smartphone and Tablet Apps	44%
Registration and Attendee Management	43%
Search Engine Marketing	33%
Digital Content	33%
E-Marketing Platforms	30%
Webinars	27%
IT infrastructure and network	24%
Mobile services	24%
Sales Software	20%
Matchmaking and Networking Systems	20%
Mapping and Directory Services	16%
RFID & Attendee Tracking Tools	13%
Virtual events	13%

Social Media Often Used to Help Measure Event Programs

A recent EMI survey found that approximately 50% of corporations are using event-related Facebook and social media activity, website hits, and other online activity to help track and measure their event program impact and ROI.

Event Technology Services or Areas Purchased or to be Purchased in 2011

The top three event technology services or areas that had been or were planned to be purchased in 2011 were related to social media, lead retrieval and web site development. The top three purchased or planned for purchase in 2011, at the time the survey was completed, by event producers were social media, lead retrieval, and registration and attendee management. The top two for corporate exhibitors and event marketers were also social media and lead retrieval. The third key area is web site development.

	All Respondents	Events	Exhibitors/ EMs
Social Media	53%	53%	55%
Lead Retrieval	51%	49%	55%
Web Site Development	45%	45%	45%
Video	35%	38%	29%
Smart Phone and Tablet Apps	33%	34%	32%
Webinars	29%	32%	29%
Registration and Attendee Management	29%	49%	5%
Event Management Software	25%	36%	11%
Audience Response and Surveys	25%	40%	8%
E-Marketing Platforms	22%	23%	21%
Mobile Services	22%	26%	18%
Search Engine Marketing	19%	13%	26%
Digital Content	16%	15%	16%
Mapping and Directory Services	15%	21%	8%
Customer Database Infrastructure	14%	17%	11%
Sales Software	12%	11%	11%
IT Infrastructure and Network	12%	13%	8%
Virtual Events and Meeting Tools	12%	15%	5%
RFID & Attendee Tracking Tools	9%	11%	5%
Matchmaking and Networking Systems	8%	13%	3%
Other	6%	2%	3%

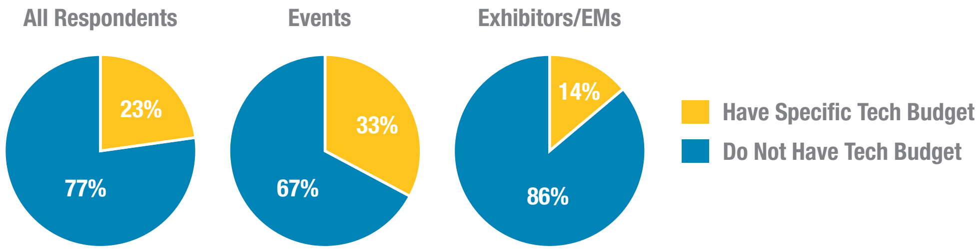
That 49% of event producers and and 55% of exhibitors and event marketers are making lead retrieval related purchases suggests that both sectors of the industry are focused on better managing leads which also help track ROI. With 45% of both groups purchasing related to their web sites indicates that sites need constant updates, upgrades and attention. Close to one-third of the industry is investing in video and smart phone and tablet apps, which suggest these are still emerging technology opportunities for the industry.

II.) Technology Budgets

Event technology spending is growing faster than the overall events industry. The survey of event producers, exhibitors and event marketers has found the growth rate for technology spending in 2011 was 5.5%, while CEIR reported that third quarter attendance increased by 3.7%, the number of exhibiting companies grew by 3.6%, and net square feet of exhibit space rose by 1.9%. This growth differential shows the importance of technology to event producers, exhibitors and event marketers.

Surprisingly, considering all of the responding organizations, only 23% indicate they have a specific budget for event technology. More event producers (33%) say their organization has a specific technology budget than exhibitors and event marketers (14%). Even though they may not have a technology budget, 38% of the respondents said they expected to spend over $25,000 on event technology services in 2011. This suggests that technology spending is categorized in other budget line items such as operations, marketing or event services. It is also possible in some cases technology requirements are becoming more important and changing so quickly that non-budgeted dollars are being spent or allocated from other areas to fund technology purchases and investments.

Event Producers, Exhibitors & Event Marketers with a Specific Event Technology Budget



Event Technology Budget Growth

The growth rate for technology spending in 2011 and the outlook for 2012 are similar. Overall, a growth rate of 5.5% has been seen in 2011, while 5.6% growth is expected next year.

2011 Event Technology Budget Growth Compared to 2010	2012 Event Technology Budget Growth Expectation
5.5% all respondents	5.6% all respondents

While the majority of the event organizations and corporations spend less than $25,000 on event technology annually, one out of four spend over $50,000.

Total Organization Spending on Event Technology in 2011

	All Respondents	Events	Exhibitors/EMs
Less than $25,000	62%	54%	77%
$25,001 to $50,000	11%	15%	7%
$50,001 to $75,000	7%	13%	2%
$75,001 to $100,000	8%	7%	7%
$100,001 to $250,000	5%	7%	5%
$250,001 to $500,000	4%	4%	2%
$500,001 to $1 million	1%	0%	2%
Over $1 million	0%	0%	0%

Essentially 10% of both sides of the industry, basically the largest companies, said they spent or planned to spend between $100,001 to $1 million on technology in 2011.

III.) Social Media & Online Events

This section of the report provides a focus on social media and online events. The findings indicate that social media has exploded and is a major component to most all events and exhibitor programs while online events including virtual shows, webinars or webcasts have made an important impact but are not being adopted, at least not yet, by a majority of event producers or companies with event programs.

Emails, e-newsletters and providing product or exhibitor information are considered to be the most effective methods to develop an online community following events and throughout the year. These are the same top three for both events and exhibitors, although e-newsletters are more important to event owners.

Most Successful Initiatives for Developing Event Online Communities

	All Respondents	Events	Exhibitors/ EMs
Emails	73%	69%	76%
E-Newsletters	53%	56%	47%
Product or exhibitor information	40%	46%	32%
Archived event content – information based	37%	46%	24%
Webinars/Webcasts	26%	28%	21%
Blog	23%	21%	21%
Archived event content – videos	23%	33%	9%
Mobile or tablet apps	17%	21%	9%
Product or exhibitor search tools	15%	23%	3%
Research	10%	5%	15%
Interactive show planners	10%	15%	6%
Matchmaking and networking software	10%	15%	3%
Virtual event components	6%	8%	3%
User-generated content	6%	10%	0%
Chat rooms	3%	5%	0%
RSS Feeds	1%	3%	0%
Other	3%	3%	0%

How Event Producers are Using Online and Social Media for Attendance Marketing and Build Community

- Facebook: used by **87%** of event producers
- Twitter: **74%**
- LinkedIn: **60%**
- Online industry forum maintained by organization or event: **42%**
- YouTube: **33%**
- Blogs: **28%**
- Online industry forum maintained by another organization: **16%**
- SMS/Text: **8%**
- MySpace: **2%**

Source: Red 7 Media

The Connected Event

The study data suggest that more than half of event producers, exhibitors and event marketers are not using a number of mediums, media and other tools to develop and communicate with online communities. Most all send out many emails and e-newsletters, and a majority of organizations have a Facebook page. But approximately one-third or less use any of the following media and techniques:

- Webinars/Webcasts
- Blogs
- Archived video content
- Mobile or tablet apps
- Product or exhibitor search tools
- Interactive show planners
- Matchmaking and networking software
- Virtual events
- User-generated content

Some associations, event organizers and companies are quick and prolific before, during and after events with communications, social media posts, and other content and information – while others are not. Those that are using social media with a focus on building an online community are mainly focused on expanding the reach of their events and organizations, providing event information, and identifying and building closer links with industry influencers.

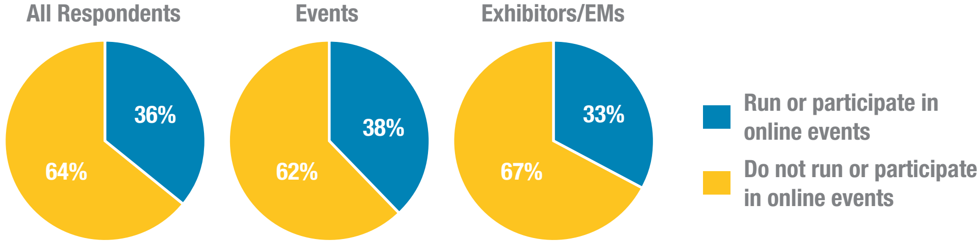
Top Ten Ways Social Media Helps Achieve Attendance Marketing Goals

1. Increase brand awareness: **67%** of event producers
2. Supplement marketing campaigns: **62%**
3. Increase event attendance: **56%**
4. Send out general show updates: **55%**
5. Enhance industry/community relations: **44%**
6. Create additional media/press coverage: **41%**
7. Send out general industry updates: **33%**
8. Regularly engage in discussion with individual friends/followers: **30%**
9. Increase the number of event exhibitors: **25%**
10. Offer unique contests/giveaways or show discounts: **19%**

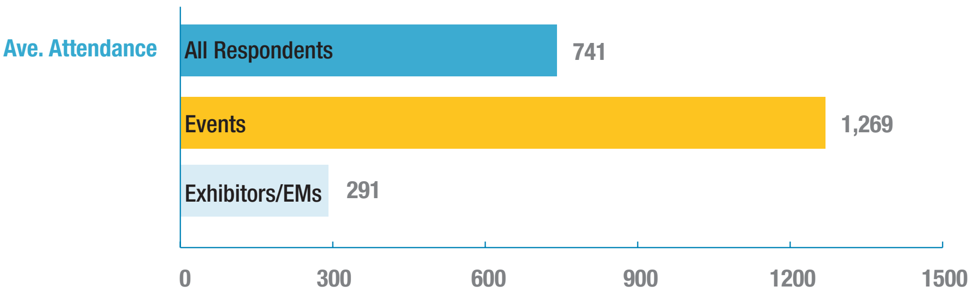
Source: Red 7 Media

Percentage of Organizations Running or Participating in Virtual Shows, Webinars or Webcasts

Thirty-six percent of the respondents say they run or participate in virtual shows, webinars or webcasts. Slightly more event producers run or participate in these online events than exhibitors and event marketers.



Average Online Attendance / Participation at Respondents' Largest Virtual Show, Webinar or Webcast



The average attendance level at the respondents' largest virtual shows, webinars or webcasts over the past year has been 741.

Percentage of the Industry Using Digital Event Components During Live, Physical Events -- and Average Online Attendance

Overall, 23% of the respondents say they provide live streaming, virtual shows, webinars or webcasts during their live events. Only 31% of event producers offer or use these during their physical events, but the average virtual show attendance held at the same time as live events is a significant 4,294.

	All Respondents	Events	Exhibitors/EMs
Yes	23%	31%	12%
No	77%	69%	88%
Ave. Attendance	3,049	4,294	750

These survey finding suggest that while there is significant coverage and discussion of digital event components, the adoption rate of event producers and corporations using these is low. Still, the average attendance numbers are healthy and if these events are sponsored they can be profitable. The largest participation in online events occurs when these are held at the same time as live events.

Social Media Impact at International CES

The largest annual exhibition measured by net square feet in the U.S. is International CES. At the 2011 International CES social media initiatives resulted in impressive engagement metrics:

- 171,385 tweets from 56,781 people
- 43,311 tweets on opening day
- 20,008 Twitter mentions of @intlCES
- 70,263 CES Facebook page views during CES week
- 969,537 Facebook stream impressions during CES week
- 48,168 Foursquare check-ins to CES locations
- 6,790 YouTube videos tagged with 2011 CES
- 21,503 Flickr photos tagged with 2011 CES
- 800 CES Tweetup attendees

Source: CEA; EXPO magazine


IV.) Technology Sourcing & Service Provider Selection

One of the core aspects of event management is vendor management and tending to partner relationships. Adopting emerging technologies in particular requires using providers and vendors, and often selecting from a number of companies and products in each technology area. One of the key challenges voiced by a number of event producers in the survey is the issue of selecting partners and vendors that can integrate various technology systems and services. For example, an event producer said their key challenge is "staying ahead of the curve on new version upgrades and new technology development in general."

Event Technology Sourcing

Over half of the survey respondents say their event technology systems are developed in-house. Exhibitors and event marketers less often have a several point solution and are slightly more likely to use in-house or 3rd-party integrated systems than event owners.

	All Respondents	Events	Exhibitors/EMs
In-house	54%	56%	60%
3rd-party integrated system	27%	29%	31%
Several point solutions	27%	32%	17%
Other	5%	2%	0%

It is important to note that nearly every organization has an internal "IT Services" group, usually an in-house staff or an outsourced provider. This report has not specifically covered the relationship between current in-house IT staffs, software and services with event technology requirements and sourcing. In certain cases, especially for major event technology software purchases that integrate with existing corporate enterprise systems the Chief Technology Officer, or equivalent, and the IT Services group will be part of the procurement and integration process. But in other cases the event teams make these purchase decisions on their own. The relationship between corporate IT sourcing and management with event technology requirements is an area for further study.

Most Important Event Technology Service Provider Criteria

Technology provider costs, customer service and reputation are the top criteria used by event producers and corporations when making technology provider selection decisions. One of the biggest requirements of technology buyers is that once the software and hardware is purchased and as the team learns the new systems and questions arise, that the provider's customer service help solve any problems or issues quickly. This is especially true for event producers as usually key events are only held once a year and the technology services and applications have to work, especially during the event days. There are no second chances in most event management situations.

	Very Important & Important Ratings
Costs	94%
Customer service	92%
Reputation	89%
Experience	88%
Creativity	84%
Overall service offering, capabilities	82%
Software design and development expertise	79%
Strategic ability	70%
Measurement services	64%
Existing relationship with our organization	62%
Ability to provide closer integration with other media/marketing/financial software systems	60%
True one-stop, full-scale service offerings	59%
Software provider relationships	37%
Client list	34%
Hardware provider relationships	29%
International reach, abilities	29%
IT consulting firm relationships	27%
Awards	16%

It is interesting that creativity is ranked so high, as the fifth most important technology provider attribute. In fact, creativity is ranked higher than even software design and development expertise. Creativity is a trait usually required of advertising and marketing agencies suggesting that technology is now a critical part of event communications and content management and delivery.

Event Producers Only – Most Important Event Technology Service Provider Criteria

Event owners and producers focus on customer service, organization experience and reputation when selecting technology service providers. Events need to consider their internal requirements as well as their attendees and exhibitors when purchasing technology as these services are often client facing. As one event producer responded in the survey, their key challenge is "finding a technology solution that does not overwhelm our audience in either introducing technology that is too new or complicated, or offering too many options that they get frustrated." Event producers have a balancing act. They have to stay current with technology and increasingly communicate via digital and social media. They also have to match technology with the needs of their specific audiences, members and clients. They don't want to be behind the curve, or too far out in front of it either.

	Very Important & Important Ratings
Customer service	100%
Experience	98%
Reputation	98%
Costs	92%
Creativity	90%
Overall service offering, capabilities	88%
Software design and development expertise	85%
Measurement services	76%
Strategic ability	74%
Existing relationship with our organization	74%
Ability to provide closer integration with other media/marketing/financial software systems	66%
True one-stop, full-scale service offerings	61%
Software provider relationships	45%
Client list	44%
Hardware provider relationships	39%
IT consulting firm relationships	36%
International reach, abilities	31%
Awards	26%

Corporate Exhibitors and Event Marketers Only – Most Important Event Technology Service Provider Criteria

The top vendor selection criteria for corporate exhibitors and event marketers are costs, customer service, and provider experience and reputation. Also of importance are areas such as overall service capabilities, creativity and software expertise. First and foremost, exhibitors and event marketers need technology to make their event programs more efficient and effective. They are focused on ROI, and that is why they say cost is their key technology vendor issue. But like event producers, their exhibits and event programs are time-sensitive with little room for technology errors and systems that don't work in their booth or at their major corporate meetings and events. Secondary vendor-related concerns are the ability to provide closer integration with other media, marketing and financial systems, and whether they provide one-stop, full-scale service offerings.

	Very Important & Important Ratings
Costs	94%
Customer service	88%
Experience	79%
Reputation	79%
Overall service offering, capabilities	76%
Creativity	76%
Software design and development expertise	73%
Strategic ability	71%
Ability to provide closer integration with other media/marketing/financial software systems	56%
True one-stop, full-scale service offerings	55%
Measurement services	50%
Existing relationship with our organization	50%
Software provider relationships	27%
Client list	24%
International reach, abilities	24%
Hardware provider relationships	18%
IT consulting firm relationships	15%
Awards	3%

Conclusion

All signs are pointing to a continued rebound in the events industry, and investment in event technology will continue to expand in 2012. Event producers, exhibitors and event marketers are forecasting 5.6% overall growth of their event technology spending this year.

The industry is still experimenting with social media but most industry leaders have been using this technology for a few years and are learning what works and what doesn't. 2012 will be the year that social media moves from being the "new thing" to an established part of the event marketing and communications mix.

Although this is an emerging trend, an overall key theme impacting the event industry is the goal of connecting physical event groups and audiences with online communities of clients, users, prospects and influencers -- or at least better linking the experiences of physical events with online communications and interactions. A key opportunity is to focus on more and better content, information and communication links before, during and after the event. This allows for attendees in particular to better manage their event-related information, content and what they learned at the event, and enhance their overall experience.

Additional key trends seen from the study expected to continue include:

- Technology will play an increasingly important role for determining event ROI and enhancing the attendee experience.
- The overall most important event technologies will continue to focus the areas of lead retrieval, social media and event management.
- One out of four organizations are likely to continue to spend more than $50,000 on event technology annually.
- The majority of event organizations will use emails, e-newsletters, and offer information about products or exhibitors to develop an online community around their events and programs.
- One out of three respondents will use digital event components such as webcasts, webinars, live streaming, and virtual events to extend physical events.
- The top event technology service provider considerations will remain cost, customer service and reputation.
- In addition to costs, customer service, reputation and experience, creativity is the fifth ranked attribute for an event technology service provider by all respondents for event communications, content management and delivery.

The overall key finding is that events will become even more connected to their various communities in 2012 and technology will drive this trend.


About the Respondents

Organization Type

	%
Corporate exhibitor	35%
Association/Society/Institute	25%
Event/experiential marketer	10%
Corporate meeting planner	8%
For-profit exhibition organizer	6%
Consumer show producer	4%
Conference producer	4%
SMERF event producer	2%
Other	11%

Average Size of Respondents' Largest Event or Meeting

	All Respondents	Events	Exhibitors/EMs
Attendees	21,693	19,874	25,549
Exhibitors/Sponsors	781	533	997
Gross Sq. Ft. of Event or Exhibit Space	357,367	262,699	525,940

Types of Events Owned or Participated In

	%
Exhibitions/trade shows/trade fairs	76%
Conferences	66%
Corporate meetings client-focused	49%
Conventions	47%
Corporate meetings internal/staff focused	39%
Training programs and events	33%
Technology-based events	27%
Entertainment and sporting events	21%
Consumer and public shows	21%
Product launch and introduction programs	16%
Press Events	12%
In-store, retail environment	9%
Mobile (vehicle) marketing environments	7%
Other	5%


Primary Industry Sectors

	%
Apparel	1%
Automotive and Trucking	2%
Building and Construction	8%
Education	5%
Entertainment, Broadcasting and Media	2%
Financial Services	6%
Food Service and Processing	2%
Hospitality, Hotels and Resorts	2%
Manufacturing and Industrial	7%
Medical/Healthcare/Pharmaceutical	21%
Natural Resources	1%
Professional Business Services and Legal	1%
Retail	2%
Sporting Goods and Recreation	4%
Technology and Telecommunications	15%
Transportation	1%
Other	22%

Event Focus: Business-to-Business or Consumer

	All Respondents	Events	Exhibitors/ EMs
Business-to-business	52%	50%	58%
Consumer	21%	24%	20%
Both business-to-business and consumer	27%	26%	22%


Event Producer Total Gross Revenue: Largest, Most Important Event

One-quarter of the event producer respondents' gross revenue from their largest most important event is between $100,000 and $499,999. Fifty-six percent indicate their largest event generates over $1 million in revenue.

	%
Less than $49,999	7%
$50,000 to $99,999	2%
$100,000 to $499,999	25%
$500,000 to $749,999	5%
$750,000 to $999,999	5%
$1 to $2.5 million	21%
$2.5 to $5 million	19%
$5 million to $10 million	7%
$10 million to $20 million	2%
Over $20 million	7%

Corporate Exhibitor and Event Marketer Total Event Budget for 2011

Seventy-one percent of exhibitors and event marketers indicate that their total event budget for 2011 was under $749,000. Twenty-six percent have budgets over $1 million.

	%
Less than $49,999	18%
$50,000 to $99,999	8%
$100,000 to $499,999	36%
$500,000 to $749,999	9%
$750,000 to $999,999	5%
$1 to $2.5 million	14%
$2.5 to $5 million	3%
$5 million to $10 million	3%
$10 million to $20 million	3%
Over $20 million	3%

Appendix: Full Data Tables

This appendix provides the complete data tables that used a 5-point rating scale with “5” equaling very important, and “1” representing not at all important.

Key Technology Requirements & Purchases

Overall Event Management, Marketing and Technology Needs Based on Level of Importance to Organization

All Respondents	5/4 Ratings Together	5=Very important	4	3	2	1=Not at all important
Improving event ROI	90%	51%	39%	5%	1%	3%
Improving the attendee experience	88%	58%	30%	9%	2%	1%
Expanding customer engagement	83%	48%	35%	12%	2%	2%
Drive higher quality attendance	79%	42%	37%	16%	2%	3%
Improving measurement of key performance metrics	72%	35%	37%	20%	3%	4%
Increase overall attendance figures	71%	40%	31%	20%	4%	5%
Manage costs	69%	44%	25%	23%	2%	6%
Deal with increasing competition	56%	21%	35%	22%	14%	8%
Institute or improve our social media strategy	55%	23%	32%	23%	13%	9%
Sell more exhibits	44%	27%	17%	13%	10%	34%
Develop partnerships with other organizations or associations	43%	16%	27%	31%	12%	15%
Sell more sponsorships	41%	20%	21%	18%	9%	32%
Select new key vendors/service providers	28%	13%	15%	34%	17%	21%
Select new event locations	21%	9%	12%	24%	22%	34%
Compete for internal organizational or corporate resources	21%	7%	14%	24%	21%	33%


Event Producers Only – Overall Event Management, Marketing and Technology Needs Based on Level of Importance to Organization

	5/4 Ratings Together	5=Very important	4	3	2	1=Not at all important
Improving the attendee experience	94%	63%	31%	6%	0%	0%
Improving event ROI	90%	47%	43%	4%	4%	2%
Expanding customer engagement	85%	49%	36%	13%	2%	0%
Increase overall attendance figures	83%	52%	31%	15%	2%	0%
Drive higher quality attendance	77%	42%	35%	19%	2%	2%
Improving measurement of key performance metrics	77%	35%	42%	23%	0%	0%
Manage costs	75%	45%	30%	23%	0%	2%
Sell more exhibits	71%	50%	21%	13%	6%	10%
Sell more sponsorships	69%	38%	31%	19%	10%	2%
Institute or improve our social media strategy	62%	28%	34%	26%	6%	6%
Develop partnerships with other organizations or associations	44%	21%	23%	35%	6%	15%
Deal with increasing competition	44%	19%	25%	29%	15%	13%
Select new key vendors/service providers	37%	20%	17%	33%	15%	15%
Select new event locations	24%	13%	11%	26%	20%	30%
Compete for internal organizational or corporate resources	23%	6%	17%	26%	15%	36%

Corporate Exhibitors and Event Marketers Only – Overall Event Management, Marketing and Technology Needs Based on Level of Importance to Organization

	5/4 Ratings Together	5=Very important	4	3	2	1=Not at all important
Improving event ROI	92%	58%	34%	8%	0%	0%
Drive higher quality attendance	83%	44%	39%	15%	0%	2%
Expanding customer engagement	80%	51%	29%	15%	2%	2%
Improving the attendee experience	78%	51%	27%	15%	5%	2%
Improving measurement of key performance metrics	71%	39%	32%	18%	3%	8%
Deal with increasing competition	67%	21%	46%	15%	15%	3%
Manage costs	65%	43%	22%	22%	5%	8%
Increase overall attendance figures	56%	29%	27%	27%	7%	10%
Institute or improve our social media strategy	45%	15%	30%	25%	20%	10%
Develop partnerships with other organizations or associations	40%	5%	35%	25%	20%	15%
Select new key vendors/service providers	18%	5%	13%	31%	23%	28%
Compete for internal organizational or corporate resources	16%	8%	8%	28%	26%	31%
Sell more exhibits	11%	3%	8%	13%	13%	64%
Select new event locations	10%	5%	5%	23%	26%	41%
Sell more sponsorships	5%	0%	5%	23%	13%	60%

Event Technologies Rated Based on the Level of Importance to Their Organization

All Respondents	5/4 Ratings Together	5=Very important	4	3	2	1=Not at all important
Lead Retrieval	74%	41%	33%	16%	8%	3%
Social Media	66%	33%	33%	15%	10%	9%
Event Management	65%	30%	35%	17%	10%	9%
Web Site Development	64%	35%	29%	16%	8%	12%
Registration and Attendee Management	60%	36%	24%	21%	5%	14%
Video	54%	22%	32%	27%	12%	8%
Customer Database Infrastructure	53%	30%	23%	26%	9%	12%
Audience Response and Surveys	53%	25%	28%	25%	10%	12%
Smartphone and Tablet Apps	43%	18%	25%	26%	15%	16%
E-Marketing Platforms	43%	11%	32%	35%	10%	12%
Digital Content	42%	16%	26%	29%	16%	13%
IT infrastructure and network	37%	18%	19%	25%	10%	28%
Webinars	36%	16%	20%	22%	13%	29%
Search Engine Marketing	34%	23%	11%	28%	20%	18%
Mapping and Directory Services	34%	13%	21%	19%	24%	23%
Mobile services	34%	13%	21%	23%	17%	26%
Matchmaking and Networking Systems	24%	9%	15%	20%	25%	30%
RFID & Attendee Tracking	23%	9%	14%	28%	14%	35%
Sales Software	22%	8%	14%	25%	18%	35%
Virtual events	14%	6%	8%	27%	22%	38%

Event Producers Only – Event Technologies Rated Based on the Level of Importance to Organization

	5/4 Ratings Together	5=Very important	4	3	2	1=Not at all important
Event Management	81%	39%	42%	5%	8%	5%
Social Media	79%	47%	32%	11%	5%	5%
Registration and Attendee Management	77%	61%	16%	16%	3%	5%
Web Site Development	68%	47%	21%	18%	5%	8%
Video	65%	26%	39%	26%	3%	5%
Lead Retrieval	59%	34%	25%	18%	13%	5%
Audience Response and Surveys	58%	32%	26%	26%	8%	8%
Customer Database Infrastructure	56%	32%	24%	26%	8%	11%
E-Marketing Platforms	55%	18%	37%	26%	11%	8%
Mapping and Directory Services	48%	24%	24%	24%	16%	13%
IT infrastructure and network	44%	26%	18%	34%	5%	16%
Digital Content	44%	26%	18%	29%	13%	13%
Webinars	42%	18%	24%	26%	13%	18%
Smartphone and Tablet Apps	39%	21%	18%	32%	16%	13%
Mobile services	39%	18%	21%	29%	16%	16%
Search Engine Marketing	34%	21%	13%	34%	18%	13%
RFID & Attendee Tracking Tools	31%	13%	18%	32%	13%	24%
Matchmaking and Networking Systems	29%	16%	13%	32%	24%	16%
Sales Software	24%	8%	16%	34%	16%	26%
Virtual events	13%	8%	5%	42%	21%	24%

Corporate Exhibitors and Event Marketers Only – Event Technologies Rated Based on the Level of Importance to Organization

	5/4 Ratings Together	5=Very important	4	3	2	1=Not at all important
Lead Retrieval	80%	50%	30%	17%	3%	0%
Web Site Development	57%	27%	30%	17%	10%	17%
Audience Response and Surveys	56%	13%	43%	13%	17%	13%
Event Management	50%	20%	30%	23%	10%	17%
Social Media	50%	13%	37%	23%	13%	13%
Customer Database Infrastructure	46%	23%	23%	30%	13%	10%
Video	44%	17%	27%	23%	20%	13%
Smartphone and Tablet Apps	44%	7%	37%	13%	20%	23%
Registration and Attendee Management	43%	13%	30%	27%	7%	23%
Search Engine Marketing	33%	23%	10%	23%	17%	27%
Digital Content	33%	3%	30%	30%	23%	13%
E-Marketing Platforms	30%	7%	23%	47%	7%	17%
Webinars	27%	7%	20%	23%	13%	37%
IT infrastructure and network	24%	7%	17%	17%	17%	43%
Mobile services	24%	7%	17%	20%	20%	37%
Sales Software	20%	10%	10%	20%	17%	43%
Mapping and Directory Services	16%	3%	13%	13%	37%	33%
RFID & Attendee Tracking Tools	13%	3%	10%	27%	13%	47%
Virtual events	13%	3%	10%	10%	20%	57%
Matchmaking and Networking Systems	20%	0%	20%	10%	17%	53%

Technology Sourcing & Service Provider Selection

Most Important Event Technology Service Provider Criteria

	5/4 Ratings Together	5=Very important	4	3	2	1=Not at all important
Costs	94%	65%	29%	5%	0%	1%
Customer service	92%	64%	28%	4%	2%	1%
Reputation	89%	39%	50%	9%	1%	1%
Experience	88%	49%	39%	8%	1%	3%
Creativity	84%	54%	30%	12%	2%	1%
Overall service offering, capabilities	82%	56%	26%	15%	1%	1%
Software design and development expertise	79%	49%	30%	16%	2%	2%
Strategic ability	70%	30%	40%	21%	2%	6%
Measurement services	64%	28%	36%	22%	6%	8%
Existing relationship with our organization	62%	27%	35%	22%	7%	9%
Ability to provide closer integration with other media/ marketing/financial software systems	60%	28%	32%	28%	5%	8%
True one-stop, full-scale service offerings	59%	30%	29%	28%	9%	5%
Software provider relationships	37%	9%	28%	33%	19%	11%
Client list	34%	9%	25%	40%	15%	11%
Hardware provider relationships	29%	8%	21%	34%	21%	16%
International reach, abilities	29%	8%	21%	29%	11%	31%
IT consulting firm relationships	27%	9%	18%	36%	20%	18%
Awards	16%	8%	8%	24%	28%	34%

Event Producers Only – Most Important Event Technology Service Provider Criteria

	5/4 Ratings Together	5=Very important	4	3	2	1=Not at all important
Customer service	100%	77%	23%	0%	0%	0%
Experience	98%	67%	31%	3%	0%	0%
Reputation	98%	49%	49%	3%	0%	0%
Costs	92%	64%	28%	8%	0%	0%
Creativity	90%	59%	31%	8%	3%	0%
Overall service offering, capabilities	88%	67%	21%	13%	0%	0%
Software design and development expertise	85%	59%	26%	15%	0%	0%
Measurement services	76%	26%	50%	16%	3%	5%
Strategic ability	74%	36%	38%	18%	3%	5%
Existing relationship with our organization	74%	36%	38%	15%	5%	5%
Ability to provide closer integration with other media/ marketing/financial software systems	66%	38%	28%	23%	5%	5%
True one-stop, full-scale service offerings	61%	33%	28%	26%	5%	8%
Software provider relationships	45%	13%	32%	29%	16%	11%
Client list	44%	13%	31%	36%	15%	5%
Hardware provider relationships	39%	13%	26%	31%	18%	13%
IT consulting firm relationships	36%	15%	21%	33%	15%	15%
International reach, abilities	31%	8%	23%	31%	10%	28%
Awards	26%	13%	13%	26%	21%	28%

Corporate Exhibitors and Event Marketers Only – Most Important Event Technology Service Provider Criteria

	5/4 Ratings Together	5=Very important	4	3	2	1=Not at all important
Costs	94%	62%	32%	3%	0%	3%
Customer service	88%	50%	38%	6%	3%	3%
Experience	79%	35%	44%	15%	3%	3%
Reputation	79%	29%	50%	18%	0%	3%
Overall service offering, capabilities	76%	50%	26%	18%	3%	3%
Creativity	76%	47%	29%	18%	3%	3%
Software design and development expertise	73%	35%	38%	18%	6%	3%
Strategic ability	71%	24%	47%	21%	3%	6%
Ability to provide closer integration with other media/ marketing/financial software systems	56%	18%	38%	29%	6%	9%
True one-stop, full-scale service offerings	55%	29%	26%	29%	12%	3%
Measurement services	50%	29%	21%	29%	12%	9%
Existing relationship with our organization	50%	21%	29%	29%	9%	12%
Software provider relationships	27%	6%	21%	38%	24%	12%
Client list	24%	6%	18%	44%	15%	18%
International reach, abilities	24%	6%	18%	29%	12%	35%
Hardware provider relationships	18%	3%	15%	35%	29%	18%
IT consulting firm relationships	15%	0%	15%	38%	29%	18%
Awards	3%	3%	0%	18%	35%	44%

About Active Network, Inc.

The Active Network, Inc. is the leading provider of organization-based cloud computing applications—serving the business events, community activities, outdoors and sports markets—with over 47,000 global business customers and 70 million annual transactions reported last “year. Our technology platform, ActiveWorks®, transforms the way organizers manage their activities and events by automating online registrations and streamlining other critical management functions, while also driving consumer participation to their events. For more info, visit www.activenetwork.com.

About Active Network I Business Solutions

Active Network I Business Solutions division powers customers of all sizes—including small businesses, enterprise corporations, associations, tradeshows and expos—with a single technology suite for their entire event management needs. The Active Network I Business Solutions technology suite includes ActiveWorks I Conference™ for large flagship conferences, RegOnline™ for attendee management solutions, StarCite SMM for strategic meetings management and event expense management, and the StarCite Supplier Marketplace to connect events with suppliers. Visit www.activeevents.com to learn more about our suite of solutions.

About the Event Marketing Institute

EVENT MARKETING INSTITUTE

The mission of the Event Marketing Institute (EMI) is to help our members enhance their professional performance by providing comprehensive education, research, and analysis related to emerging trends and insights into event marketing strategy, as well as creating a growing list of productivity tools and professional networking opportunities to foster information exchange. To learn more go to www.eventmarketing.com.

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