

Market Analysis

In order to evaluate XXX's market potential, the following aspects will be examined:

- EU/US Conference Market Size
- Event Halls
- Conference Organizers

Conference Market Size

According to a 2014 Global Exhibition Industry Statistics report by UFI, there are approximately **31,000 exhibitions** per year, where **4.4 million exhibiting companies** welcomed **260 million attendees**¹.

The United States and Europe are the leading hosts of conferences in the world. According to the International Congress and Convention Association's 2015 Statistics Report, the following table ranks the U.S. and the European countries by most conferences held in 2015, counting only those with more than 5,000 sqm of indoor exhibition space²:

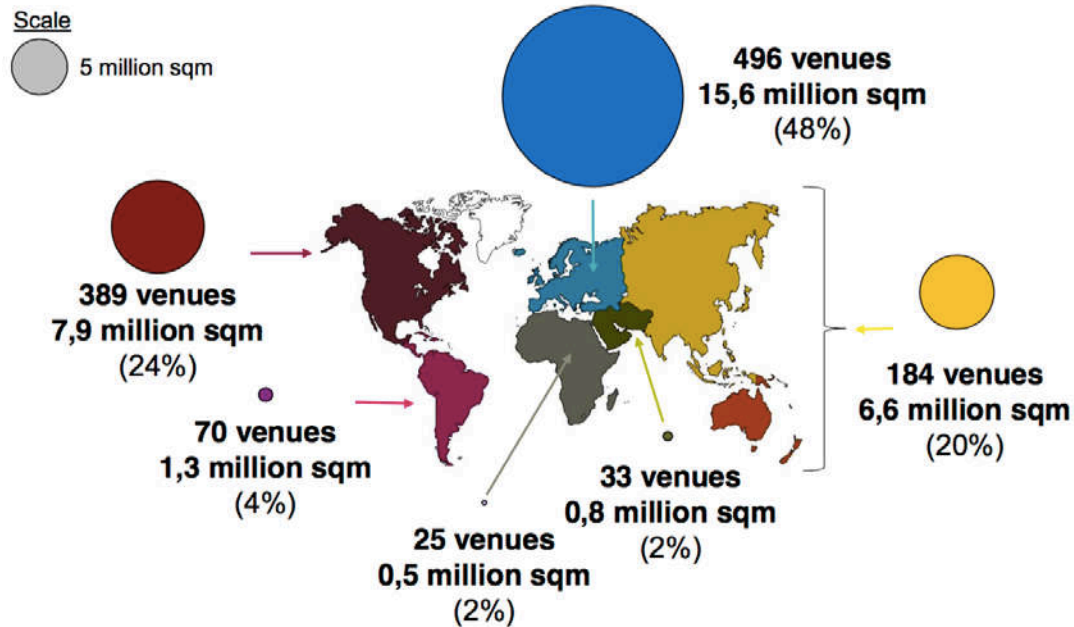
Country	Number of Conferences (2015)
USA	925
Germany	667
United Kingdom	582
Spain	572
France	522
Italy	504
Netherlands	333
Portugal	278
Austria	258
Belgium	216
Sweden	216

¹ http://www.ufi.org/wp-content/uploads/2016/01/2014_exhibiton_industry_statistics_b.pdf

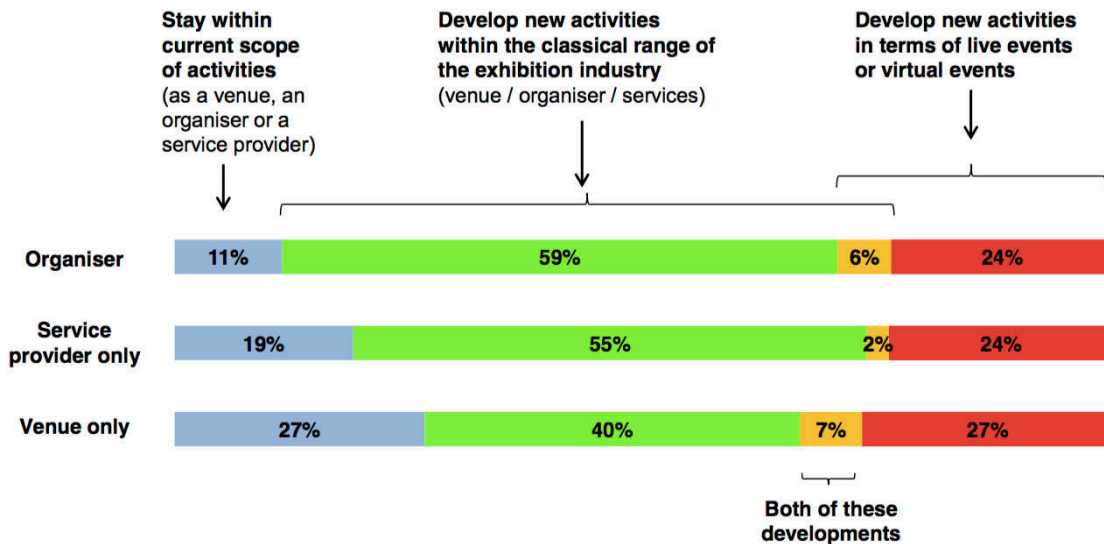
² <https://www.statista.com/topics/1413/exhibitions-convention-and-meetings/>

Event Halls

When comparing the amount of event hall area throughout the world, Europe dominates the market with 496 venues larger than 5,000 sqm. Of that 48% of global indoor exhibition area, Germany represents about 10%, Italy at 7%, France at 6%, Spain at 5%, and the United Kingdoms at 2%.



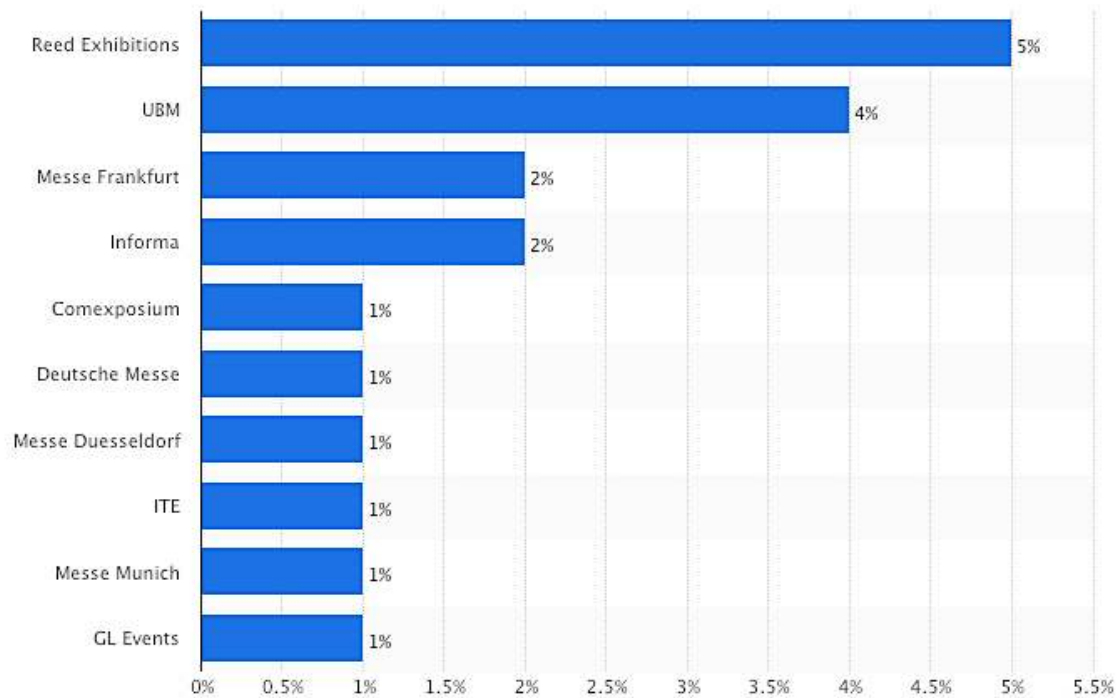
These events halls are a great place for XXX to grow, as they are showing willingness to use virtual solutions during their events. As shown in the chart below, conference venues are most likely to integrate virtual events into their development of new events, at 34%.³



³ http://www.ufi.org/wp-content/uploads/2017/02/UFI_Global_Exhibition_Barometer_report18.pdf

Conference Organizers

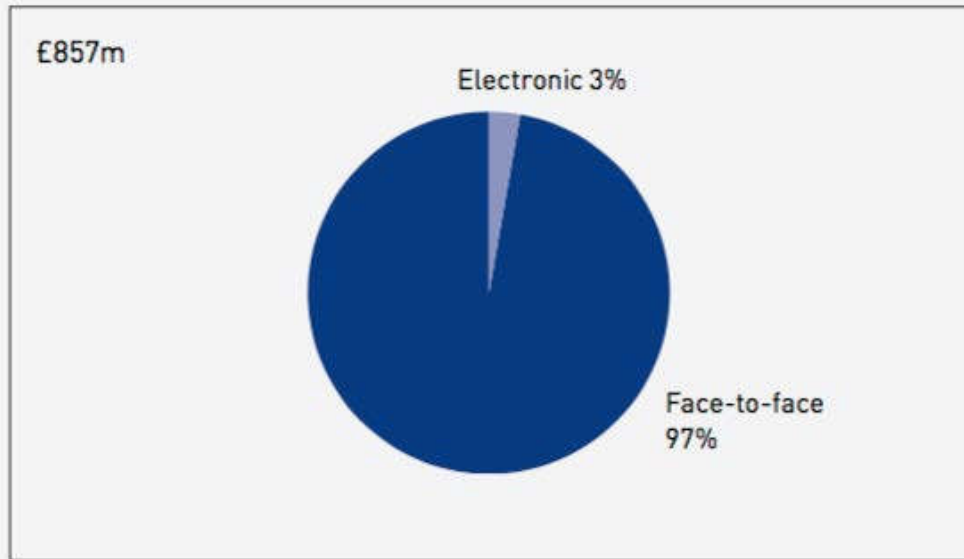
The following chart ranks the leading business conference operators in 2015 by market share, based on revenue. These conference operators organize hundreds of business to business events each year.



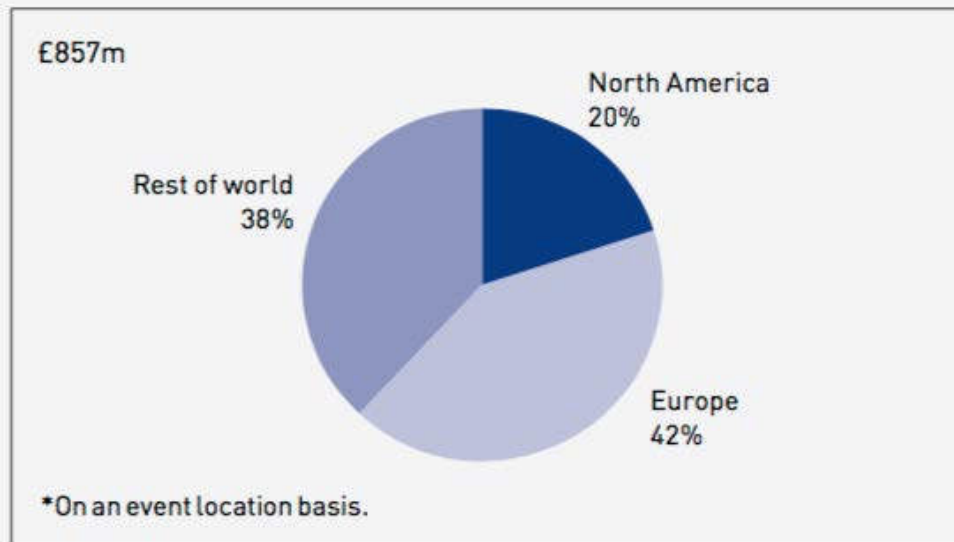
Looking at Reed Exhibitions, the largest business event organizer in the world, over 70% of their revenue is derived from exhibitor fees, with the balance primarily consisting of admission charges, conference fees, sponsorship fees and online and offline advertising. Reed Exhibitions often works in collaboration with trade associations, which use the events to promote access for members to domestic and export markets. Increasingly, Reed Exhibitions is offering visitors and exhibitors the opportunity to interact before and after the show through the use of digital tools such as online directories and matchmaking and mobile apps⁴. Their revenue is split up as follows:

⁴ http://www.reedexpo.com/RX/RX_ReedExpo/Documents/annual_reports/RELXGroup_AnnualReport_2015.pdf?v=635932943595717282

REVENUE BY FORMAT



REVENUE BY GEOGRAPHICAL MARKET*



In January of 2017, various conference organizers from around the world indicated which strategic activities they would use in order remain competitive. As shown in the chart below, a total of 28% of European event organizers indicated their interest in adding a virtual component to their events.

