



A Freeman Company

TALKING POINTS:

NEW DATA ON THE SAFETY & ROI OF IN-PERSON EVENTS FOR EXHIBITORS

We encourage you to use the following talking points and evidence-based data as a template to reassure your exhibitors, sponsors and other stakeholders of the ongoing value of event participation amid concerns around the delta variant. For a more customized approach to your messaging, please contact Kimberly Hardcastle-Geddes at kimberly@mdg.agency.

The health of our partners, visitors and staff is at the forefront of our minds and priorities as we move forward with staging [NAME OF EVENT]. We understand that with new developments comes renewed uncertainty, questions and concerns around both the safety of large gatherings and the value of event participation as an exhibitor. It's understandable to wonder if your audience will be there. Freeman recently surveyed 8,729 participants across a variety of event categories and the research indicates that attendees are not only turning out, they're turning out in strong numbers, ready to buy. You can expect to see your industry's most highly motivated members return to the show floor, resulting in quality leads, a higher conversion rate and maximum ROI. Your customers are as eager to get back to face-to-face business as you are, and they'll be looking for you on-site.

- **Attendees want in-person events.** 89% of attendees say in-person events are irreplaceable. Given a hybrid format, 80% of time would be spent in person.¹
- **Knowing key exhibitors won't be participating is the No. 1 reason attendees wouldn't attend.** "Engaging/exploring with visitors" is the top reason attendees say they attend in-person events, followed closely by networking with both exhibitors and peers.¹
- **Only 30% of attendee organizations are likely to restrict travel due to the delta variant.** Nearly 50% of organizations plan to send the same number of staff to events as they have in years past.¹ Smaller events mean more time to devote to conversations with people present—customers you know are serious about buying.
- **Smaller events present an opportunity to focus on quality over quantity.** At 94%, almost all exhibitors responded favorably to the prospect of smaller, more qualified audiences.¹
- **80% of trade show attendees and 83% of exhibitors are vaccinated.** With roughly 60% of Americans having received one dose of the vaccine and just over 51% fully vaccinated, business events have vaccination rates much higher than the latest CDC figures for vaccination rates nationally.¹
- Air quality is a critical consideration; however, most major convention centers and hotels have significantly upgraded their systems. Due to the voluminous nature of event spaces, **transmissibility is similar to an outdoor environment.**¹



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- **Events have not been shown to be a major driver of case counts**, and infection rates at recent events that were either held outside with on-site testing (Lollapalooza) or had vaccine and/or mask mandates were lower than general rates for the metro area hosting the event.¹
- **Over 90% of event participants are not opposed to additional health and safety protocols** that will enable them to gather safely. Any that do have issues would choose to stay home, mitigating any added risks of potential infections from such controlled gatherings.¹
- **Additional research indicates our industry vaccine hesitancy rate is just 15%**—half of the U.S. rate of 30% vaccine hesitancy.¹
- **Events are controlled situations.** Access is limited to registered guests and the environment allows for reliable implementation of health and safety measures, including the appropriate use of facial coverings, pre-packaged food and beverage with low-touch distribution, hand sanitizing stations and proactive steps to avoid overcrowding.²
- **Events maintain rapid response plans.** Venues and event producers have health professionals on-site and dedicated space to quarantine infected or exposed individuals, and ensure local health care facilities have enough excess capacity to treat affected attendees, as advised by the CDC.²
- **Trade show events have not been super-spreader events.** Where safety precautions are observed, safe business events are happening. Cases where high rates of transmission have occurred are more often associated with indoor social gatherings and public events, and marked by a confluence of crowded indoor spaces together with a lack of proper mask use and physical distancing.²

Resources:

¹ Freeman, Epistemix. *Delta impact study*. (2021). <https://www.freeman.com/resources/what-you-need-to-know-about-covid-19-and-events/>

² Amaya, M., Mazurek Melnyk, B., Fairchild, A. (2021). *The scientific-based evidence for conducting safe and healthy professional meetings and events (PMEs)*. The Ohio State University. https://www.letsmeetthere.travel/sites/default/files/2021-06/Lets_Meet_There_White_Paper_PMEs.pdf



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TALKING POINTS:

REASSURE YOUR AUDIENCE WITH NEW DATA ON THE SAFETY OF IN-PERSON EVENTS

To reassure your audience about the safety of participating in an in-person event, we encourage you to use the following talking points as a template to craft your messaging, along with the evidence-based data. Simply copy and paste. For a more customized approach to your communications, please contact Kimberly Hardcastle-Geddes at kimberly@mdg.agency.

The health of our visitors, staff and partners is at the forefront of our minds and priorities as we move forward with staging [NAME OF EVENT]. We understand that with new developments comes renewed uncertainty, questions and concerns around the safety of large gatherings. To ensure everyone's wellbeing, we must make smart choices. That means reducing risk for ourselves and our community by following the guidance of the CDC, public health experts and our venue; closely watching current data; and listening to science. We're confident that with these steps in place, we can continue to run events that provide our attendees and exhibitors with an opportunity to meet, learn and do business.

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