
North American Event Marketing Service Provider Market Study 2001

Survey Results

Developed by
TradeshawWeek

Data Compiled August 2001

Individual Service Provider Mean & Median Organization Revenues

Service Provider 2000 Revenues - Organization	Mean	Median
Audio-Visual Production/Rental Company	\$53 mil	\$6.3 mil
Modular Exhibit Company	\$4.9 mil	\$2.6 mil
Electrical & Plumbing Contractor	\$154.7 mil	\$6.0 mil
Online Event/Virtual Show/E-commerce Provider	\$2.0 mil	\$2.0 mil
Exhibit Design & Production Company	\$32.6 mil	\$5.2 mil
Registration/Housing Provider	\$22.1 mil	\$2.3 mil
Exhibit Installation & Dismantling Contractor	\$20.5 mil	\$6.4 mil
General Service Contractor	\$17.1 mil	\$4.0 mil
Other: Transportation	\$216.5 mil	\$29.9 mil

North American Exposition Service Provider Market Growth Estimates 2000 & 2001 (projected before September)

Audio-Visual Production/Rental Company Market Growth

Year	Organization Mean	Organization Median
Revenue Growth 2000	14.4%	15.3%
Revenue Growth 2001	11.0%	9.6%

Electrical & Plumbing Contractor Market Growth

Year	Organization Mean	Organization Median
Revenue Growth 2000	8.1%	5.5%
Revenue Growth 2001	10.0%	11.5%

Exhibit Design & Production Company Market Growth

Year	Organization Mean	Organization Median
Revenue Growth 2000	12.0%	11.3%
Revenue Growth 2001	7.3%	5.1%

Exhibit Installation & Dismantling Contractor Market Growth

Year	Organization Mean	Organization Median
Revenue Growth 2000	12.5%	11.5%
Revenue Growth 2001	12.1%	11.5%

General Service Contractor Market Growth

Year	Organization Mean	Organization Median
Revenue Growth 2000	9.7%	9.5%
Revenue Growth 2001	8.5%	7.5%

Modular Exhibit Company Market Growth

Year	Organization Mean	Organization Median
Revenue Growth 2000	12.8%	13.5%
Revenue Growth 2001	9.6%	7.5%

Registration/Housing Provider Market Growth

Year	Organization Mean	Organization Median
Revenue Growth 2000	10.8%	9.5%
Revenue Growth 2001	5.4%	4.5%

Transportation Market Growth

Year	Organization Mean	Organization Median
Revenue Growth 2000	11.7%	10.5%
Revenue Growth 2001	8.2%	8.5%

Data Source: Survey Data

Service Provider Market Study 2001 - Average Findings for All Organizations

Which of the following services best describes your organization's primary business?

Audio-Visual Production/Rental Company	13%
Modular Exhibit Company	7%
Electrical & Plumbing Contractor	2%
Online Event/Virtual Show/E-commerce Provider	1%
Exhibit Design & Production Company	31%
Registration/Housing Provider	3%
Exhibit Installation & Dismantling Contractor	11%
General Service Contractor	13%
Other: transportation	16%

How many full-time, non-union employees does your organization and division currently employ?

Number of Full-Time, Non-Union Employees:			
Organization:		Division:	
Mean	226	Mean	34
Median	29	Median	12

Please estimate the total number of union employees you expect your organization and division to employ in 2001.

Number of Union Employees:			
Organization:		Division:	
Mean	577	Mean	187

Median	60	Median	50
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Please estimate the total number of events that your organization and division will provide services for in 2001.

Total Number of Events:			
Organization:		Division:	
Mean	1,718	Mean	639
Median	200	Median	120

Please indicate the size of your organization's total annual gross revenue in 2000.

- Mean: \$76.7 millions
- Median: \$6.0 millions

Using a percentage, please indicate the growth of your organizational and/or divisional gross revenue in 2000 over 1999:

- Mean Increase: 12.3%
- Median Increase: 11.4%

Using a percentage, please estimate the projected growth of your organizational and/or divisional revenue in 2001 over 2000:

- Mean Increase: 9.0%
- Median Increase: 7.6%

Using a percentage, please estimate what you project for the growth of your business in gross revenue in 2002 over 2001:

- Mean Increase: 9.7%
- Median Increase: 9.2%

Using a percentage, please estimate the size of your organization's marketing budget as a percentage of gross revenue:

- Mean: 5.6%
- Median: 5.1%

What portion of your organization's annual marketing budget do the following represent?

Marketing Medium	Average %
Electronic Media: Web, Email	13%
Direct Sales Force	43%
Direct Mail and Fax	12%
Magazine Advertising	10%
Tradeshows and Events	14%
Sponsorship	4%
Other:	5%
Total	100%

Methodology

Tradeshow Week used the database of leading North American General Service Contractors, I&D firms, Exhibit Producers, Audio-Visual providers, Electrical & Plumbing Contractors and other service providers to mail over 1,500 survey questionnaires in June 2001. Out of this survey sampling, 245 completed questionnaires were returned

For questions concerning the *Market Study* please contact:

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