



## The Value of Exhibiting in a Downturn – Special Report

Dear Exhibition and Event Executive:

According to recent Tradeshow Week studies, many exhibitor budgets are being cut by 15% to 20%. All event-related spending is under the microscope.

To help exhibitors evaluate the value of exhibiting and investing in exhibitions and events during this recession, we have developed a special report – **Tradeshow Week's The Value of Exhibiting in Downturn**.

The data and information is based on recent in-depth surveys of exhibitors and historical analysis of the impact of past recessions on the industry. The special report covers why it is critical for corporations to exhibit at events during a downturn. The report includes the following analysis:

- Why Not Exhibiting Impacts Future Sales
- Statistical Analysis: When Exhibitors Close Sales Based on Show Leads
- The Good News About Where the Economy and Event Industry is Today
- Why Exhibitors Exhibit
- Exhibitor Quotes on Why They Exhibit in a Downturn
- The Exhibition Industry Growth Cycle
- Where the Industry is Today and Clues to Watch for Signs of the Recovery
- 1991 Recession Impact on Conventions and Tradeshow, and the Fast Recovery
- 2001 and 2002 Recession Impact on Conventions and Tradeshow, and the Fast Recovery
- Why Today's Economic Slowdown Will Not Transform the Convention and Tradeshow Industry

Please contact me directly at (480) 483-4471 or [mhughes@reedbusiness.com](mailto:mhughes@reedbusiness.com) to with any questions about this special report or to order.

Regards,

A handwritten signature in black ink that reads 'Michael Hughes'.

Michael Hughes  
Vice President, Research & Consulting  
Tradeshow Week Magazine

Tradeshow Week Research  
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## Special Report: The Value of Exhibiting in a Downturn

The information is provided in both a 20-slide PowerPoint and a text-based PDF file and can be emailed to you. You can forward both files to any clients and prospects or post on the exhibitor area of your web site.

**The report is easy to order! Just fill out the form below and fax to (480) 483-4457.**

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### Order Form:

**Yes!** I want to order Tradeshow Week's The Value Exhibiting in a Downturn Special Report for \$249!

- Fee: \$249

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**Please fax, phone, mail or email your order to:**

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