

What's the Future of the Event Business?

The first on-going, quantitative tracking study of the entire events industry covering performance, revenue growth and budgets

Comprehensive, Exclusive Analysis to Guide Strategic Direction Covering:

- Event Marketers and Brands
- Corporate Exhibitors
- Association Conventions
- For-Profit Exhibitions and Trade Shows
- Corporate Meetings and Events
- Conferences
- Professional Convention Management Organizations
- Consumer Shows
- Mobile Marketing
- Online and Virtual Events

Critical Metrics, Updated Quarterly:

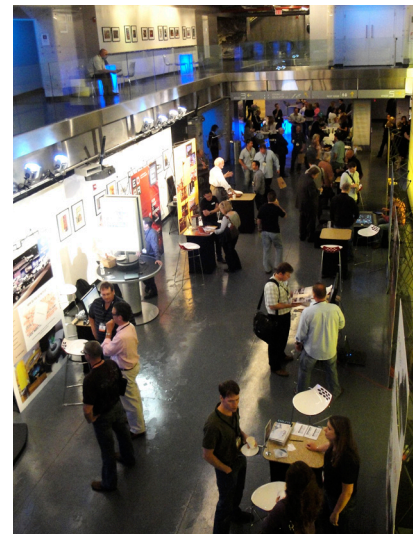
- Growth Rates by Event Type and Industry Sector
- Growth Outlook and Forecasts by Event Type and Sector
- Event Management Revenues and Budgets
- Exhibitor, Sponsor and Brand Budgets and ROI
- Decision-Maker Confidence Levels
- Attendance Growth and Outlook
- Technology Trends
- Site-Selection Trends
- International Growth
- Historical Time-Series Data with Analysis and Recommendations

Insight for Critical Decisions and Strategic Planning All Year Long

The pace of change in the events industry is unprecedented. With limited visibility senior executives need unvarnished client budget and performance data and analysis for benchmarking and strategic planning. Executives need insight on what is happening in the industry and the outlook via quality, consistent and trusted data and information.

Event industry barriers are also breaking down. Corporations, associations, event producers, service providers and cities and venues are launching and working with a wider array of events. In short, the definition of the events industry and event marketing continues to expand.

In response, Red 7 Media has developed the **Event Industry Outlook** to help provide answers, strategic direction and what these trends mean for your business. The **Event Industry Outlook** is the first on-going, quantitative tracking study of the entire events industry. The **Event Industry Outlook** is a syndicated research tool tailored directly for the leadership base of the industry. Subscribers access four studies annually that quantitatively analyze the performance and business outlook of both event producers and marketers/exhibitors. The **Event Industry Outlook** is produced by the event, content and research experts at Red 7 Media, including leaders of Event Marketer, EXPO and Event Design magazines.



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Answers to the Critical Questions Impacting the Events Industry

With an on-going quantitative tracking methodology, **Event Industry Outlook** reports answer the following questions:

- When will the industry recover and how strong will it be?
- What are the fastest areas of industry growth and areas of vulnerability?
- When will the corporate meetings market turnaround?
- What are the most promising new revenue streams and strategies?
- What do corporations really feel about events, for sales and marketing, education and product/service sourcing—and where and how they will deploy their budgets?
- What is the impact and outlook for online and virtual events?
- Where are industry prices and costs heading?
- What are the most effective event marketing techniques and best practices?
- Where industry groups are cost-cutting?
- Other issues important to the executive leadership of the industry.

Answers and Analysis

Red 7 Media's **Event Industry Outlook** is based on quarterly surveys of a wide range of leading associations, event producers, event marketers and corporate exhibitors. Thousands of leading event planners and marketers are surveyed each quarter and the event producer and marketer/exhibitor data is presented separately. The surveys offer core questions tracked quarterly to gather comparable time-series data as well as customized questions for each survey focused on relevant, timely issues. The results are broken-out by event, company type and industry sector.

Industry Metrics and Topics Include:

- Budget outlook and forecasting
- Industry growth projections
- Attendance outlook and forecasting
- Marketer/exhibitor and show producer confidence levels
- The perceived value of events by major corporations
- City and venue site-selection plans
- Trends impacting service providers
- Event selection and participation trends
- International expansion
- Special focus on IT and medical events

Custom Element and Additional Value

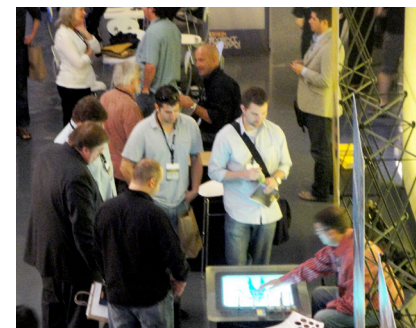
In addition, **Event Industry Outlook** subscribers are invited to submit custom, proprietary questions to be included in future surveys. This allows the ability to conduct your own “study within a study” and only your organization sees the results. Questions can be posed to the event producers or marketers, or both industry groups. Subscribers will also be sent other Red 7 Media event industry presentations and white papers developed throughout the year.

Format and Frequency

Each **Event Industry Outlook** quarterly research report is provided in an easy to use PowerPoint format, so the information can plug into your own presentations. The reports are emailed to subscribers in the Fall, Winter, Spring and Summer.

The **Event Industry Outlook** is a subscription-based quarterly report designed to provide guidance for event industry professionals. The reports are strategic, fact-based presentations covering timely issues and trends that impact your decision-making.

Each report begins with the key event performance growth and marketer budget spending metrics. This data is followed by the growth outlook and analysis of each sector's overall confidence level. Each report then provides the additional industry performance and trend analysis, followed by succinct commentary and areas to watch over the next quarters.



Red 7 Media's Event Industry Outlook ORDER FORM

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The Benefits

- Access accurate event producer revenue growth and marketer/exhibitor budget data on a quarterly basis.
- Succinct commentary on what is happening in the industry and the outlook; not only the data, *but what it means*.
- Ability to submit custom, proprietary questions to the outlook surveys.
- Ready-made, easy-to-use PowerPoint format.
- Each subscription is a "corporate" subscription.
- 1-hour per month of on-call access to the Red 7 Media research team to ask questions.
- Data from the outlook reports can be cited in subscribers' social media sites or blogs.
- Subscribers will also be sent other Red 7 Media event industry presentations and white papers throughout the year.
- **BONUS REPORT #1:** Red 7 Media's Event Attendee Survey—a new study to be published in early 2011 on attendee event and travel budgets and how they plan to use events.
- **BONUS REPORT #2:** Red 7 Media's Event Industry CEO Survey—a new study for 2011 of the leaders of top event industry organizations.

Yes, enter my subscription for Red 7 Media's Event Industry Outlook, six research reports in total!

Pricing for annual subscription | **\$2,950**

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