

The global exhibition organising market: assessment and forecast to 2013



“Everyone in the industry needs a copy of this report. It brings everything together with clear analysis - it’s worth it for the forecasts alone.”

(Nick Forster, Global Commercial Director, Reed Exhibitions)

Long overdue in the sector, AMR International has produced a comprehensive assessment of the top markets in the global exhibition industry. Country by country, AMR’s global exhibition report analyses the size and dynamics of each market, the key players and the likely future development, including forecasts to 2013.

Exhibitions are the star of old media. The global exhibition organising market was worth \$29bn in 2008. The sector has exhibited strong growth and remains highly fragmented. Unlike B2B publications, the events sector has shown a high inherent resistance to lower-margin Internet competitors. Indeed, the Internet appears to offer revenue extension opportunities to show organisers.

Events can be highly profitable. They have excellent cash flow characteristics, with stand space deposits often paid a year in advance, and there is a high degree of revenue integrity with exhibitor renewal rates typically in the 65% to 85% range.

Yet there are significant differences between the world’s largest exhibition markets. Conditions in mature markets such as the United States and western Europe will become even more challenging as the recession continues to bite. BRIC countries present some excellent growth opportunities, but establishing a successful operation in these markets has proved challenging even for the largest of international organisers.

This report highlights the key differences between the world’s largest and most exciting exhibition markets, and provides invaluable information on how to succeed in them.

