



IAEE AND CEIR CONSENT AGENDA (Reported from 5.1.2025-7.25.2025)

IAEE's strategy is summarized in the following three strategic pillars below

This update is on activities from December 2024 IAEE Board of Directors Meeting
General Operations, Global Activities, Expo! Expo! and Marketing have dedicated sections.

THE INDUSTRY VOICE

Objective: Leverage partnerships to support the evolution toward positioning IAEE as the Industry Authority for the Exhibition Industry and increase awareness and influence the value of exhibitions.

YOUR TRUSTED COMMUNITY

Objective: Provide personal opportunities for individualized community peer-to-peer groups to learn and conduct business.

KNOWLEDGE & INSIGHTS FOR BETTER EVENTS

Objective: Provide professional development pathways and resources to support learners at all levels including CEIR research and resources.

THE INDUSTRY VOICE

Initiatives:

- Advocacy via Exhibitions and Conferences Alliance (ECA)
- Sustainability – Events Industry Council (EIC) and Exhibitions Industry Collective
- DE&I – inclusive events (evaluation scores)
- Workforce/Talent Development
- Commerce (exhibitors, partners, sponsors)
- Collaborations and Reciprocity Partners

Key Metrics:

- IAEE in the news and overall social media reach.

Budget and Resources:

- All projects for FY 24/25 are currently within budget.

Progress Update:

1. Tariffs & Trade Policy

The exhibitions and events industry continues to face challenges due to evolving tariff policies. Recent articles in *Trade Show Executive* and *TSNN* highlight how industry leaders are managing the uncertainty. As the 90-day pauses on reciprocal and China tariffs near expiration (12 August), concerns are rising over supply chain disruptions and freight congestion reminiscent of pandemic-era challenges.

To address these concerns:

- **IAEE joined 224 associations** in co-signing a letter urging DOT, DOC, and FMC to take proactive steps.
- **A separate letter to DHS/CBP** raises concerns about guidance on feeder/relay vessels.
- **IAEE and 162 associations** also submitted feedback to USTR regarding proposed port fee modifications, urging revitalization of U.S. shipbuilding as an alternative solution.

🚩 Action Opportunity:

We continue to encourage members to use the ECA Advocacy Network to share their perspectives with Congress in under two minutes.

2. Tax Reform & Workforce Development

Significant legislative momentum is building in support of the industry's future workforce:

- **"One Big Beautiful Bill Act" Passed the Senate**
 - *Tax Policy*: Preserves favorable tax treatment for business profits, private investments, and association events. Introduces expanded tax credits for solopreneurs.
 - *Workforce Training*: Expands Pell Grants for short-term, high-quality workforce programs. Transforms 529 college savings accounts to include certification programs such as the CEM.
 - *Next Steps*: The House and Senate will negotiate a unified bill, aiming for passage and signature by the end of July.

🟢 Big Wins:

- President Trump signed an Executive Order modernizing federal workforce programs.
- Language expanding Pell Grant access was included in House committee tax reform proposals.

IAEE continues to advocate for these provisions and will keep members informed on implementation timelines and opportunities.

3. Advocacy in Action

- **Record-Breaking ECA Legislative Action Day**

Over 170 industry leaders from 30 states met with lawmakers on Capitol Hill – the largest turnout to date.

🎉 Special thanks to our IAEE Board members who participated and represented the association.
 - **IAEE Chair Chuck Grouzard** shared reflections on why industry advocacy has never been more vital, especially as federal policies increasingly impact exhibitions and business events.
 - **IAEE-TV Episode Released**

This latest episode offers insight into the current Washington, D.C. policy climate and its implications for our industry.
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4. Global Collaboration & ESG Progress

At IMEX Frankfurt, the Events Industry Council (EIC) and Joint Meetings Industry Council (JMIC) announced a landmark partnership focused on:

- Advocacy
- Research (including the next Economic Significance of Business Events Study with Oxford Economics)
- Sustainability and ESG Alignment

This collaboration unites two influential global bodies to amplify the business events sector's voice and resilience on the world stage.

5. Regulatory Updates


- **California Forklift Rule Delay:**

The California Air Resources Board (CARB) announced it will not enforce its new zero-

emission forklift rule until at least the end of 2028, following a legal settlement. IAEE, via ECA, is a member of the California Coalition for Smart Decarbonization.

- **Inbound Travel Restrictions:**

The Trump administration imposed full entry restrictions on travelers from 12 countries and partial restrictions on seven other countries. While IAEE opposes country-specific travel bans, the affected nations accounted for less than 0.5% of 2024 international U.S. visitation.

 *Perspective:* Business travel remains stronger than leisure, with inbound business visa travel increasing 4.2% year-over-year from January–May 2025.

6. Industry Performance

CEIR Q1 2025 Index Report Highlights:

- Overall performance is now 8.9% below 2019 benchmarks (down from 7.1% in Q1 2024).
- Exhibitor participation dropped to -19.1%.
- **Positives:**
 - 43.5% of events have surpassed pre-pandemic levels (up from 37.6% last year).
 - Net Square Feet has fully recovered, exceeding 2019 levels by 1.9%.

7. Future Workforce Initiatives

- **TSNN** spotlighted the **Exhibitions Industry Collective's** new initiative to engage and attract the next generation of talent.
- IAEE remains engaged in shaping federal and industry programs that drive talent pipelines through certifications, alternative credentials, and expanded financial aid.

YOUR TRUSTED COMMUNITY

Initiatives:

- Membership and their communities
 - University Academia
 - Women
 - MATSO – Large Show Organizers
 - Show Organizers – State and Small Associations - *GROWTH AREA
 - Independents - *GROWTH AREA
 - Consumer Show Organizers - combined with Independent strategy?
 - Healthcare Organizers - *GROWTH AREA
 - Students

Key Metrics:

- Membership revenue, event revenue, event attendance, and scholarship applications received.

Budget and Resources:

- Membership is tracking well against the budget. Membership is actively transitioning from anniversary to annual renewals for July 2026. This process, along with the implementation of our new AMS, will be carefully managed.

Progress Update:

IAEE at IMEX Frankfurt

IAEE Chairperson Chuck Grouzard and members of the IAEE team traveled to Frankfurt, Germany, to participate in the IMEX-Frankfurt Show. While onsite, the team represented IAEE on the show

floor, led educational sessions, moderated key discussions, and engaged with global industry stakeholders to further IAEE's mission on an international stage.

SkillsUSA Presence in Atlanta

IAEE joined the Exhibitions Industry Collective in exhibiting at SkillsUSA in Atlanta, Georgia. The booth drew strong interest from high school students, thanks to dynamic activations and hands-on experiences that showcased excitement and career potential within the exhibitions industry.

ESCA Summer Conference Participation

Chuck Grouzard and I attended the ESCA Summer Conference in Coeur d'Alene, Idaho. I had the opportunity to join a panel with fellow representatives from the Exhibitions Industry Collective and shared the latest CEIR Index findings and upcoming research initiatives.

I had a great time joining Coffee & Convo with the **Mid-South Chapter** of International Association of Exhibitions and Events as we celebrated the relaunch of this grassroots community. It was energizing to connect with others who share a deep passion for producing the shows that bring industries — and people — together.

Karen and Chuck hosted a few of our supplier partners for dinner during **Destinations International** in Chicago, Illinois.

KNOWLEDGE AND INSIGHTS FOR BETTER EVENTS

Initiatives:

- CEM, Webinars, CEM Sustainability Certificate with EIC, New Exhibitor Relations CEM course, Emerging Leaders Webinar Master Series, Research – leverage CEIR.

Key Metrics:

- CEM registrations, CEM scores, Webinar attendance, views, and scores.

Budget and Resources:

- All projects for FY 24/25 are currently within budget.
- Overall, CEM programs exceed budget in revenues, attendance, and scores.
- Webinars have also met budget and scores.

Progress Update:

CEIR Index Dashboard Launch

The *new 2025 CEIR Index Report and Dashboard Tool* officially launched! This tool offers enhanced, interactive capabilities designed to better serve industry decision-makers. Here are three key takeaways for board members:

- 1. Forecasting & Strategic Growth**

The dashboard provides forward-looking forecasts through 2027, tailored by market segment. Organizers can visualize trends and historical performance to guide strategic growth planning and investment alignment.


- 2. Enhanced Decision-Making**

Transitioning from a static report to an interactive tool, the dashboard allows users to customize, filter, and download data by year, market segment, show size, and key performance metrics—empowering more agile, informed decisions.

- 3. Streamlined Access to Critical Data**

With centralized, easy-to-navigate reporting, the dashboard simplifies data access and

analysis—saving time and increasing efficiency for IAEE members and broader industry leadership.

 A short demo video of the dashboard is available

Research

- **CEIR Index**
 - The full Index report was released in April. This release debuted 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.
- **Organizer Benchmarking Study Series**
 - As of the timing of the compilation of this report, three of the five Performance Benchmark Playbooks have been published:
 - Small B2B Exhibitions (<50,000 NSF of paid space)
 - Midsize B2B Exhibitions (50,000 to 199,999 NSF of paid space)
 - Healthcare B2B Exhibitions
 - Two remaining reports will publish in August:
 - Large B2B Exhibitions (200,000+ of NSF of paid space)
 - Independent B2B Exhibitions
- **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**
 - **Quick Polls** – first quick poll reports will provide insights on B2B exhibition organizer and supplier use of ai tools to help them in their jobs. These reports will publish in August/early September at the latest. The next Quick Poll topic will be determined soon.
 - **Updating Industry Insight Series Reports.** Given the influx of new professionals heading up managing exhibit programs for their companies, this series has been reactivated. The objective is to provide common sense advice for exhibitors to help them order services correctly and avoid unnecessary expenses. ESCA is providing the updated content for two reports in this series:
 - *The Exhibitor's No-Nonsense Guide to Saving on Shipping, Transportation & Material Handling, to publish this summer.*
 - *Demystifying Electrical Services for the Exhibitor, timing of when it will publish is TBD.*
- **Presentations/Other Promotions of CEIR Research**
 - Marsha presented CEIR data to the attendees during the ESCA Summer Conference.
 - Nancy presented insights from the CEIR Organizer Playbooks during the inaugural Healthcare Forum and Show Organizer Insights Forum.
 - Nancy co-presented with Adam Sacks at Q2, May CEIR webinars.
 - Nancy conducted EPA and Index Dashboard Demos at ECEF.

Consulting

Nancy provided consulting services for The California Dental Association, the U.S. Poultry Association and the Car Wash Association.

IAEE Demo Days – Floor Plan Software Solutions

The April 29 launch of the CEIR Demo Days series attracted over 100 professionals. Recordings are now available, and vendor testimonials have been strong. Planning is underway for the August edition.

2025 Women's Leadership Forum Recap

The event launched successfully and was a great success.

- Thank you to Chuck for attending, and to board members Necoya and Michelle for their support.
 - **Preliminary Financials:**
 - Registration Revenue: Budget \$121,878 | Actual \$119,133
 - Sponsorship Revenue: Goal \$207,000 | Actual \$242,092
 - Net to Date: \$32,347
 - Overall Speaker Average Score = 3.71
 - Overall TOTAL EVENT Score = 3.66 (increase over 2024 scores)
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New Programs – Registration & Financial Status


- **Organizer Insights Summit (June)**

Focus: Small to Mid-Size Show Organizers

 - 4 registered (28 spots remaining)
 - 31 sponsor comps not yet redeemed
 - *Program has met financial goals*
 - Overall Program Average (Content): 3.63
 - Overall Speaker Average: 3.82
 - Overall Event Score: 3.73
 - Event NPS: 63
 - IAEE NPS: 75
 - **Healthcare Forum (June)**

Focus: Healthcare Show Organizers & Exhibit Sales Professionals

 - 14 registered | 11 sponsor comps not yet redeemed
 - *Financial goals met*
 - Overall Program Average (Content): 3.92
 - Overall Speaker Average: 3.88
 - Overall Event Score: 3.90
 - Event NPS: 83
 - IAEE NPS: 83
 - **Leadership Institute (June)**
 - *Held in Baltimore; special thanks to FERN for their support.*
 - Overall Program Average (Content): 3.72 (improvement over 2024 which was 3.38)
 - Overall Speaker Average: 3.88 (improvement over 2024 which was 3.70)
 - Overall Event Score: 3.80 (improvement over 2024 which was 3.54)
 - Event NPS: 72
 - IAEE NPS: 88
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 **Expo! Expo! 2025 – Call for Presentations** – Proposals were received and are being reviewed.

International Engagement & Faculty Programs

- IAEE led a **Virtual Faculty Engagement Program** during IMEX Frankfurt, produced in collaboration with faculty leaders M.T. Hickman and Kristen Malek. Over 60 global faculty participated.
- **Jessica Jia** presented to a prospective member group in Tianjin, China, including several university faculty members. Interest was high in IAEE's workforce development programs.

Strategic Partnerships & Program Expansion

- **Freeman** hosted a CEM program at their headquarters this week—thank you to the Freeman team for their continued partnership.
- **Sustainability Programming:**
IAEE has partnered with EIC to offer their **Sustainability Event Professional Certificate (SEPC)** as part of the CEM suite, supporting our commitment to sustainable practices. This was launched on July 23, 2025.
- **Global MICE Collaborative Update:**
In partnership with MPI and SITE, IAEE is excited to collaborate with M&I for **M&I Expo in Abu Dhabi (April 2026)**. We will deliver six sessions focused on connecting and educating the global MICE community.
Additional activations include:
 - **IT&CM Asia** – September, Bangkok
 - **IMEX America** – October, Las Vegas
 - **ITB Asia** – October, Singapore

CEIR Predict – Event Update (as of 18 July)

60 registered as of 18 July – Unused comp codes 90 (150 spots sold)

Budgeted Registration Revenue = \$20,965

Cash Sponsor Revenue = \$205,000

Year to Date Cash Sponsor Revenue = \$238,000

GENERAL OPERATIONS UPDATES

Objective: Implement new and integrated existing technologies to fundamentally change how IAEE operates and delivers value to its customers.

Initiatives:

- Digital Strategy
- Marketing / Branding
- China Operations
- Affiliate Programs
- Chapter Operations

Key Metrics:

Present relevant data and metrics to assess the performance and impact of the initiative. This may include financial metrics, operational efficiency indicators, customer satisfaction scores, etc.

Budget and Resources:

- All projects for FY 24/25 are currently within budget.

Progress Update:

Marketing / Branding

Affiliate programs (as of 31 May 2025)

- 4imprint = \$16,437
- Risk Strategies = \$19,622
- Career Center = \$21,804

Internal Operations

Stacy Powers Appointed Vice President of Learning

I was pleased to announce that **Stacy Powers** was appointed **Vice President of Learning** following a thorough and competitive application and review process.

Jody Shaw Joined as Director of Learning Experiences

We were also thrilled to welcome **Jody Shaw** as our new Director of Learning Experience on Monday, June 30. A passionate lifelong learner with a love for technology and the outdoors, Jody brought a wealth of expertise in content programming, platform management, and project execution. She held a bachelor's degree from Mercyhurst University and a master's degree from Northeastern University. Her enthusiasm and subject matter knowledge made her a fantastic addition to the team.

Membership Milestones

The membership team **met its goals for April, May, and June**, continuing its strong momentum toward achieving year-end targets.

- **New Dues Structure Update:** Preparations advanced for the transition to a calendar-year membership model, set to begin on July 1, 2026. The team conducted ongoing outreach and follow-ups with primary and alternate member contacts to ensure a smooth conversion.
- **Conversion Progress:** As of the latest update, **68 companies had already renewed through July 1, 2026**, reflecting strong early adoption and engagement from our members.

GLOBAL UPDATES

Objective: Expand its operations, market presence, and competitive advantage on a global scale.

Initiatives:

- China
- CEM Licensees
- Global MICE Collaborative
- CCPIT course on venue management

Key Metrics:

Present relevant data and metrics to assess the performance and impact of the initiative. This may include financial metrics, operational efficiency indicators, customer satisfaction scores, etc.

Budget and Resources:

- Staff are in the process of breaking out revenue and expenses according to market sector. Currently, China operations are not in a break-even status.

Progress Update:

- **CEM Courses & Celebrations in Thailand**

CEM courses were recently held in Thailand and concluded with a special celebration marking the program's 50th anniversary—a memorable moment honoring its global impact and longevity.

- **Congratulatory Video Messages**

On behalf of IAEE, Marsha Flanagan provided a congratulatory video to **IELA** in recognition of their 40th IELA Congress. She also shared a video message with **Meet Taiwan** in celebration of their 20th anniversary.

- **China Engagement**

Marsha also spent the week in China and had the honor of speaking at the **Shanghai CEO Summit**, where industry leaders convened to discuss the future of the global exhibitions sector.

While in Shanghai, Flanagan met with the **Mayor** to discuss the critical role exhibitions play in economic development and international collaboration. The meeting reaffirmed the city's commitment to supporting our industry and fostering innovation through strategic partnerships.

Additionally, Marsha had the opportunity to meet with **Mr. Daben Mao**, Chair of the IAEE China Council, along with several council members. I then traveled to **Hangzhou** to meet with partners at **Hangzhou City University** to advance discussions on the **IAEE-HCU Innovation Center**. A detailed report will be shared with the board shortly.

- **CCPIT & CIEP Program in Nanjing**

CCPIT hosted the **Certified International Events Professional (CIEP)** program in Nanjing, where more than 70 students participated. IAEE also signed a **Memorandum of Understanding** with the Nanjing CCPIT division to deliver future CEM courses in the region.

- **Canada Engagement**

IAEE Chair Chuck Grouzard represented the association at the **Canadian Association of Exposition Management (CAEM) Annual Conference**, reinforcing our commitment to strengthening relationships with North American partners.

- **Saudi Arabia Partnership Renewal**

IAEE renewed its agreement with the **Saudi Conventions & Exhibitions General Authority (SCEGA)**. We are set to begin delivering **CEM courses** next month as part of their broader workforce development initiatives. We are proud to continue supporting SCEGA's efforts to build the exhibitions industry in the region.

2025 EXPO! EXPO! ANNUAL MEETING AND EXHIBITION UPDATE

Objective: To provide the industry with the largest face-to-face gathering of exhibition and events professionals for education, networking, and commerce.

Initiatives:

- To design a program schedule to maximize time on-site and eliminate time out of office.
- Host contingency from China.
- Booth sales continue.
- Onboarding new show technologies and integrations.

Key Metrics:

Budget to be approved by board August 2025.

Budget and Resources:

Expo! Expo! preliminary budget approved by board during April board meeting.

Progress Update:

Expo! Expo! 2025 Booth Sales (as of 18 July)

- Total cash required to meet budget = \$1,418,611
- Total Committed Cash = \$1,064,886
- Cash partnership required to meet budget = \$353,725 (75%)
- We are tracking just slightly ahead of last year.

Registration opened on Monday, July 7. We are excited as this opening date is a month earlier than any previous Expo! Expo!.

MARKETING UPDATE

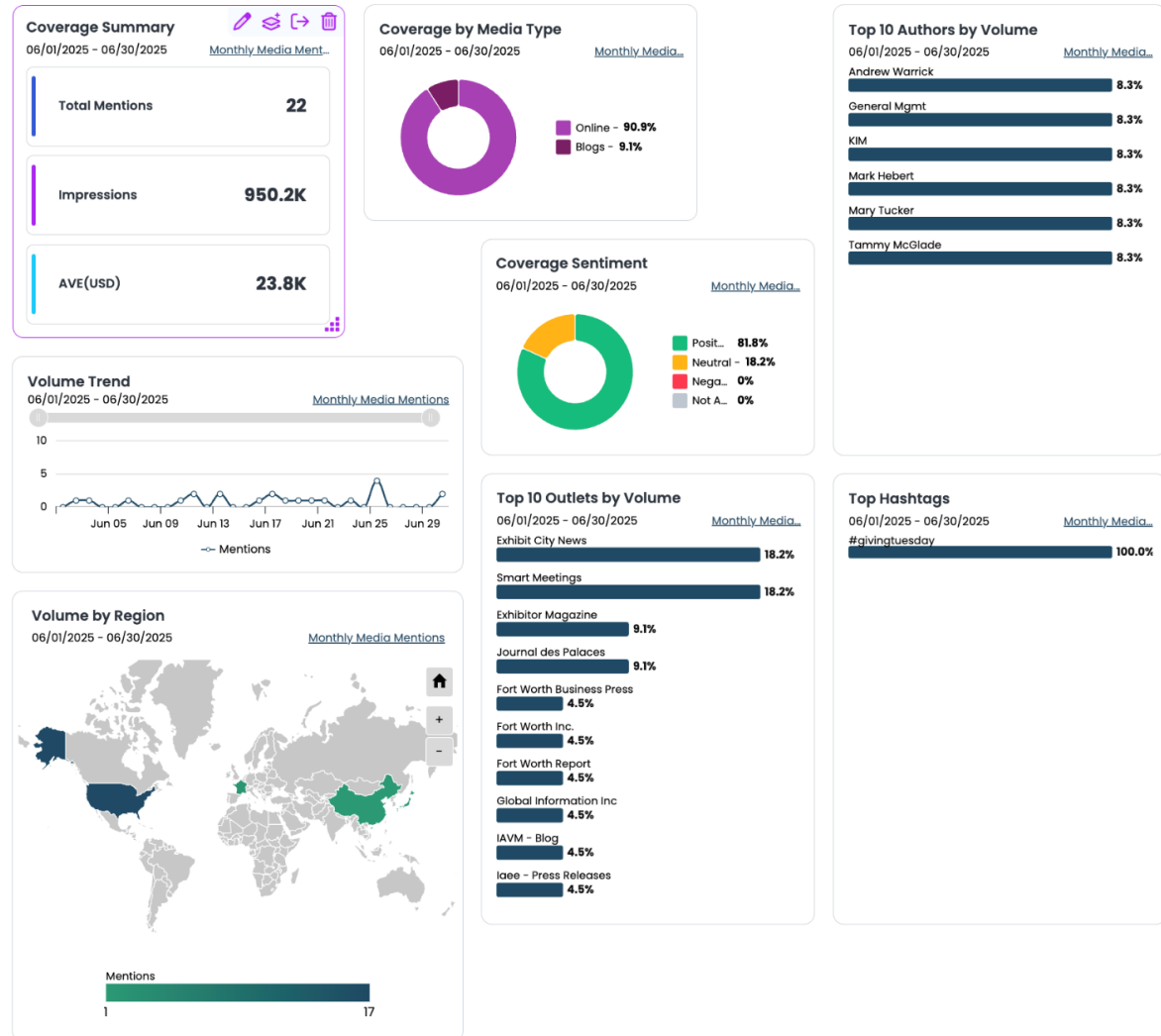
FY25 Stats (reported monthly – below is 1 APR 2025 – 30 JUN 2025)

News / Media Mentions: Source Google Alerts, IAEE, Agility PR

- News
 - IAEE marketing issued 8 press releases from 1 APR 2025 – 30 JUN 2025.
- Media mentions
 - JUN 2025
 - IAEE was mentioned 25 times across 15 outlets.
 - Mentions included:
 - Advocacy
 - CEIR Research
 - CEM Learning Program
 - Expo! Expo!
 - Guidelines for Display Rules & Regulations
 - IAEE Leadership
 - Membership
 - Tariffs
 - Young Professionals

▪ Agility PR Dashboard (JUN 2025)

Monthly Media Impressions

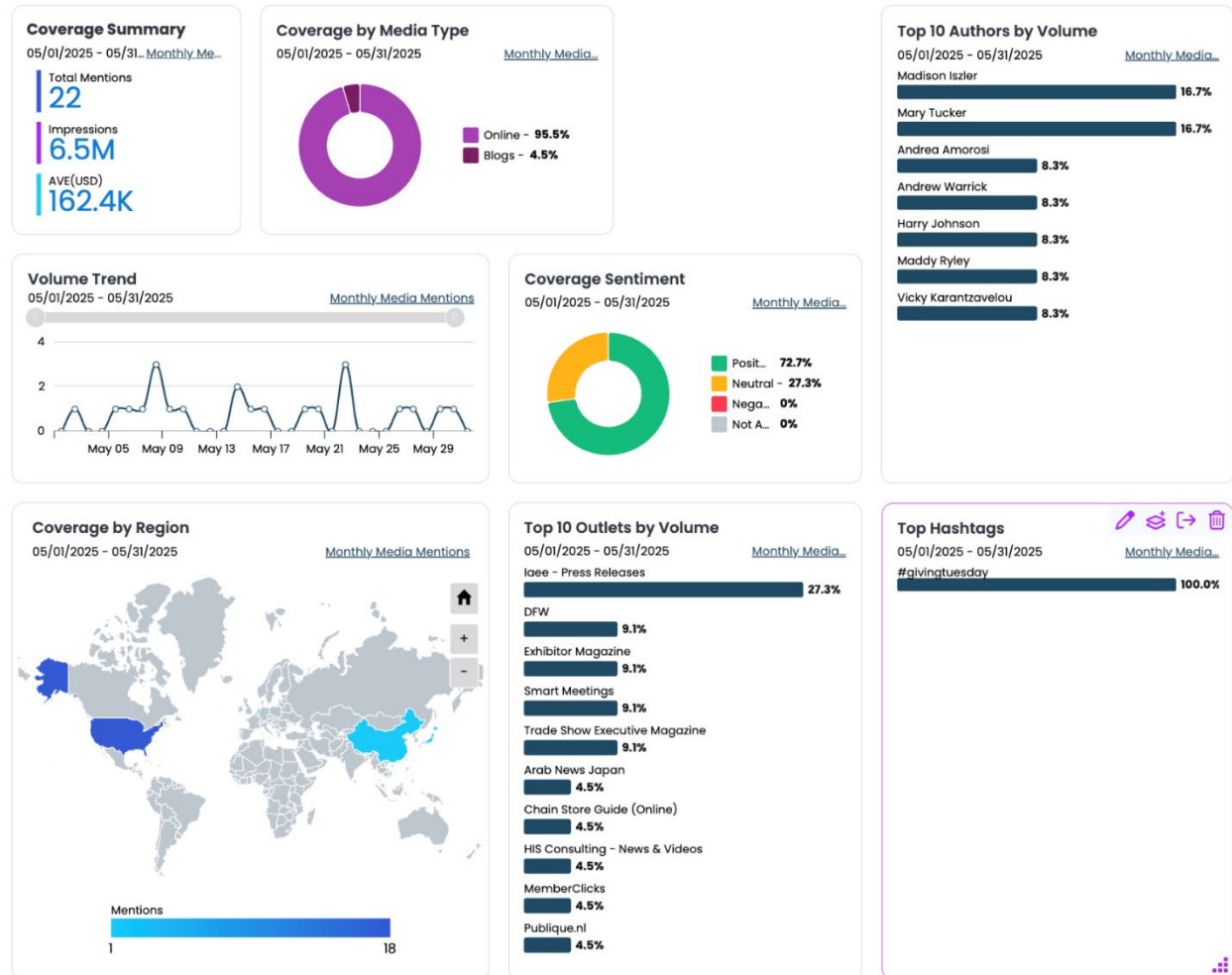


○ MAY 2025

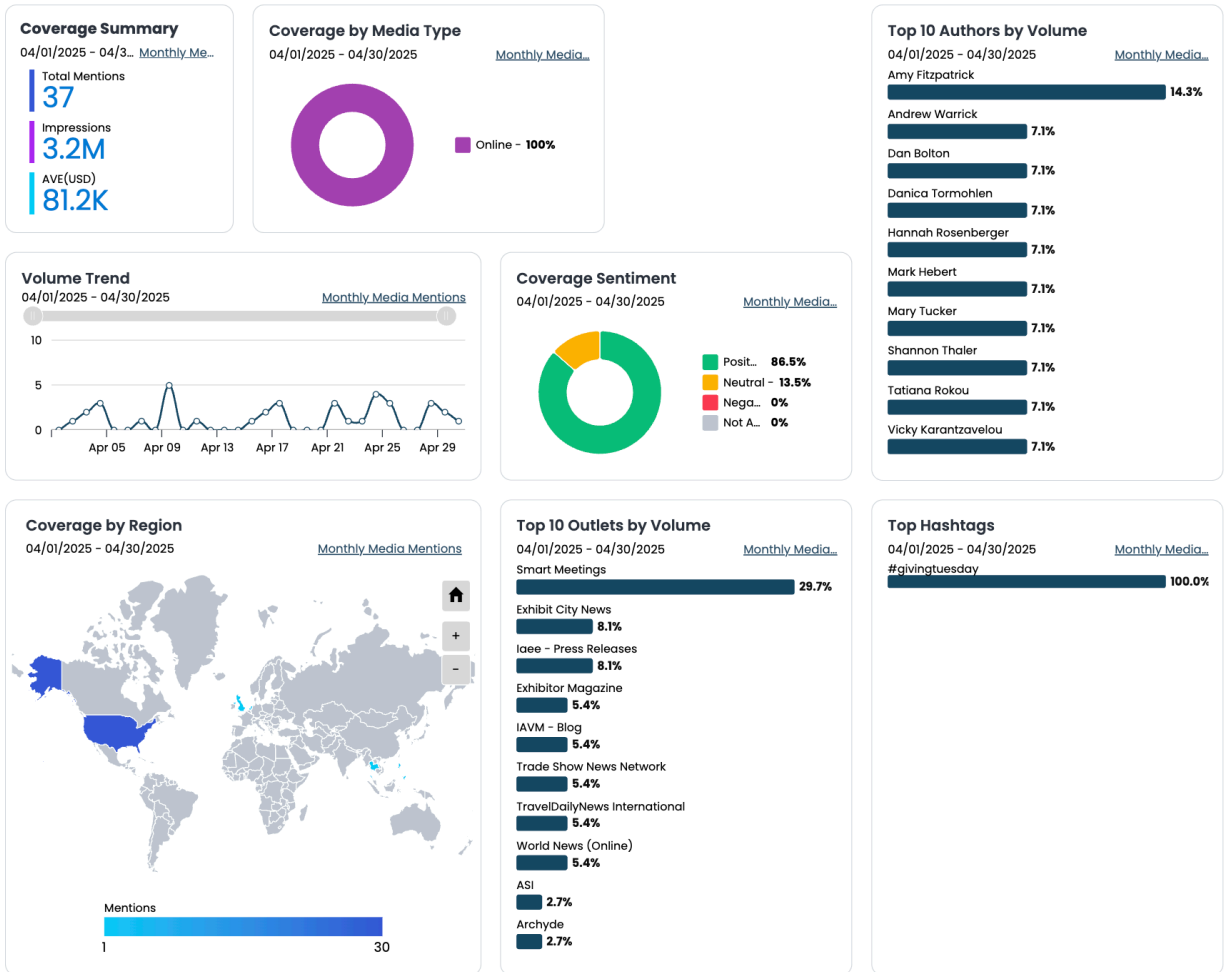
- IAEE was mentioned 20 times across 14 outlets.
- Mentions included:
 - Advocacy
 - CEIR Research
 - Event Tech Demo Days
 - Leadership
 - Membership
 - Tariffs

○ Agility PR Dashboard (MAY 2025)

Monthly Media Impressions



- APR 2025
 - IAEE was mentioned 39 times across 19 outlets.
 - Mentions included:
 - Advocacy
 - Art of the Show Textbook
 - CEIR Research
 - Event Tech Demo Days
 - Leadership
 - Membership
 - Sustainability
 - Tariffs
- Agility PR Dashboard (APR 2025)



Content Marketing / Blogs: Source GA4

- IAEE marketing produced 31 pieces of content for the IAEE blog with a total of 1,136 views (as of 30 JUN 2025).

Social Insights: Source HubSpot

Looking at a 9-month comparison window, 10/1/24-6/30/25 vs. 4/1/24 - 9/30/24:

- Audience across FB, IG, X, LI, YT has grown 5.02%.
 - There was a 2.46% decrease in X. X is only used for brand awareness as the channel has weakened significantly since the start of the 2016 presidential election.
 - There was an 8.77% increase in LI, our strongest channel.
- Interactions across FB, IG and LI saw a 72.94% increase. We attribute this mostly to the release of a LinkedIn newsletter driven by the members of the Community of Engagement and Belonging Committee.
 - Specifically on LinkedIn, interactions have increased 190.63% in this 9 month comparison. Plans are already underway to produce additional newsletters from other content sources.
- Impressions across FB, IG and LI increase by 50.77% with notable increase across LinkedIn and Instagram, and a slight decrease on Facebook.

- Sessions (see definition below) increased 15.33% with LinkedIn contributing the lion's share of sessions followed by FB.
- YT watch time is up 66.86% and views are 110.11% compared to the previous 9 months.

The Sessions report is a HubSpot metric. This shows the number of web sessions on your site (HubSpot-hosted web pages, or web pages that have your HubSpot tracking code installed) that took place within the selected period that came from social media. Social posts that drove these sessions could have been published at any time, and from any social source.

PUBLICATIONS

As of 31 May 2025, publications sales have more than doubled YTD budgeted revenue (\$14,219 vs \$6,597). Publications revenue is a key goal and KPI within the marketing department for the current FY and we are exceeding expectations with a focused campaign across social platforms and communications to key groups.