

# Reasons Why Forced to Cancel

Uncertainty on whether large gatherings/group meetings would be allowed due to state/local lockdown order(s)

74%

Corporate 'no travel' policies impacting attendee and exhibitor participation

69%

Many participants have to fly in to event

52%

Potential participant fear that might depress attendance

51%

Concern over exhibitor ROI

36%

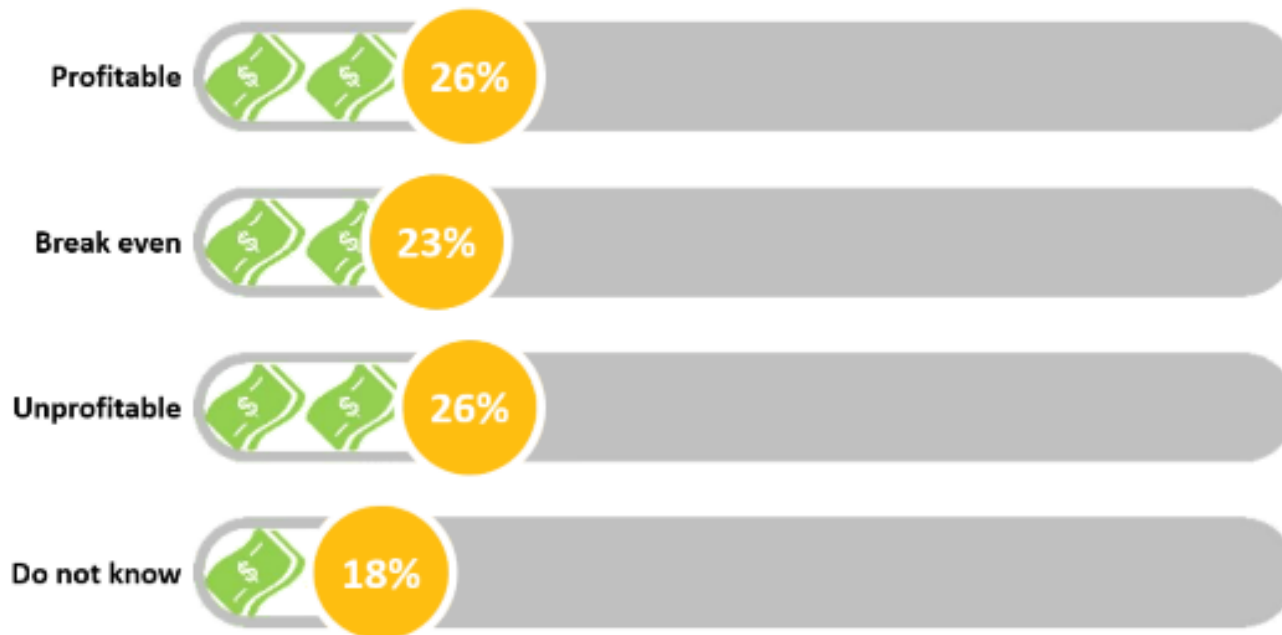
Likely to be major financial loss if event(s) took place

30%

Lack of clear, consistent guidelines to implement safe physical distancing/hygiene practices

26%

# Revenue Outlook for Virtual Events



**53%**

Charging to Attend



**Admission to Attend**

Average: \$349

Median: \$300

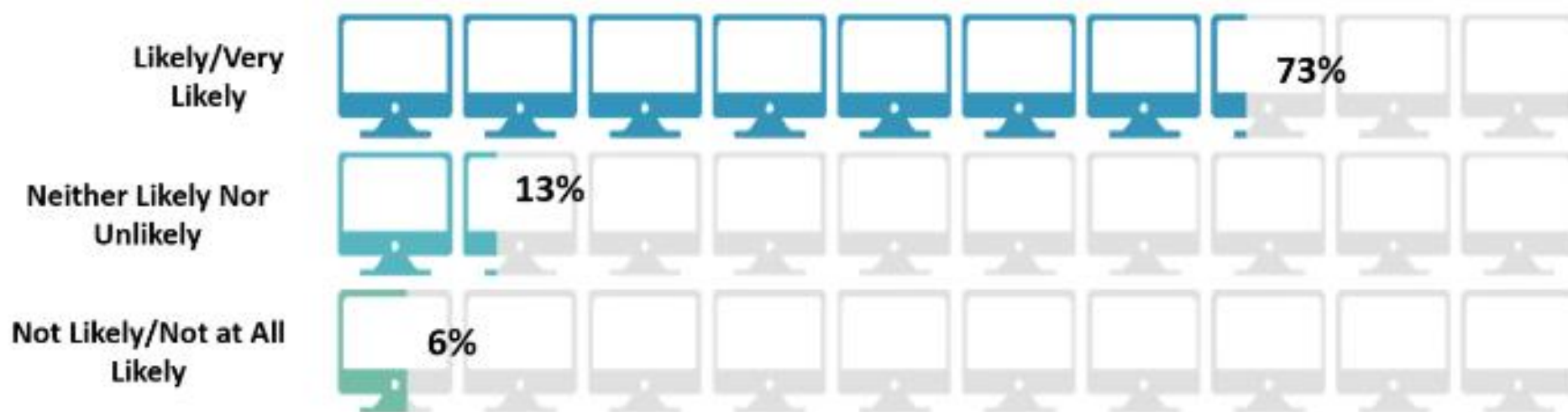
# Whether Selling Virtual Booths or Sponsorships



**Virtual Booth Fee**  
On average, fee is 53% of a standard 10 x 10 booth

**Sponsorship Fees**  
Average: \$6,282  
Median: \$5,000

# Likelihood of Continuation of Digital/Virtual Offerings in 2021



# Post COVID-19 – Tactics and Strategies

Event Content and Model, 88% vs. 71% in April

## Adjust for COVID:

- Hygiene protocols to assure successful, safe setting for participation, 67%
- Physical distance to assure successful, safe setting for participation, 67%

## Digital Tactics:

- Add virtual component, adopt hybrid model, 63% vs. 41% in April
- Contingency plan - ability to pivot, offer programming virtually if F2F event cancels, 54% vs. 46% in April

## Other F2F Events/Formats:

- Contingency plan - ability to pivot to other F2F events run or managed by our organization if an event cancels, 37% vs. 30% in April
- Shift to smaller B2B exhibitions with local, regional reach, 16%
- Shift to smaller B2B exhibitions – serving smaller niche communities, 12%
- Collocate with a B2B exhibition or F2F event, 9% vs. 12% in April
- Abandon F2F model entirely, move to virtual only model, 2% vs. 3% in April

Organizational, 78% vs. 68% in April

## Crisis Planning to Protect:

- Employees, 53% vs. 43% in April
- Attendees, 56% vs. 39% in April
- Exhibitors, 53% vs. 39% in April
- Partners/suppliers, 43% vs. 30% in April

## Protect Financial Position:

- Insurance with riders available at that time, 45% vs. 41% in April
- Assure financial solvency for at least one year, 39% vs. 34% in April
- Consider entering relationship with equity partner to share, minimize financial risk, 5% vs. 3% in April
- Consider selling event entirely, 5% vs. 1% in April