



# THE POWER OF LIVE EVENTS

## YOU'RE MAKING A SOUND INVESTMENT



### WATCH SALES ROCKET

**76%** of visitors at B2B and B2C exhibitions make new purchasing decisions and have existing ones reinforced.

### SEEING IS BELIEVING

Visitors who encounter you at live events think your brand, product or service is 28% more innovative than they did before they attended.



### LIVE EVENTS PROVIDE A BIGGER WINDOW OF OPPORTUNITY

The average visitor spends 5.5 hours at a live event. This equates to watching or listening to **660** broadcast adverts.

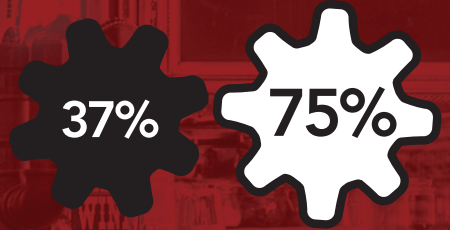


**LIVE EVENTS BEAT OTHER FORMS OF MARKETING HANDS DOWN**

<b>2X</b>	<b>3X</b>	<b>4X</b>
more powerful than TV ads	more effective than print media	more effective than radio

### LIVE EVENTS CHANGE MINDS

Before an event 37% of people thought they would make new contacts and 38% thought attending the event would make buying easier. This doubled to 75% and 76% respectively following the event.



**LIVE EVENTS LEAVE A LASTING IMPRESSION**

**69%** of visitors surveyed two weeks after attending live events said they had already recommended or would be recommending brands they had seen at the event.



### LIVE EVENTS ARE GOOD FOR YOUR IMAGE

Perception of the quality and value of your brand, product or service is improved by **21%** after visitors experience you at a show.