

# Center for Exhibition Industry Research

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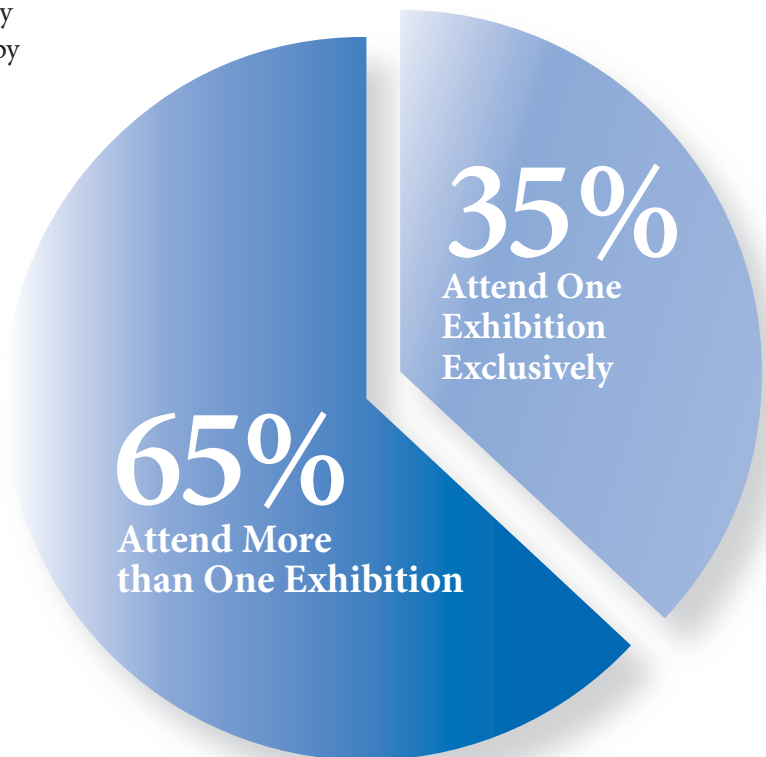
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## More than One-Third of Attendees Do Not Attend Other Exhibitions

On the average, 35 percent of attendees attend only one exhibition, based on a 2007 study conducted by Exhibit Surveys, Inc. The remaining 65 percent of an exhibition's audience attend multiple events.

More than one-third of an exhibition's audience does not attend any other exhibition.

**Methodology:** The data for this study was obtained from mailed and internet surveys of attendees to 55 exhibitions in 2007 by Exhibit Surveys, Inc. The surveys used systematic-probability samples of between 1,000 to 15,000 attendees taken from the registration list of a variety of exhibitions. The response drew approximately a 10 to 45 percent response rate.



### Average Percentage of Attendees that Attend Only One Exhibition

(Exclusive attendance by industry)

