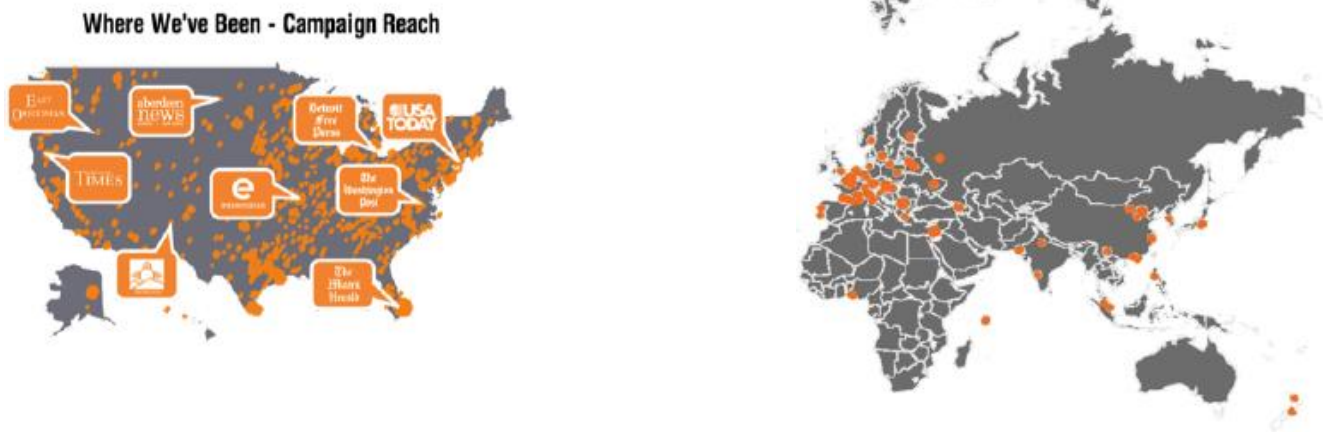


2014 Campaign Summary and Activity Report

In 2014, we launched the next phase of our national public relations campaign with the introduction of “Exhibitions Mean Business.” In this new stage, we began to emphasize the unique role of exhibitions in matters beyond our immediate industry – matters such as business trends, policies and economic developments.

We took our communications efforts one step further and elevated our messages, activating a targeted advocacy effort to drive education and awareness to policymakers and other business and economic stakeholders.



From a media perspective, the campaign’s team continued leveraging current events and tapping industry experts to engage reporters on different business topics throughout 2014. Pitch topics included the economic impact of exhibitions and events both locally and globally, job creation and the rate of growth of the industry, and the importance of government participation at exhibitions and events.

Media coverage in 2014 garnered exposure to over **275,000,000 people** resulting in a publicity value of more than **\$35,000,000**. Types of coverage included nearly **90 hard copy print placements** in local newspapers around the U.S. and nearly **1,500 pick-ups** of those print stories via online news sites. Additionally, there were over a dozen feature stories in business and trade media.

2014 Campaign Summary and Activity Report

Exhibitions Day 2014

As part of the targeted advocacy efforts, the Exhibitions Mean Business campaign hosted Exhibitions Day on Capitol Hill in June 2014.

Exhibitions Day brought members of the exhibitions and events industry from around the country together to engage, as a single and cohesive voice, with key members of the United States government. Through this direct forum of discussion, industry members were able to communicate the matters that impact exhibitions and events the most and voice our needs, concerns and expectations to our nation’s lawmakers. The goals of Exhibitions Day were to:

1. Raise awareness about the industry as a whole among government and other influential audience
2. Educate our nation’s leaders about the value and impact of exhibitions and events on cities and communities across the United States.
3. Help government officials to be more cognizant of our industry and its relationship to “their work”
4. Generate content and stories to share with media & influencers

Results & Key Takeaways

After a full-day of meetings with both House and Senate members, there was still a buzz in the air about the valuable conversations that had taken place.

1. Exhibitions Day was a huge success with over 93% of the attendees surveyed rating their experience as “excellent.”
2. Individuals who had never participated in any type of public affairs program came to Exhibitions Day. The prevalence of first-time attendees speaks volumes to the immense excitement and passion for purpose this event
3. The contribution Exhibitions Day attendees made to the overall cause was felt on December 9, 2014, when 165 House cosponsors were counted for the JOLT ACT (H.R. 1354).

2014 Exhibitions Day: By The Numbers	
Total Participants	108
Total States	19
Unique House Districts	64
Unique Senate Districts	38
Coverage in Government Media	14
Exposure of Coverage	382 mil
Publicity Value of Coverage	\$695K

2014 Campaign Summary and Activity Report

On **June 9, 2015**, we will once again make our industry's presence known on Capitol Hill and meet with members of the United States Congress to discuss the topics that matter most to you. As a valued member of this industry, we welcome your feedback on the legislative and regulatory issues that are impacting your ability to do business. For more information on how to sign-up, please contact: NBowman@iaee.com

Where We're Going: 2014-Beyond

Moving forward, the Exhibitions Mean Business campaign will strive to be more than just the voice. The campaign hopes to become a resource of information through the following efforts:

1. **Advocacy**

- Capture the space with a focused presence; participate in others' efforts to enhance our own
- Keep the fire burning with unique content/commentary

2. **Education**

- Significant white space where EMB campaign can make a mark
- Be in *their* corner – show educators and industry we see a need and are focused on helping

3. **International**

- Be where the industry needs support – promote exhibitions/events in markets beyond U.S. borders
- Leverage networks/relationships – Edelman can put boots on the ground in nearly any market

4. **Diversified Media Strategy**

- Focus on placed/sponsored content *and* targeted editorial coverage
- Ensure campaign garners coverage where industry needs us – trade and mainstream media

5. **Digitally-Minded**

- Use digital strategies (beyond social media) to “listen in” and target, target, target with our messages
- Amplify stories and information with placed digital elements (ex. sponsored posts on social media)