



July 2021 Events SMB Panel



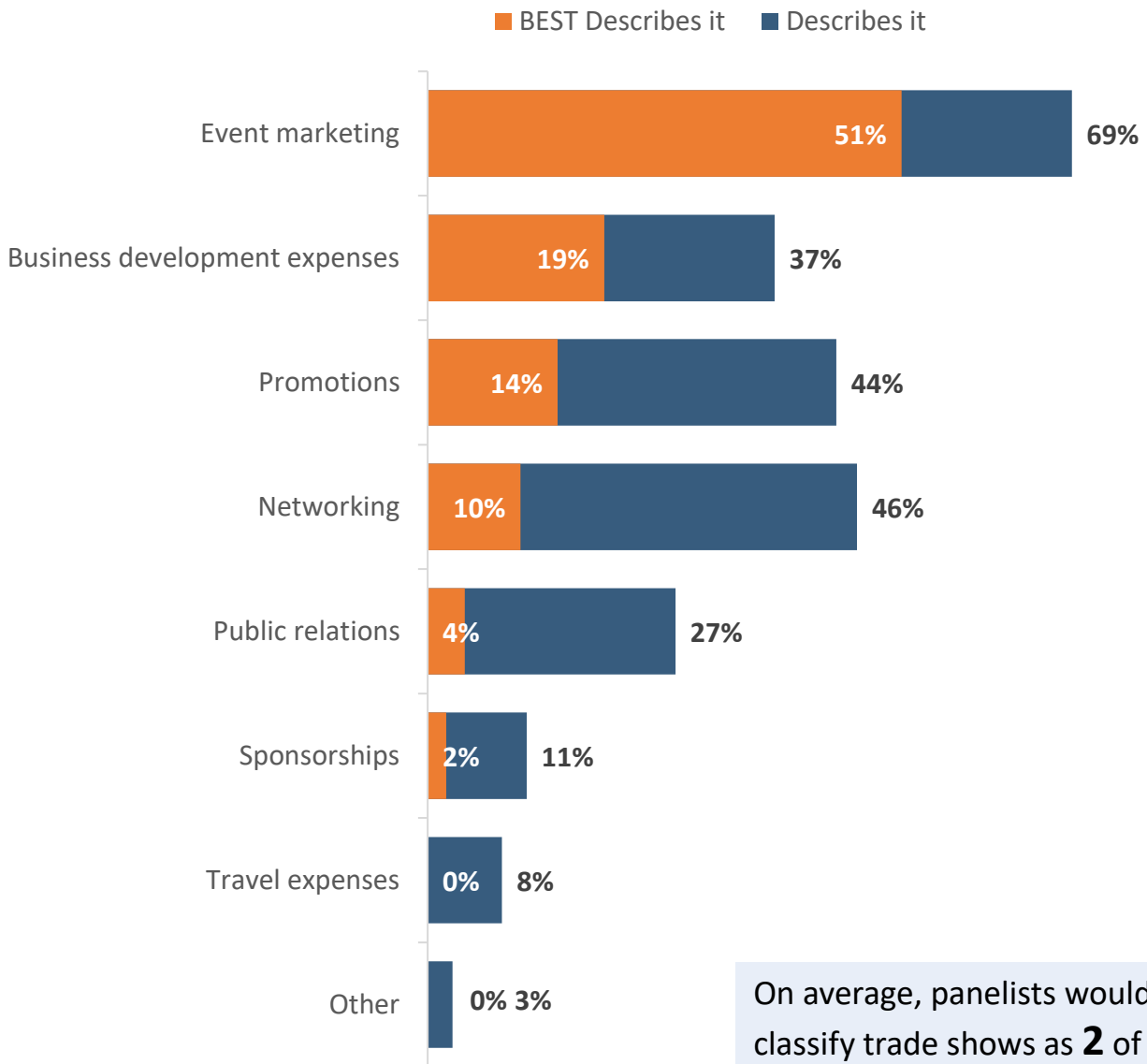
July 2021 Panel Survey

- 75% of panelists say their event marketing was impacted by the pandemic. Nearly half “considerably” so. 38% cancelled all events in 2020, while the others moved all or some of their events to digital formats. (Slide 7)
- 2020 taught panelists that digital is a viable option and provides new and more opportunities to reach people, but most do not see digital events as a one-to-one replacement for in-person activities. **64% of those who have used both digital and in-person events say in-person is more effective.** (Slide 13, 6)
- In 2021, panelists will host, exhibit at, or sponsor an average of 1.3 digital/virtual events and 2.2 in-person events. **Although digital event activities are double that of pre-2020; in-person event activities will remain higher than digital.** (Slide 8, 11)
- Local events will be the most popular for 2021 activity and 2022 activity. 87% will host, attend or participate in a local event requiring little or no travel while 48% say they are very or extremely likely to use this type of event marketing in 2022. (Slide 8, 11)
- Annual event marketing budgets average out at \$7,500 with 34% of that expense going to sponsorship and booth fees and 21% going to staff time (compensation). (Slide 10)
- When considering what events to exhibit at or sponsor, panelists are primarily keyed in to stats related to the demographics of attendees. How many and who will be at the event? (Slide 12)
- Over half of panelists have exhibited at or sponsored an event in the past 5 years, but less than a quarter believe these events have been very or extremely effective for them (Slide 6)
- The 45% who have hosted their own events, find them 2x as effective as exhibiting/sponsoring. Over a third of panelists expect to host their own in-person event in 2022. (Slide 6, 11)

CLASSIFICATION OF TRADE SHOWS

Trade show booth space is most commonly described as event marketing, secondarily as business development, promotions or networking.

Q. To me, when a brand buys booth space at a physical trade show or conference to display its products and services, I consider that to be.... Q. If you could only choose ONE, which would it be?

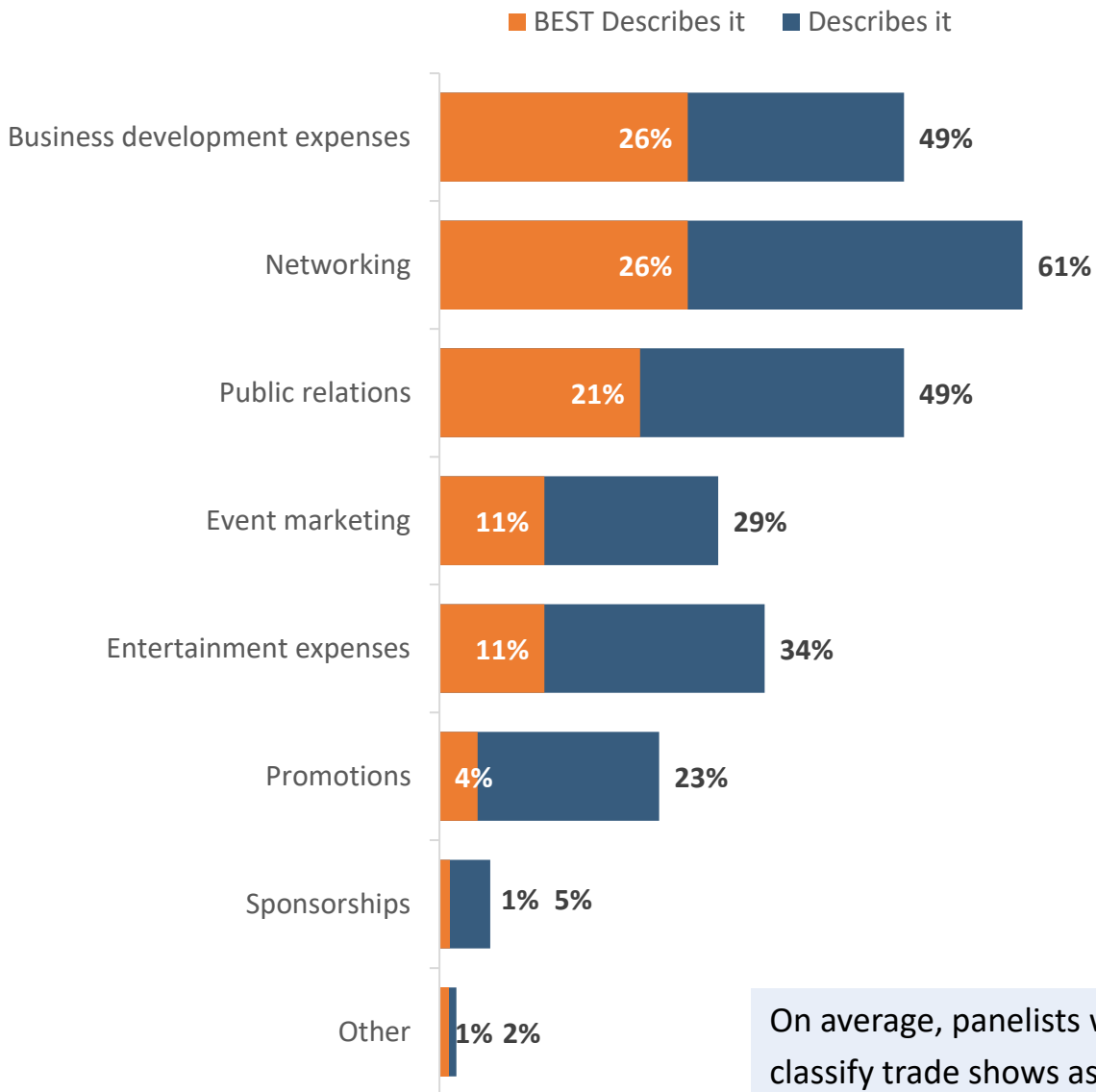


On average, panelists would classify trade shows as **2** of these types of activities.

CLASSIFICATION OF VIP CUSTOMER EVENTS

VIP customer events are not often classified as event marketing; more often described as networking or business development.

Q. To me, if a company were to invite customers to a special VIP evening with their company leadership, I would consider that to be ... Q.. If you could only choose ONE, which would it be?

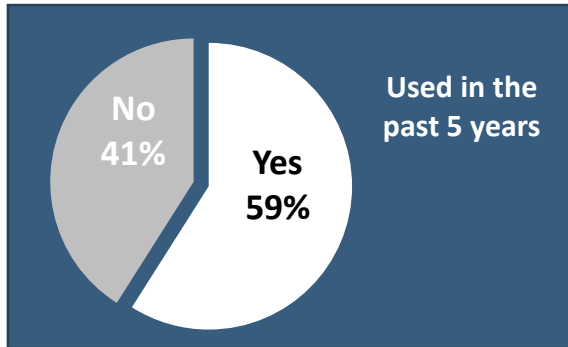


On average, panelists would classify trade shows as **3** of these types of activities.

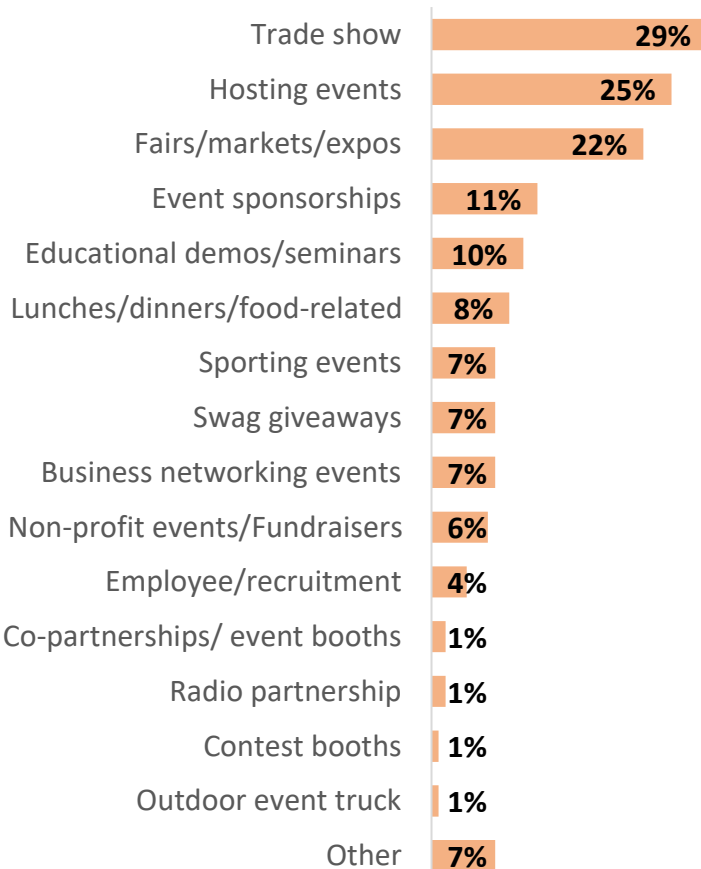
EVENT MARKETING USED PAST 5 YEARS

More than half of panelists have used event marketing in the past 5 years. The 3! Event type used are trade shows, followed by hosting their own events.

Q. In the past five years, has your business used any type of event marketing?



Q. Please briefly describe how your business has used event marketing. Coded-Open Ends (n=134)



Q. Please briefly describe how your business has used event marketing.

"We have attended outdoor events with our wrapped truck/trailer and tents or have had a booth at indoor events. We use this as an opportunity to give out swag and show our commitment to the community we serve."

"We are a chain of hardware stores. We produce in-store events like happy hours (w/local wine for customers), DIY projects events (make your own Christmas wreath), and educational home improvement workshops.."

"Invited former and prospective customers to a hotel meeting space after the day's conference for complimentary cocktails and heavy appetizers. Decorated space with promotional items and photos of projects."

Full set of responses are included at the end of this document

TYPES OF EVENT MARKETING USED

More than half of panelists have exhibited at or sponsored an event. Fewer have hosted their own event, but those hosted events are seen to have be more effective. **Most believe in-person events are more effective than virtual.**

Q. In the past five years, has your company...(think about both digital and in-person)

(digitally or in-person)	% have done this in past 5 years	Among those using this type of event	
		Most recent year used (on avg)	% say very/extremely effective
Hosted an event	45%	2020	43%
Exhibited at an event	59%	2019	21%
Sponsored an event	54%	2020	22%

"We rarely get direct responses from events. But, we have been diligently marketing our services for decades so it's repeat exposure that we think works well."

"Sponsorship is usually a 'favor' for a friend/client and I have very low expectations of it being effective. I just hope it keeps my business name out there."

"We sponsor events to support a cause, not generate business."

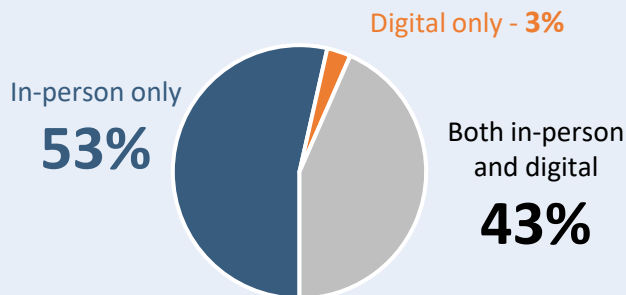
"We get people that overhear us talking to others at live events."

"Virtual events just don't have the same 'share of mind' as an in-person event."

"We have the second annual 'Business and Brews' event coming up. I participate as an exhibitor. I like that it's small, local and just fun. I use it to promote my own in-store events, such as classes and just to increase my visibility in the community. I got some solid business from it in 2020. I expect even more people to attend this year as it seems we are all hungry to connect again."

"When I attend any live, in-person event, I always turn up w a new customer. Sometimes it manifests YEARS later, but it always does."

Q. Which of the following types of event marketing has your company used?



Q. Which types of events have been more effective for your business? (asked of those using both n=76)

64%

Believe in-person events have been more effective

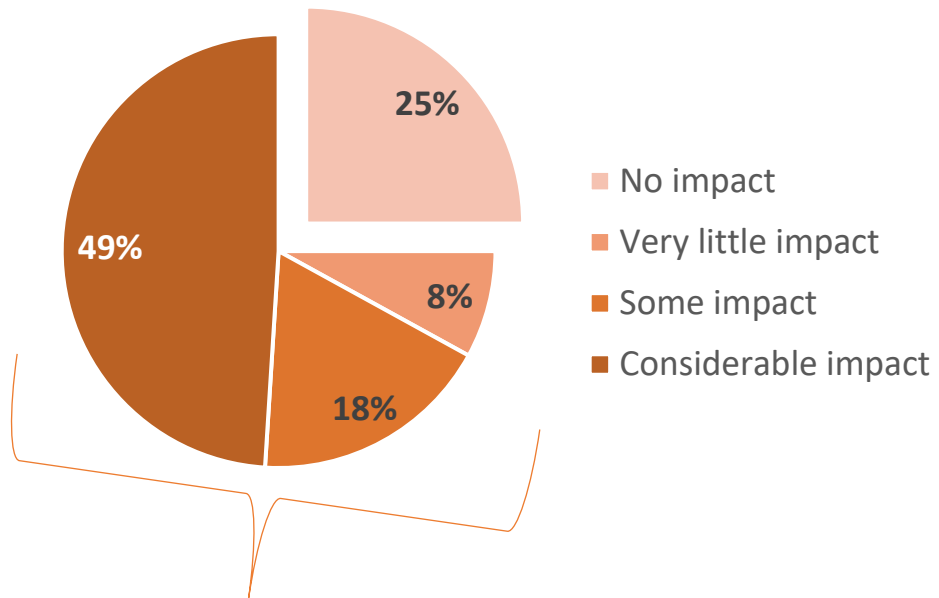
28% say there's no difference;
8% say digital is more effective

PANDEMIC IMPACT ON EVENT MKTG

The pandemic impacted 75% of panelists, causing more than a third to completely cancel all events.

Q. How much was your company's event marketing impacted in 2020?

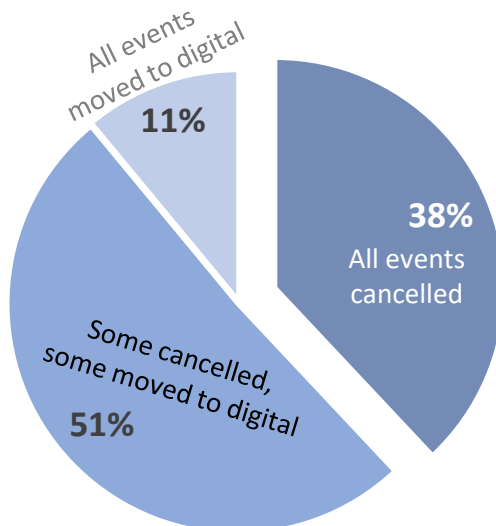
Level of impact



75% of panelists were impacted

Q. Which of the following best describes the impact of the pandemic on your company's event marketing in 2020? (of those impacted n=169)

Type of impact



PRE-PANDEMIC EVENTS VS. NOW

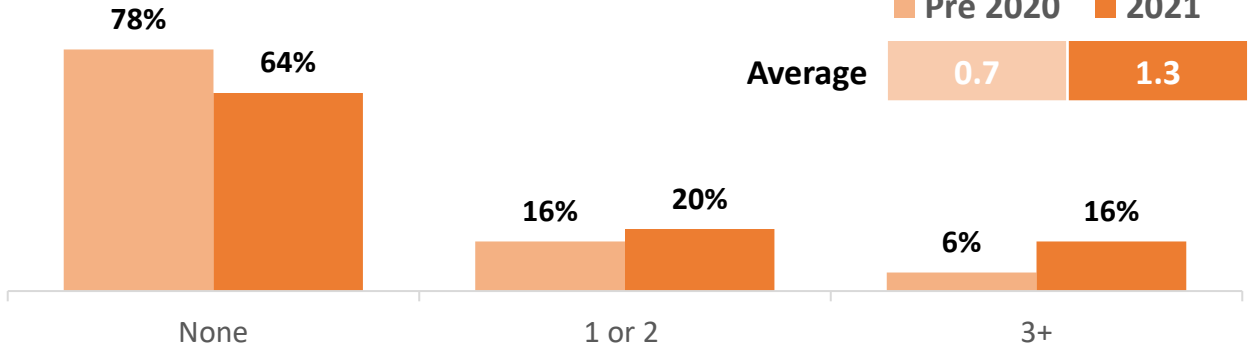
Compared to pre-pandemic, in-person events have declined but are still more popular. 59% of all panelists expect their company will participate in at least one in-person event in 2021 (vs. only 36% who will participate in a digital event).

Q. Prior to 2020 (pre-pandemic), about how many events did your company host, attend as an exhibitor, or participate in as a sponsor each year? n 2021, about how many events will your company host, attend as an exhibitor, or participate in as a sponsor?

Number of digital events pre-pandemic to now

DIGITAL/VIRTUAL EVENTS

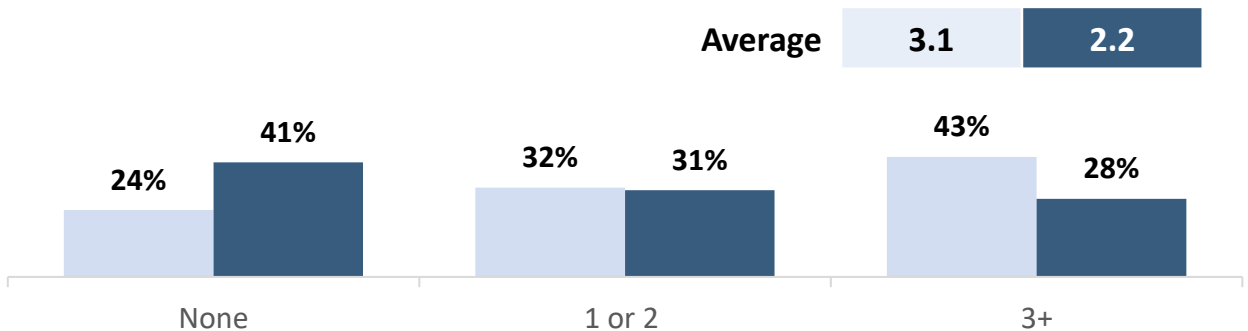
Pre 2020 2021



Number of in-person events pre-pandemic to now

IN-PERSON EVENTS

Pre 2020 2021




Distance of 2021 Events

Q. What types of in-person events do you expect your company to host, attend or participate in in 2021? Select all that apply (Among those doing in-person events)


Local events
requiring little
or no travel
87%


Day-long events
w/in driving
distance
21%


Multi-day events
w/in driving
distance
18%

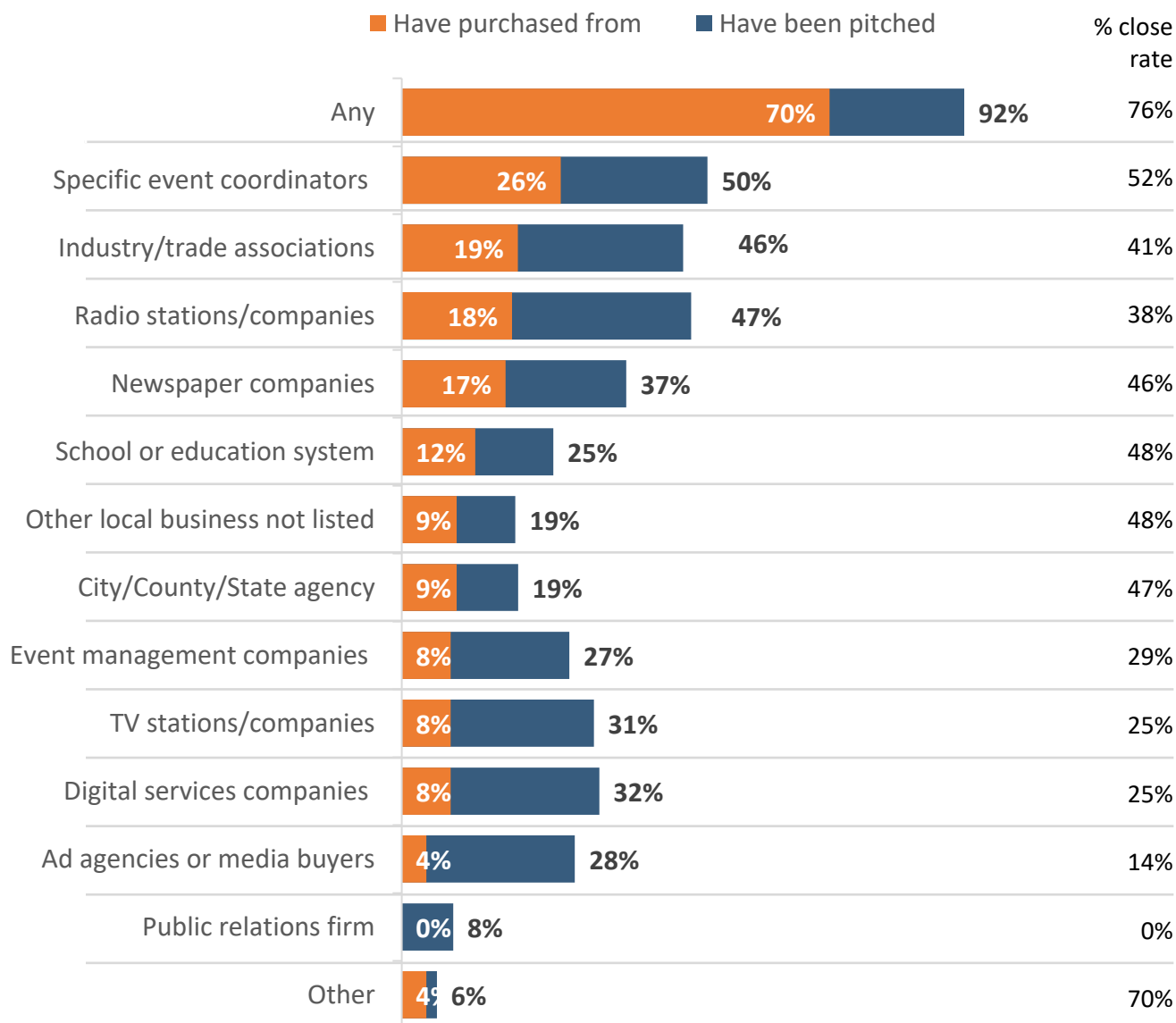

Day-long events
requiring a
flight
4%


Multi-day events
requiring a
flight
16%

COMPANIES PITCHING/SELLING EVENTS

92% of panelists have been pitched event advertising/marketing at some time and 70% have purchased from at least one of the companies that pitched them. Specific event coordinators (e.g., festivals, farmers markets) have the highest pitch and close rates among panelists.

Q. What type of companies, if any, have pitched event advertising/support to your company? Select all that apply Q. And from which of those have you purchased event advertising/support from?



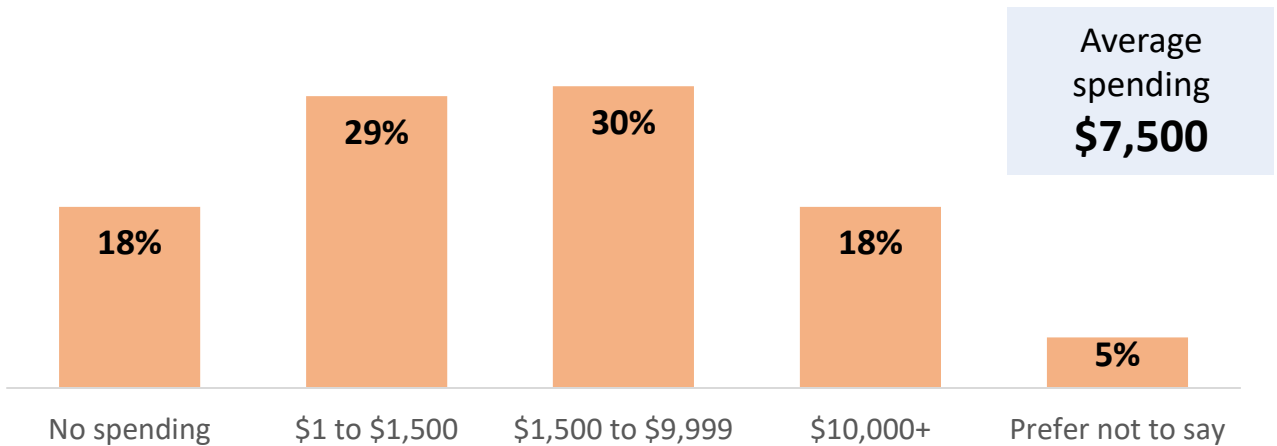
On average, panelists have been pitched by **4** types of companies and have purchased from **1** company type.

Average pitch
close rate
37%

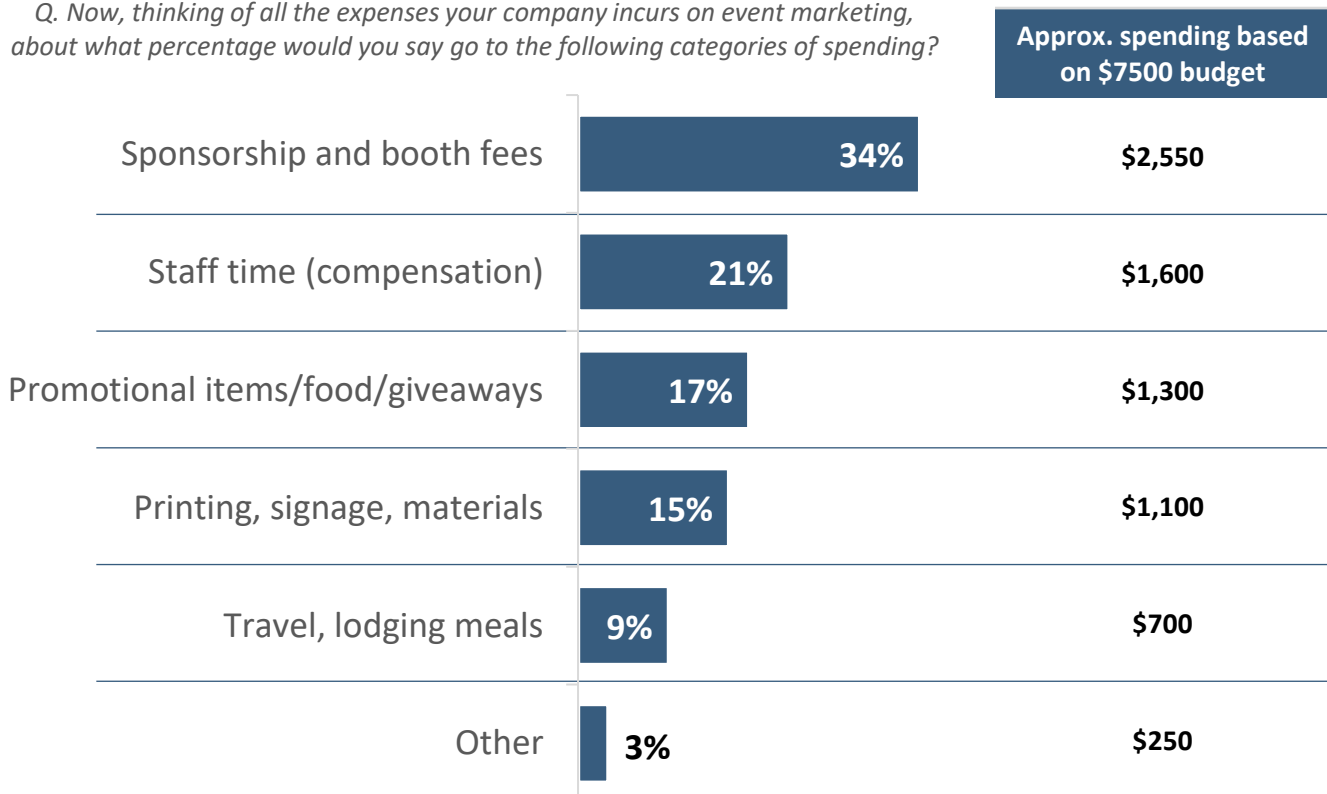
AVERAGE ANNUAL EVENT SPENDING

On average, panelists are spending \$7,500 a year on event marketing. The largest portion of expense goes to sponsorship and booth fees.

Q. In an average year, about how much would you estimate your company spends on event marketing? Think of all expenses associated with events you host or participate in as an exhibitor or sponsor. This may include sponsorship payments, booth rental, staff time, promotional products, signage, printing, travel expenses, etc.



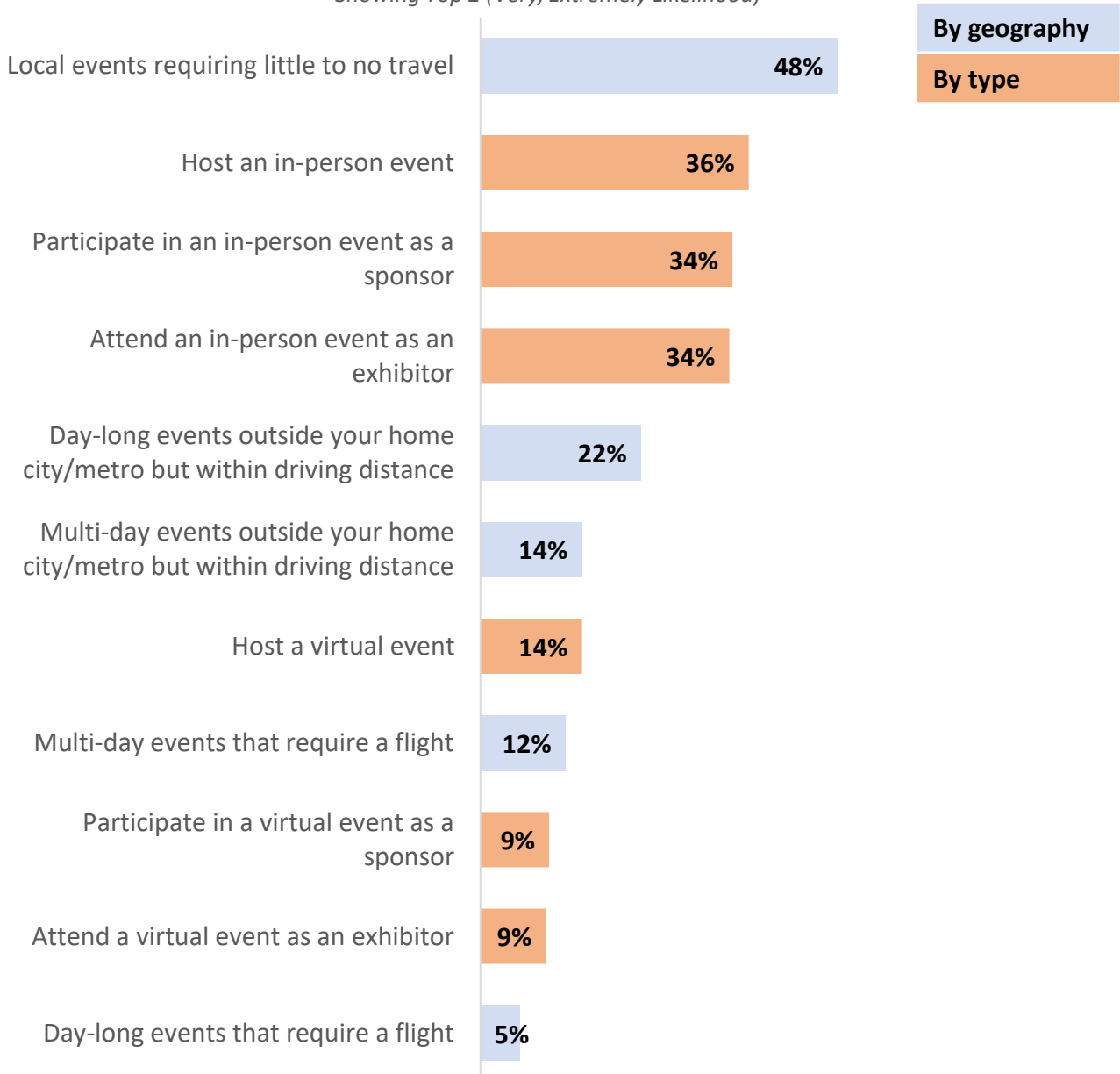
Q. Now, thinking of all the expenses your company incurs on event marketing, about what percentage would you say go to the following categories of spending?



2022 EVENT OUTLOOK

Nearly half of panelists are very or extremely likely to participate in (host, exhibit or sponsor) a local event next year. Likelihood is higher for in-person events than virtual events.

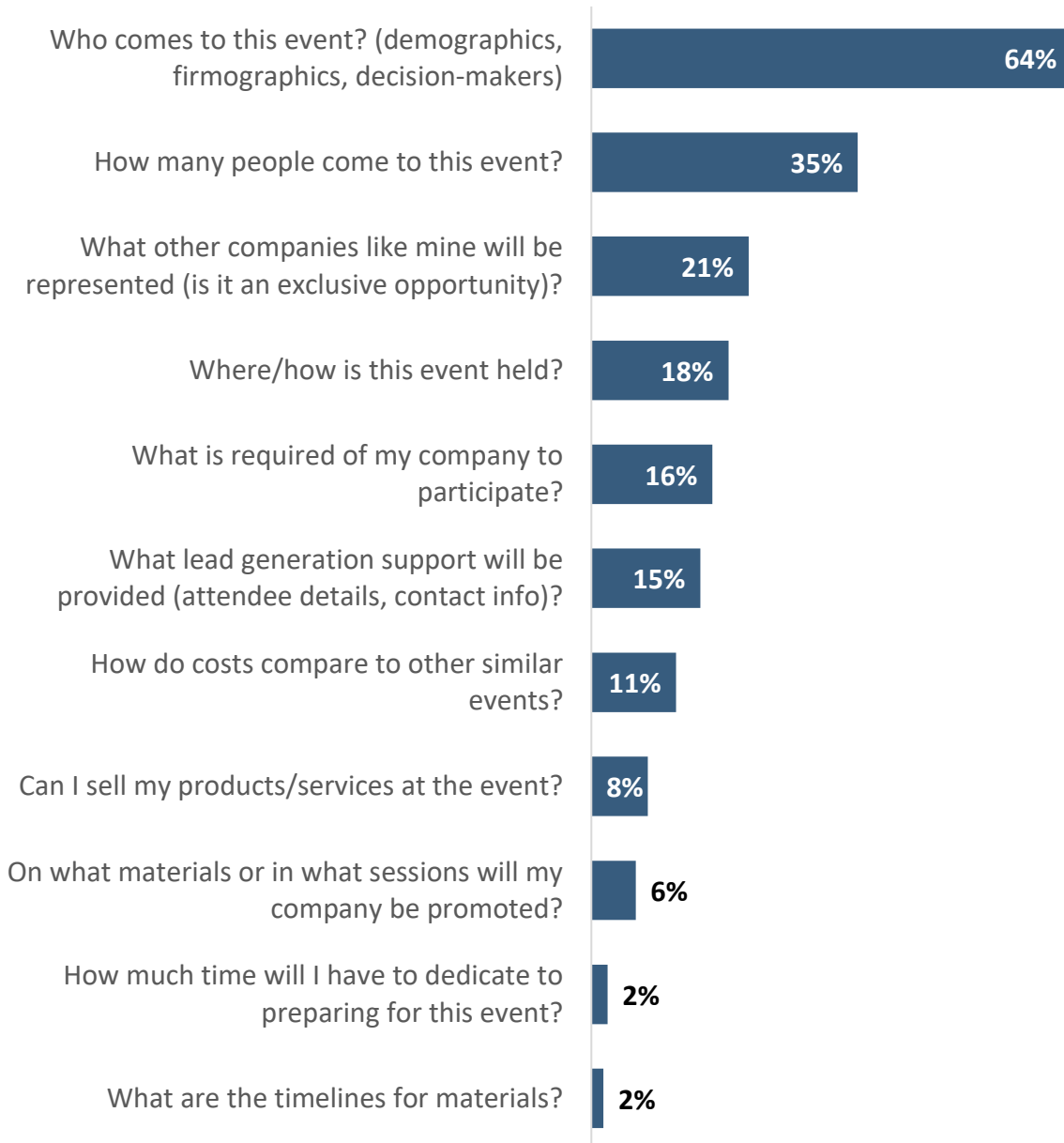
Q. (Type) How likely are you to use the following types of event marketing in 2022? (Geographical) Please rate your company's likelihood to host, participate in, exhibit at, or sponsor the following types of events in 2022. Showing Top 2 (Very/Extremely Likelihood)



CONSIDERATIONS FOR EVENT SPONSORING/EXHIBITING

Before committing to sponsoring or exhibiting at an event, panelists want to understand attendee details.

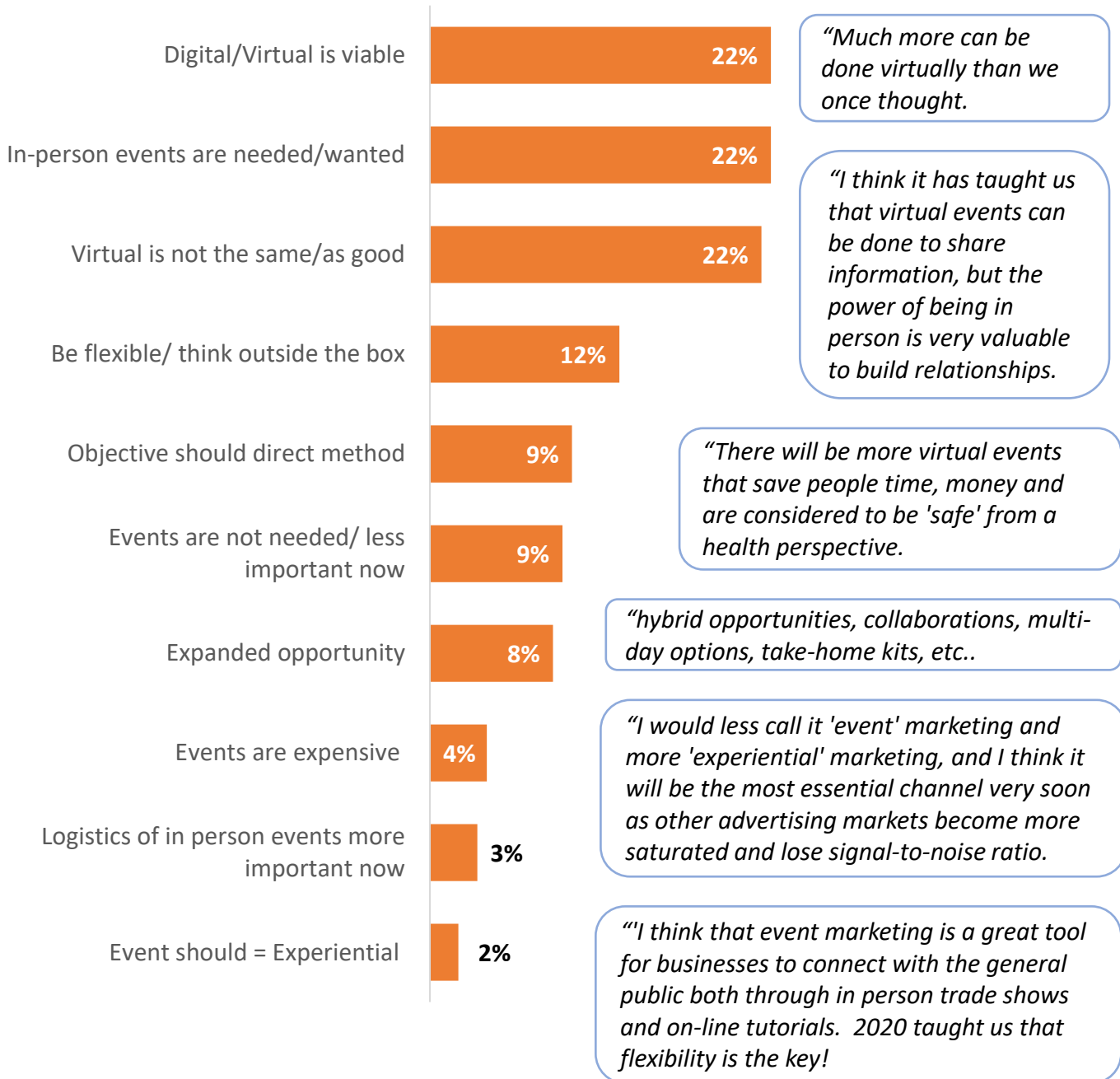
Q. When considering an event to participate in as an exhibitor or sponsor what questions would be most important to have answered before making a decision? Select the TOP TWO MOST IMPORTANT.



WHAT DID 2020 TEACH US?

Panelists believe that 2020 has made them realize there are opportunities to use virtual solutions but they will not one-to-one replacement for in-person contact.

Q. And finally, thinking generally about event marketing, what do you think the future of event marketing holds? What did 2020 teach us about events, if anything? Coded Open-End (Among those who answered n=161)



SURVEY STATS

7/27/21 - 8/6/21

226 Completed Surveys

Median time to
complete:

10 minutes

Top Industries of Respondents

	#
Retail Trade	37
Healthcare & Social Assistance	26
Services – Other	23
Arts, Entertainment, Recreation	21
Info, Media or Adv Companies	19
Construction / Contracting	15
Services – Prof & Business	15
Services – Educational	11
Other	56

Marketing Expertise

	%
Novice	44%
Mid-Level	21%
Master	36%

Feedback on Survey

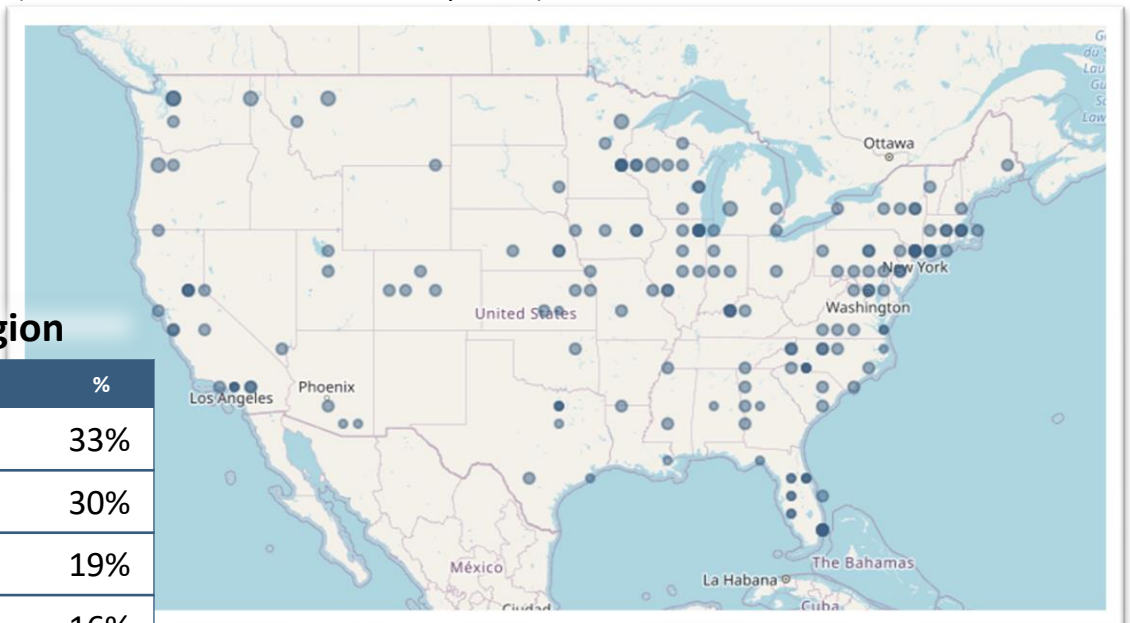
	%
Easy to Understand	80%
Relevant	70%
Interesting	55%
Not Too Long	50%

Device Used

	%
Mobile/Tablet	11%
Desktop	89%

Location of Respondents

(darker bubble indicates more responses)



Census Region

	%
South	33%
Midwest	30%
West	19%
Northeast	16%

Ways Panelists Use Events

1	1. Business-After-Hours events	2. Meet and greets with new Designer hires.
2	1. We were sponsors virtual tradeshow 2. We hosted Lunch & Learn presentations to prospects at our locations 3. We sponsored events at local senior centers	
3	A table set up at a sporting event.	
4	Advertising for fundraising events	
5	advertising on Facebook, SEO, ppc	
6	Annual trade show.	
7	As a golf store, I attend, sponsor & participate in charity golf outings!	
8	Attended a trade show for professionals who would be influencers for a product.	
9	auto shows, trade shows, vehicle display	
10	Before COVID, our HR Department would sign up for job fairs with counties near us and set up a booth to promote us. We'd have applications, freebies with our logo on it, etc.	
11	Booth at an event marketed towards women	
12	Booth at bridal shows	
13	Booth at Business Expo	
14	booth at events for Seniors in our community	
15	booth at security expo highlighting staffing services	
16	Booths at consumer shows	
17	Booths at health-related events, career fairs or other public gatherings where we might interact with our desired audiences.	
18	Booths at local festivals	
19	Booths at several local events.	
20	Booths at trade shows and industry associations	
21	Booths at trade shows, sponsorships at trade shows.	
22	Bridal shows Wedding Expos Health & Fitness events	
23	Chamber of Commerce Events, In Studio customer events	
24	Community fairs	
25	Concert sponsor	
26	Consumer trade shows	
27	Customer Appreciation Days at each of our locations. Free food, swag bags, etc.	
28	Dinner meetings and lunch meetings	
29	Display and hearing testing at Health Fairs.	
30	Diva Night - advertised to women	
31	Event sponsorship	
32	Event sponsorship	
33	Events held at our facility Participated in association lunches and seminars	
34	events to honor highest invested clients, client appreciation nights, workgroup gatherings to develop collaborations	
35	Exhibit in trade shows	
36	First Friday Artwalks in downtown (where our office is) we hang art and provide light refreshments. Also hold a Parade Party during the downtown parade for clients to watch from our office	
37	food tasting shows	
38	Gave away tickets to customers for a professional sporting event	
39	gone to trade shows or small faires and had booths	
40	Group dinners for those that spend a certain amount with the company for that year.	
41	Had a booth at a gun show to market the opening of a new firing range in the area.	
42	Had a table at the college where we shared our services with the community.	
43	Having booth at High End Polo event, providing water for attendees. Booth space at Epicurean Dinner function, providing a photo booth to capture the evening for attendees. just 2 examples	
44	Having booth, table, or representative at trade or public events.	
45	Home Shows, Open Houses, and Workforce events	
46	I do a Saturday morning radio show and we go on location at local events, pre- Covid	

Ways Panelists Use Events

47	I haven't hosted it in my biz, but I have attended. Our town does a 'Business and brews' event in the summer, where each biz buys a booth, gives out beer samples to attendees and promotes their goods/services. I have gotten some solid new business from this event.
48	invited customers to a local minor league baseball game
49	Invited former and prospective customers to a hotel meeting space after the day's conference for complimentary cocktails and heavy appetizers. Decorated space with promotional items and photos of projects.
50	Invited only members of the case club to a wine release, Created events to get new customers in
51	Invited to host a booth at airline company health fair
52	Inviting current active customers and prospects to an event that has an interesting topic/presenter hosted by our business.
53	Inviting people to our physical space for events and meeting prospects at prime locations externally.
54	It has mainly consisted of very targeted participation in industry trade shows ... best way to interface with our niche market.
55	Local events.
56	Local health fairs
57	many different venues and types but most common are social gatherings, trade shows, vip nights,
58	Not sure what you mean. We host events and we market those events. We do not have a booth at other events. We don't have the staff or capacity to do that.
59	On-line limited-access webpage access with forums
60	Organized a conference to educate about BTC
61	Our audience is children and their families, Preschool through Grade 8. We have participated in community events, such as parades and festivals. We have also hosted events, such as Harvest Festival and Preschool BBQ.
62	Our business moved 2+ years ago and we had a ribbon cutting, open house
63	Participate in many health fairs but also host a network meeting I run once a year.
64	participating in and/or sponsoring an event to promote the sale of our brand
65	Participating in First Fridays. Our gallery is open and we have artists creating/participating outside.
66	Participation in two international art shows resulted limited sales but were considered successful as marketing and pr events
67	Prior to pandemic lockdown held several events with collaboration partners, invited customers and did mini-talks and mini-demonstrations to familiarize people with my services and those of collaborative partner.
68	promoting our services at non profit events that bring in lots of eyes aligned with our services
69	Purchased a booth at a Chamber event
70	purchased booth space at event geared toward industry to provide info about our services
71	Seminars for liens and non liners, brunches for clients, open houses, small targeted educational lunches.
72	set up booth/tables at vendor fairs and markets to promote our programs and events.
73	shared event booths with our brand manufacture and an event booth with 'enter to win' data collection
74	Social Media and E Newsletters and Expos
75	Speaking at events, having a booth at events, sponsoring dinners and/or breaks at events.
76	sponsored a reception at a show that included clients, competitors and other exhibitors.
77	Sponsorship of Golf Tournament and fundraisers
78	Table/Booth at an off-site event
79	Tailgating/Grilling tent at University homecoming games
80	The committee putting the event together is comprised of local business employees. This group helps talk up the event and brings in new participants to learn about our services and support our organization.

Ways Panelists Use Events

81	Theme dinners, tastings (in-person and virtual), pop-up concepts.
82	To generate new contacts, to connect with existing clients, to support community partners
83	To have the chance for a discussion with clients, prospects and suspects that are sometimes hard to reach in other ways.
84	To increase general awareness and promote upcoming programming/events
85	To promote services offered.
86	Trade show
87	Trade show attendance. Golf tournament sponsorship.
88	Trade show booth for sales and brand recognition
89	Trade show/ event sponsorships
90	Trade shows and conventions ...we bought a booth and gave away promo items and info on our product and people were able to meet the Dr, my product.
91	trade shows and festivals
92	trade shows and hosting our own speaker events
93	trade shows for wedding events
94	Tradeshows to connect with new industries.
95	Tradeshows, local events, OOH.
96	usually we're part of a expo like a senior expo. We get a booth and are often the sponsor. We get recognition from the organization that's putting on the event as a sponsor in their flyers and other marketing. We usually develop a flyer to market our appearance at this event and post it on Facebook, LinkedIn, Nextdoor and alignable. Sometimes we do a mailing to our client base.
97	We advertise events to non-members in the hopes that they'll become members.
98	We are a chain of hardware stores. We produce in-store events like happy hours (w/local wine for customers), DIY projects events (make your own Christmas wreath), and educational home improvement workshops.
99	We are a Western store we set up a booth at the High School Rodeo
100	We attend 3-5 Tradeshows per year.
101	We attend community events to promote our brand and secure leads. In addition, we create events to generate interest in our brand.
102	We attend trade shows and promotional events
103	We attended events that had a high probability of having a concentration of our target market in attendance. By having paid to be represented there, we hoped to attract enough attention to build future clientele.
104	We created an annual event using information accumulated with a tourism destination assessment from the state department of tourism.
105	We do multiple Trade Show and LE Association events.
106	We had a booth at a home show and also hosted several seminars at the event.
107	We had a booth at a trade show
108	We had a customer appreciation day where we cooked hot dogs on the grill to serve to our customers for free and gave them a discount on their purchase that whole day. In preparation for this event, we sent out mailers to our mailing list and had signs posted in our store
109	We had a seminar on remodeling at a plumbing & appliance showroom.
110	We have attended outdoor events with our wrapped truck/trailer and tents or have had a booth at indoor events. We use this as an opportunity to give out swag and show our commitment to the community we serve.
111	We have done physical Home Shows with a booth as well as small display areas at other category shows
112	We have had an Open House to introduce our new business to the Community
113	We have had several open houses inviting specific people/members to show them our appreciation for their donations to our business
114	We have had tables at conferences and events, we have participated in networking events to help in promoting awareness to our business and been a sponsor at other events locally, at the state level and national level.

Ways Panelists Use Events

115	We have planned and implemented 10 - 15 'live' weekend & evening events annually for a variety of Retail clients in order to get them in front of current and potential new customers. We also have put on 'live' extravagant evening events, with formal invitations, themes, and a lot of entertainment for current million-dollar & up, custom home residents, and prospective homebuyers for an upscale, residential golf community (The lots alone start at \$1 million and up.) We handle everything from the beautiful, unique invitations, to the follow-up 'Thank You' cards for attending and everything in-between. ALL of our events have always been successful, due in part to paying attention to even the smallest of details that can change the 'feel' of any event, plus, our staff works at each of the events, overseeing it so that everything runs smoothly.
116	We have promoted our brand at events, sponsored events, hosted info tables and booths, and had giveaways with our branding on it.
117	We have set up a booth at trade shows to reach home improvement companies to recruit new dealers.
118	We have set up a Vegas-style casino blackjack table where winners got free gifts and discount coupons.
119	We have sponsored events
120	We host 2 fundraising events annually which bring in between 250 - 500 people each. As a non-profit we view these as fundraising and promotional.
121	We host an annual event to promote sales.
122	We offered our space at a discount for events with local groups and media when we were newly opened.
123	We presented an educational workshop for attendees. Displayed some of the services that people don't know are available and explained their impact. Showed support for a cause, think 'Pride Parade'. Put on demo's and introduced products. Grew our newsletter population. Networked with other like services.
124	We purchase a booth space at a Local Chamber of Commerce Trade Show and also one at a Local Radio Station Show.
125	We purchase paid advertising to promote events, plus use digital ads, social media, Eventbrite listings and email marketing.
126	We purchased a booth at the annual local trade show. We have done this for years because all of the local businesses do it. However, every year we question why we do this. It is a complete waste of money and time.
127	We put on seminars for customers and sometimes do customer party events built around a particular theme.
128	We recently had a car show open to owners of vintage/specialty vehicles. We charged no entry fee, had a food truck available, provided a bounce house for kids and musical entertainment. We used radio, TV and print to advertise the show. It brought many new people from various communities to our business. We created a great sense of good will and received much positive feedback.
129	We sponsor an annual Classic Ford Meet/Show every October. I have also held Kitten adoption events and fundraisers for a local cat rescue organization.
130	we use event marketing for trade shows or experiential opportunities.
131	We're very specialized (community college) and targeted a specific area high school for a day of fun/information on our campus
132	When we were newer we used it more than I care to admit before realizing it was basically a waste
133	Women Leading KY has events I have paid to be an exhibitor at. I have offered door prizes at these events. I have volunteered to work these events, checking people in, etc. I have volunteered to speak at events such as those integrating recovering women back into society. I have gone into the public school to speak to young women about being female and growing up in this world/business world. I have volunteered time and items to be involved w organizations supporting young (unwed) mothers. I have contributed to various other community events in my local area.
134	Yoga in the Cemetery, Ghost Tours