



Exhibitions Mean Business Key Messages

ABOUT THE CAMPAIGN:

- The Exhibitions Mean Business campaign was created to unify the exhibitions and events industry and advocate the long-term benefits of face-to-face connections to business growth and development.
- Exhibitions Mean Business is a campaign driven by members of our industry. From professional associations, venues and convention centers, to exhibitions-focused service providers, CVBs and other travel and tourism organizations – the campaign brings us together through one voice.
- The goal of Exhibitions Mean Business is to help our industry more effectively educate and inform business professionals, marketers, government regulators and other key audiences about the value of our industry.

THE IMPORTANCE OF OUR INDUSTRY:

- The exhibitions and events industry is a critical economic driver, both locally and globally, generating revenue for local businesses, creating employment opportunities and driving business connections and sales. These contributions go beyond the event itself as attendees drive revenue into host cities by frequenting local businesses, dining at local restaurants, relying on local business and services, and using local travel and hospitality providers
- Exhibitor and attendee spending at events helps pay for full- and part-time employment positions in the cities that host them, including room monitors, registration attendants, security and housekeeping. These roles represent employment opportunities for audiences outside of the traditional local workforce demographic, such as seniors, students and secondary income seekers
- Exhibitions help companies gain access to potential customers and bring buyers and sellers together. Attending companies of all sizes rely on exhibitions to help foster the sales that keep them in operation and for the revenue these sales create because they enable employers to hire staff, invest in new infrastructure and reinvest in their own communities
- Exhibitions and events serve as more than a sales venue, though. They bring all facets of an industry together for education, networking and discussion related to the latest industry trends and developments
- Exhibitions and events serve as a launching pad for new businesses and remain a staple for small- to medium-sized businesses looking to engage one-on-one with prospective clients and potential vendors and partners. This industry continues to play a critical role in creating and supporting jobs in communities across America, building environments that foster innovation and business success.
- Exhibitions and events continually deliver value by bringing audiences together to discuss needs and opportunities in-person in a manner no other communications medium matches. Digital tools are strong supplements to face-to-face interaction; tools like smart phones and digital badges create unique onsite efficiencies that allow attendees to optimize their show time and maintain relationships forged and strengthened on the show floor.

If you would like to share your positive story about the exhibitions and events industry, please visit our "[Get Involved](#)" section or email David Bott at david.bott@edelman.com.