

THE IMPACT OF EVENTS

Missed connections. Fewer new product launches. Less innovation. No business growth.

1.7 million companies rely on exhibiting at business events to drive revenues.

These are only some of the impacts they—and the broader economy—experience from cancellations during the COVID-19 pandemic.

“Missed show leads that may have resulted in a sale have been absent from our sales funnel for the last 3 months.

This has contributed to a significant drop in our sales vs. previous year.”

-Sally Ray
Sr. Marketing Manager
Hoshizaki America, Inc.

“Over 30 years, I have seen thousands of small businesses across every vertical grow as a direct result of their engagement in business events. Without business events, small business growth is severely stunted. And the resulting impact on the broader economy is negative and significant.”

-Tony Lorenz
Founder and CEO
HeadSail

“Getting our products in the hands of so many bar owners and decision-makers at the Nightclub & Bar Show is key to our business.”

-Jill Connelly
BarLuxe



“Face-to-Face marketing is fundamental to interacting with customers and prospects. Removing this component of marketing pushes us farther away from key customers and makes it more difficult to introduce new products and innovations.”

-David Emmel
Director, Customer Engagement
Sealed Air

“A major benefit of exhibiting is walking the show floor, identifying potential new partners and connecting with past collaborators who can introduce our solution to clients. This cannot be replicated in a virtual environment.”

-Bruce Bonyun, Vice President, Patient Bond



“Through our trade show booth, we’ve received multiple national publication coverage and the consumer response was overwhelming.”

-Chris Lodge
The Axelband



GO LIVE
TOGETHER

TRADE SHOWS • EVENTS • EXHIBITIONS
MEETINGS • INCENTIVES • CONFERENCES