

Center for Exhibition Industry Research

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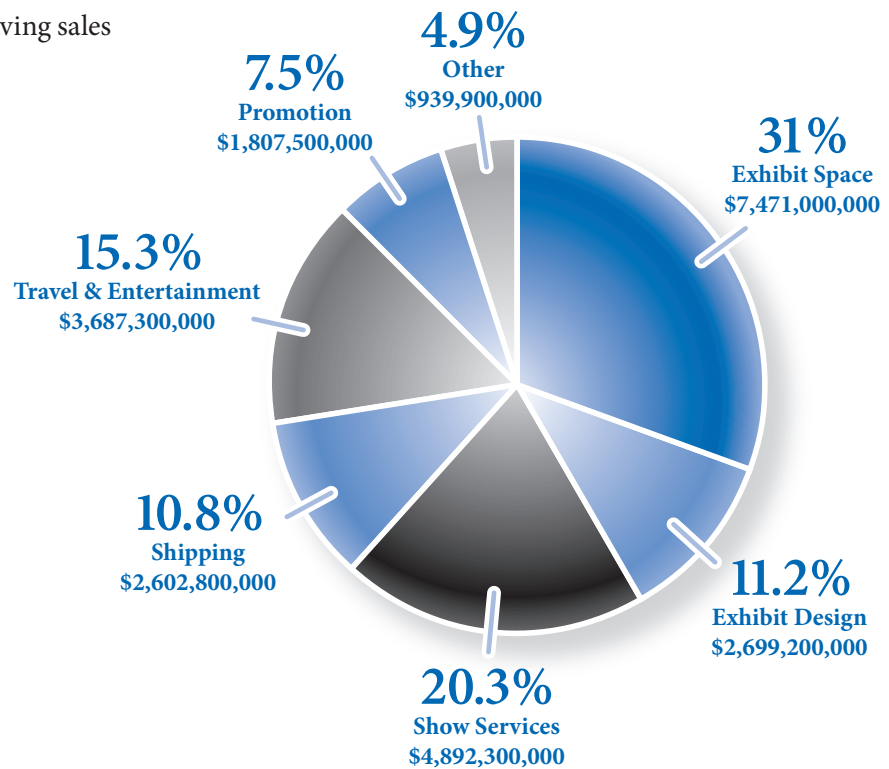
How the Exhibit Dollar is Spent

Exhibiting companies spend nearly \$24 billion annually on exhibiting! Why do they spend that much money?

According to CEIR's *Power of Exhibition II*:

- Companies use exhibitions more in the selling process
- Exhibitions are allocated more marketing dollars
- Exhibitions are more effective in achieving sales and marketing objectives

How the Direct Exhibit Dollar is Spent



Total: \$24,100,000,000

Based on four year average of Trade Show Exhibitors Association Data (TSEA) Sources: Exhibit Designers and Producers Association (EDPA), Trade Show Exhibitors Association (TSEA) and the Center for Exhibition Industry Research, *Census of the Exhibition Industry*.



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