



CEIR CONSENT AGENDA (Reported from 12.9.2024-4.4.2025)

This update is on activities from December 2024 CEIR Board of Directors Meeting

Research

- **Report Downloads** from July 1 to April 2025: 1,509
 - **Maximizing Attendee and Exhibitor Engagement Report:** Downloads to date from this series total 1,060 since the release of the first report on July 1 to April 4.
 - **Report Store Migration:** Starting in early March, the CEIR store on TISRA closed. Reports are migrating to a new location on the IAEE website, now called the Report Store on the CEIR website. The number of available reports is currently limited, which may impact download volumes until all relevant reports are uploaded. The most current reports are being added first. Some older, less relevant reports will be permanently excluded but can be provided upon request from an archived folder.
- **CEIR Index**
 - Q4 2024 Index Results published on March 24. Results indicate continued growth in the U.S. B2B exhibition industry, with exhibitor participation and revenue driving an increase to 95.6.
 - CEIR Index quarterly results were released for both Q2 and Q3 FY 2024 in December 4 and September 12, respectively. They too recorded a bumpy, but positive trajectory towards full recovery, 92.3 in Q2 and 89.3 in Q3.
 - The full Index Report for 2024 will be published at the end of April. This release will debut a dashboard for accessing Index results, allowing buyers to choose options at different price points, customize data points for review in charts, and download content into PowerPoint documents.
 - Staff time will be spent proofing, testing content of functionalities of this new reporting approach. Some of you might be pulled into that review!
 - Note that migrating the Event Performance Analyzer (EPA) tool to BI Symphony has been deferred to 2026, given primary focus on migrating the AMS system to a new platform. The EPA tool will continue and will be updated with the latest model data.

- **Organizer Benchmarking Study**
 - Fielding of the survey has closed. Data cleaning and analysis are in progress.
 - Reports that will be generated from this research:
 - Two to three reports by event size: 200K NSF+; 50K to 199K NSF and <50K NSF
 - Healthcare sector events
 - Independent organizer run/managed events

Note a \$10,000 sponsorship has been secured from SISO prompting the publication of the report filtered to independent organizer events.
- **First Quick Poll – Use of AI.** The first quick poll, part of IAEE’s membership survey, launched on April 4. It captures baseline insights on how organizer and supplier members use AI and identifies barriers to adopting AI practices.
- **IAEE Membership Survey.** CEIR assisted in updating content for the 2024 version of this membership survey as well as providing programming support. In addition to including AI quick poll questions, the survey solicits feedback on CEIR report offerings, perceived value to members, expectations on what they expect to pay for or not, and direction on what research they feel CEIR should conduct moving forward to meet their information needs to be successful in their jobs.
- **Monitoring Perceived Impacts of Current Government Actions on B2B Exhibition Performance.** The 2025 Quarterly Index survey now includes questions to gauge organizer perceptions (positive, neutral, or negative) of the impacts of federal government actions, inflation, travel costs, and other factors on event performance. It also quantifies the regional scope of participation (international, national, regional, state/local) to discern the extent of these impacts by demographic. These insights will help organizers understand how government actions are affecting event performance in 2025 and support advocacy efforts.
- **Other research slated for 2025 –**
 - Insights on Next Generation Buyer Preferences when attending trade shows.
 - Other Quick Polls on current issues of importance to the industry.
 - Industry Insight Series Reports – ESCA will update three reports that provide an overview of logistical issues. Recognizing that many individuals overseeing exhibit programs may be new to their roles, these instructional materials will help educate them on how to place orders effectively, ensuring they get what they need while minimizing costs. Topics include:
 - Transportation and Material Handling Cost Savings Tips (April)
 - Unraveling the Myths about Material Handling (July)
 - Demystifying Electrical Services for the Exhibitor and Shipping (August)
 - Other research may be deployed, contingent on sponsorship funding.

Operations

In-person Presentations/Attendance:



- CEIR team members attended the ESCA Emerging Leaders Summit in Dallas. Also delivered a session to this audience on the topic of: Key Client Base for ESCA Member Businesses: The US B2B Exhibitions Industry State of the Industry and Outlook Moving Forward.
- Participated in Exhibitor Live in San Antonio, multiple activities included:
 - Hosting an IAEE member meetup with approximately 20 attendees.
 - Co-presenting on the topic of State of the US B2B Exhibition Industry to an Executive Roundtable forum attended by approximately 15 executives.
 - Delivering a session on Attendee Engagement Best Practices, to audience of 40 attendees.
 - Facilitating a peer-to-peer roundtable discussion on process for defining performance metrics for an exhibit program.



- BIMS 2025 in New Orleans – attended and co-presented with Diversified’s Group VP Brian Cuthbert on the topic of: Leveraging In-person Engagement: Extending Your Brands into New Events.
- The first CEIR webinar was held on March 25, featuring insights from Adam Sacks, President, Tourism Economics, CEIR’s Economist and VP of Research Nancy Drapeau. 124 registered, 76 attended, 11 additional have watched recording.



- Announced the Organizer Insights Summit and Half-Day Healthcare Forum, set for June 25, 2025, ahead of the IAEE Leadership Institute. Will be led by CEIR research.

Research Council Meeting. The first meeting took place on February 28. The council was encouraged and later supported in boosting participation in the benchmarking study. The group also discussed which initiatives, besides the CEIR INDEX, should be repeated regularly. The goal was to help CEIR prioritize which studies to update and identify the most important topics to provide insights to industry stakeholders. This topic will be revisited at the next council meeting.

Consulting

The concept of this service is being developed. Refining its details will take place after analyzing the Organizer Benchmarking Study results and compiling the reports.