Roadmap to Success:
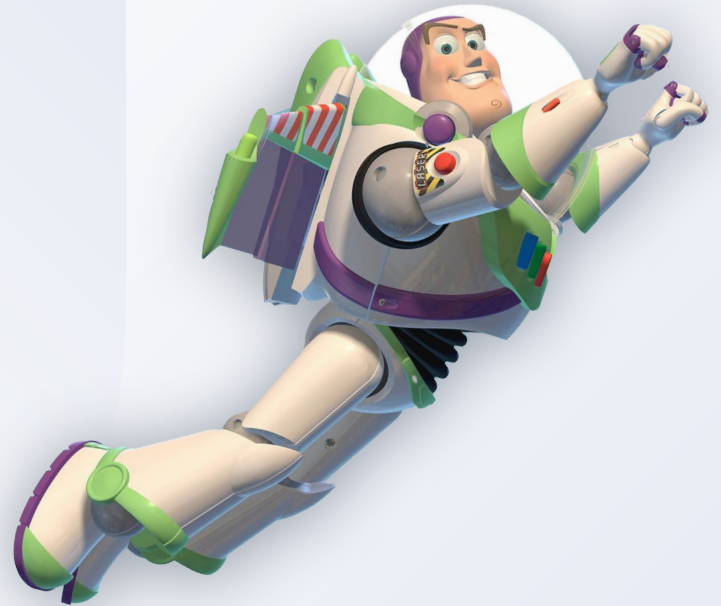## Key Trends for Large Exhibitions in 2023 and Beyond

Swapcard Speakers:
Baptiste Boulard, CEO
Arnaud Nouchy, VP of Sales

swapcard

Grow your events into a year-round community

All-in-One Event & Community Platform

4 hot current topics for the exhibition industry:

- Digitization
- Smart Networking
- Geolocation
- Generative AI

Organizers are recovering but facing new competition:

- US Exhibition is recovering but is still down by 13.3% compared to 2019

- 57% of US trade shows have been able to achieve 7% annual price increases for booth space (above inflation around 3.7%)

- Exhibitions are facing competition from digital spending & other exhibitions

- 30% of exhibition organizer rate "Impact of digitalization/Competition with other media/Competition with other Exhibition" as their leading issues

Exhibitors are putting pressure on costs & ROI:

- 75% of exhibitors say they feel pressure to cut exhibit-related costs

- How exhibitors are taking a decision on which show to invest in:

    - 65% exhibit-related costs

    - 61% previous performance data from last year show

    - 58% expected quality of sales/marketing qualified leads

94%
of exhibitors will adapt their exhibitions expenditures

Digitization is still paramount for organizers
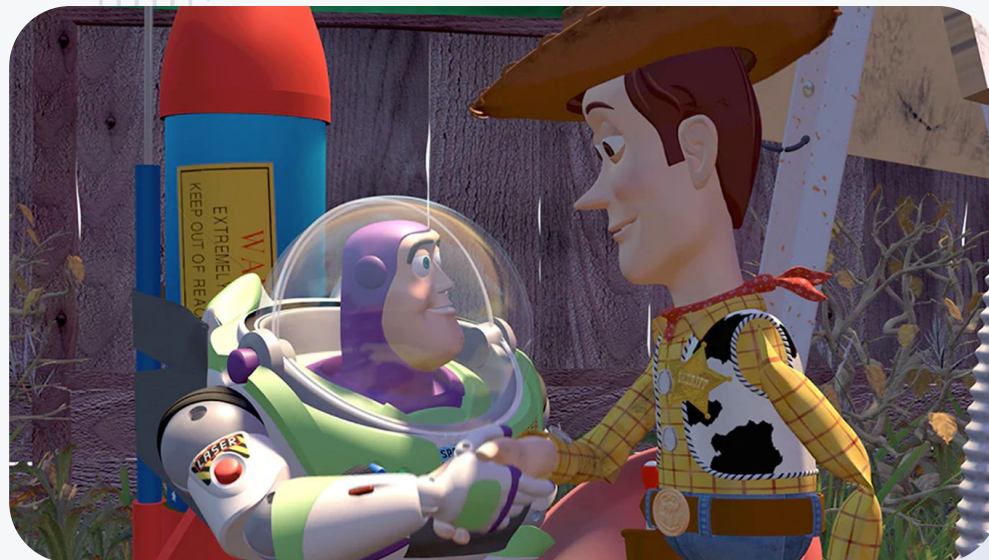
Digitization

Expect:

- More personalized experiences

- More data

- More digitalization

Informa acquired Tarsus for $1B

"data and digital will be the future of the business under Informa's control. "

Douglas Emslie
Ex- CEO of Tarsus

Smarter Networking

Smarter Networking

Audience is utilizing more networking capabilities
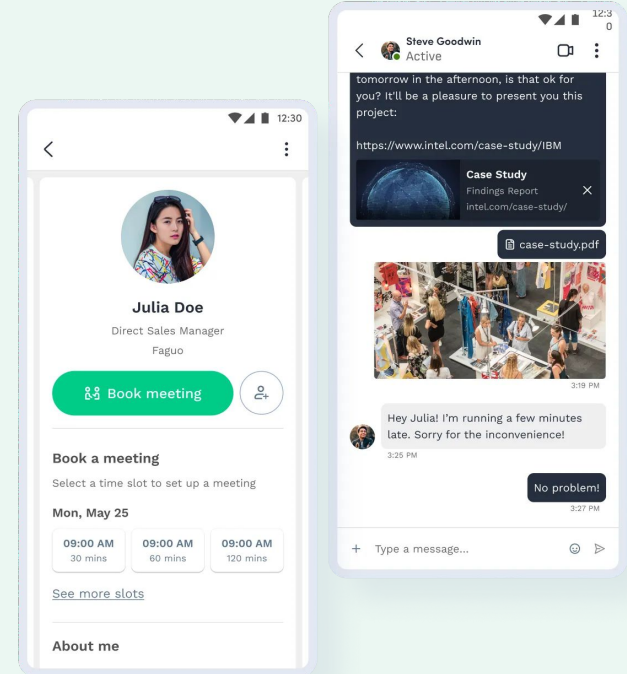
- Standardizing the use of tech to enhance the in-person networking experience

Attendees who used Networking
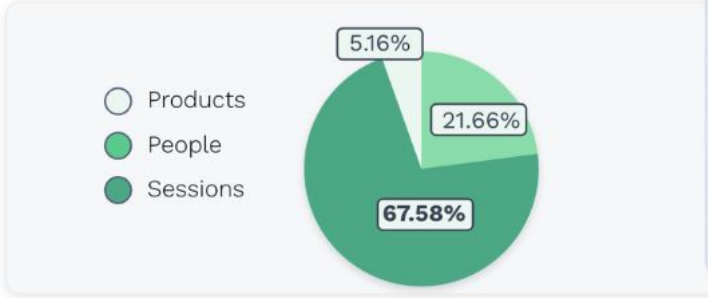
⬆️26%

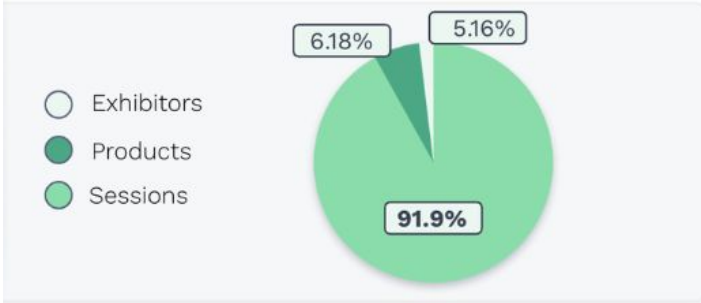**Exhibitors who used Networking**

⬆️43%

Today 27% of all interactions are powered by AI:

Use of AI to match attendees and exhibitors based on interests, needs, topics, for a more personalized journey

Personalized recommendations opened by attendees

- Products
- People
- Sessions

5.16%
21.66%
67.58%

Similar recommendations opened by attendees

- Exhibitors
- Products
- Sessions

6.18%
5.16%
91.9%

*Data sourced from events between Aug and Dec 2022

Leverage more data to deliver a stronger matchmaking experience:

- Registration & onsite check-in data
- Enriching & profiling buyers & sellers
- Meetings and lead capture data
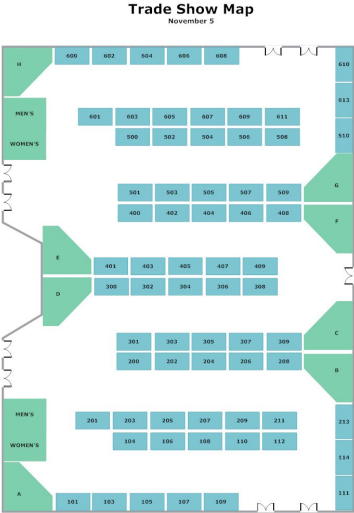- Indoor geolocation

🤖 72%
Attendees made a connection from AI recommendations*

Indoor Geolocation is here

Current trend:

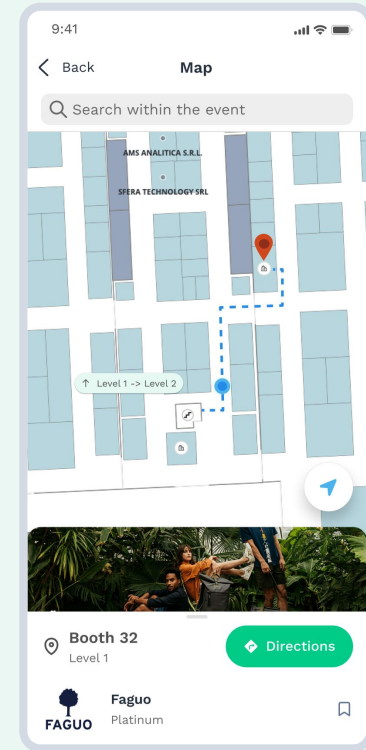Using attendees' location to provide real-time navigation and personalized recommendations.

Trade Show Map
November 5

Adipec 2023 uses the latest technology to:

Provide location-based messaging for personalized promotions

- Wayfinding and navigation

- Exhibitor booth engagement

- Networking and matchmaking

Learn more about our geolocation here!
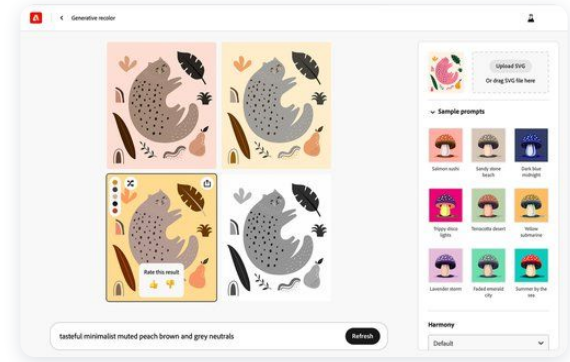
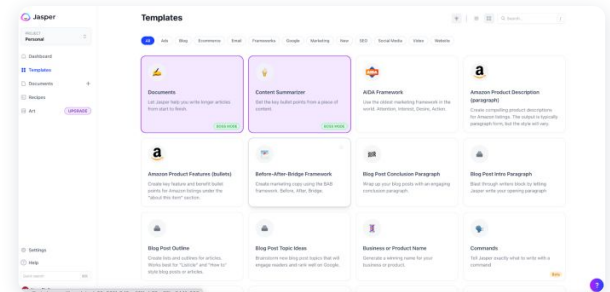No beacons required

Generative AI

What is Generative AI

"Generative AI is a branch of artificial intelligence (AI) that focuses on systems and algorithms **capable of autonomously creating new content, such as text, images, or even entire pieces of software**, by learning patterns and structures from existing data."

How AI is currently being used by organizers:

- Analyze feedback

- Automated translations

- Content Creation & Repurposing

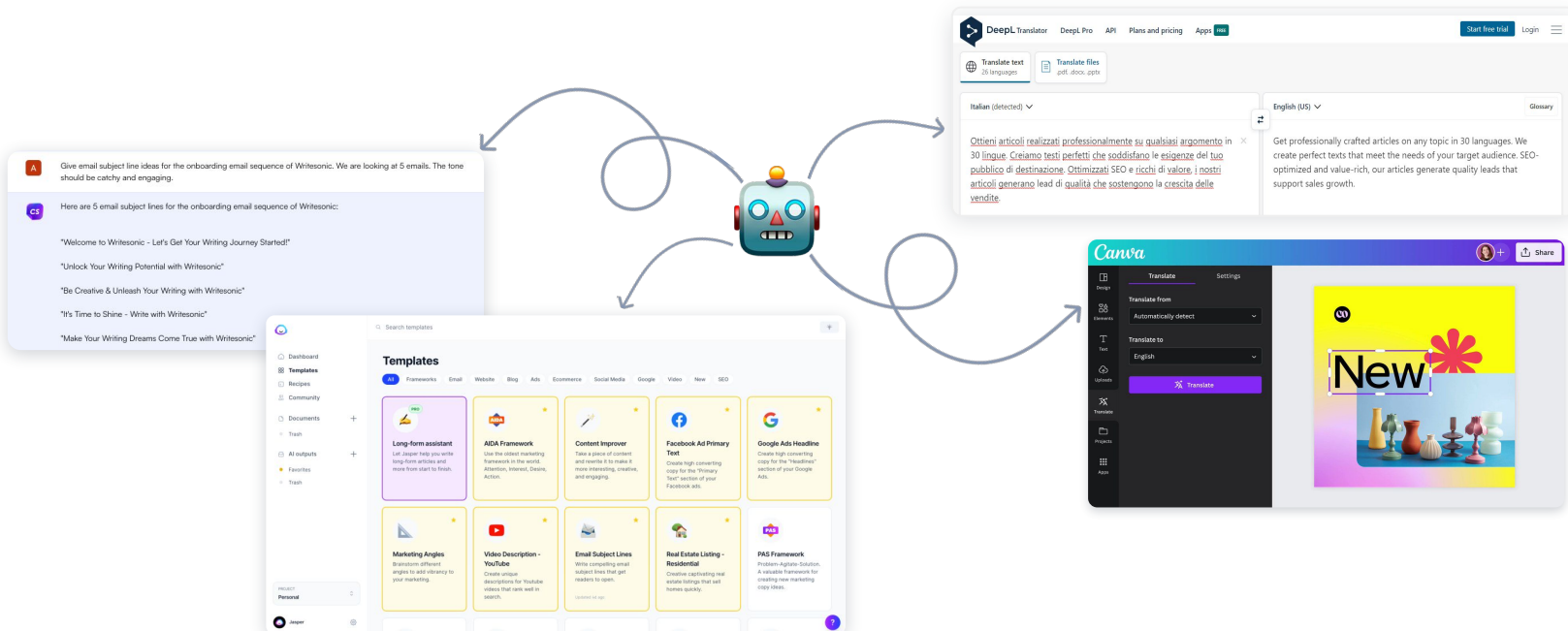- Better classify and group audiences

Adobe Firefly

Jasper AI

What the future holds

Use of generative AI to allow organizers to do more with less

"**It is not the strongest of the species that survives, nor the most intelligent that survives.**

It is the one that is most adaptable to change"

Charles Darwin
(1809-1882)

Big question

"*we have everything at hand to make this happen right now: the algorithms, the connectivity, the data, the knowledge.*

What we need is priority, time and motivation."

Stephan Forseilles

swapcard

We'd love to connect!

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