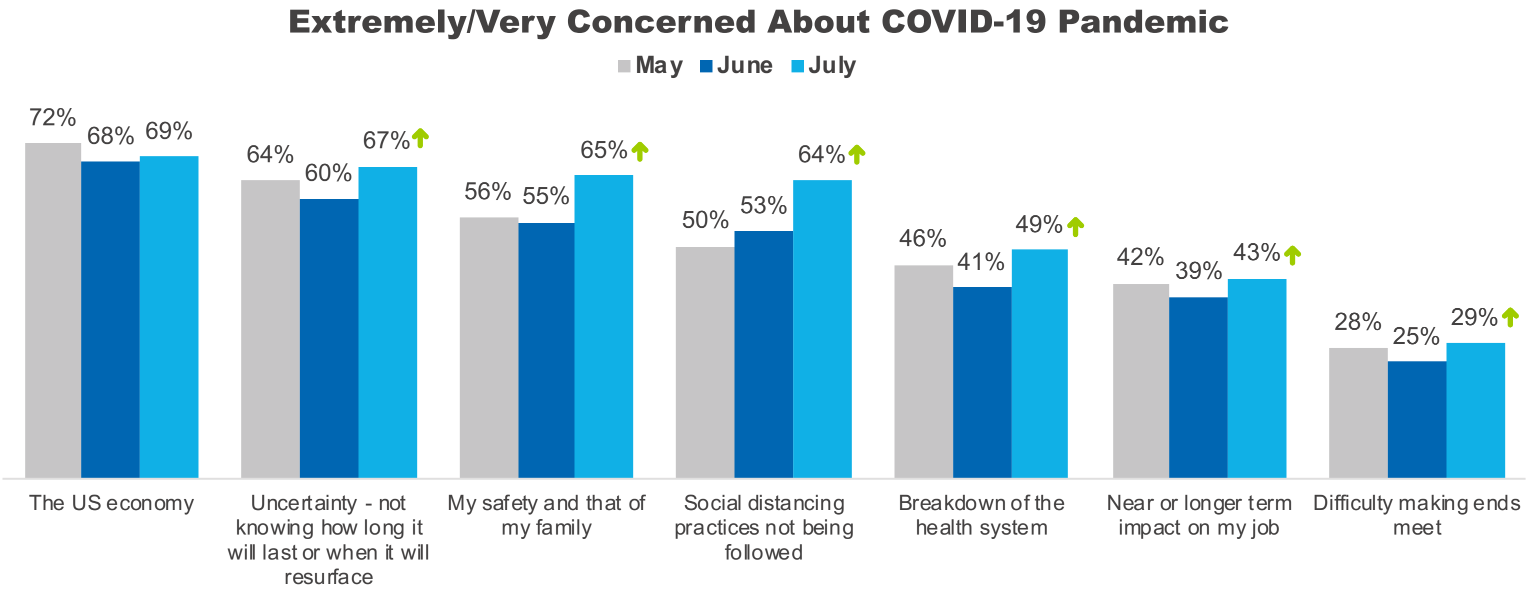
Impact of COVID-19

High concern around pandemic up



Q. Thinking about the COVID-19 pandemic, how concerned are you about each of the following?

Statistically significant difference from last month

Health and Safety concerns remain paramount for not attending in-person events

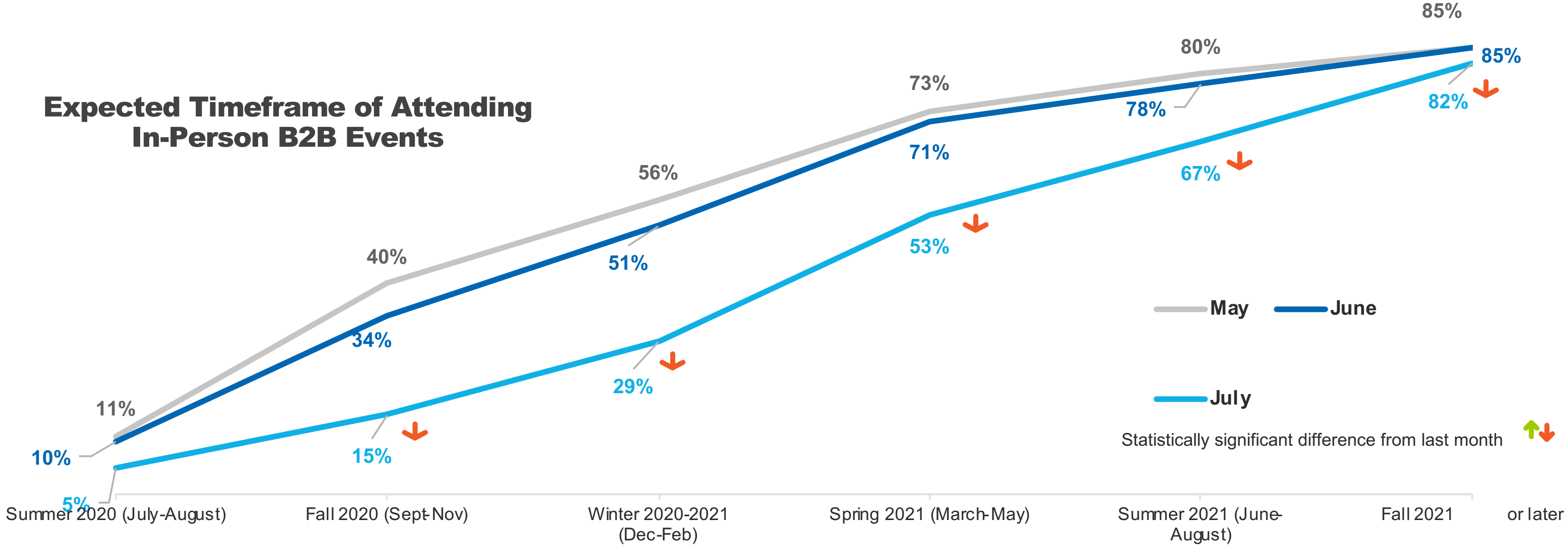
Top Reasons for NOT Attending In-Person Events	June	July
Don't trust others to follow safety guidelines	67%	71%
Concerned about traveling (airports, airlines, hotels)	70%	66%
Value of events vs safety – not worth the risk	63%	62%
Vaccine or treatment is needed first	60%	62%
Too risky/don't want to get sick	56%	61%↑
General uncertainty/not enough known yet	55%	53%
Worried about a resurgence/new diseases	52%	49%
Will give it time after events have been running awhile	46%	43%
Depends how events handle safety measures	44%	39%↓
Need mass/rapid testing, contact tracing	37%	32%↓
Don't trust information provided/government direction	29%	32%
I am high risk/family member is high risk	33%	31%
Concerned about international people/guidelines	33%	30%
Corporate restrictions (travel bans, budget reductions)	23%	30%↑
Don't expect enough people to attend	28%	28%
Live events not needed/alternative methods work well	23%	28%↑
Can't afford to attend	6%	7%
Base (1-5 ratings, unlikely to attend in-person events)	692	1,031

Q. Why would you be unlikely to attend a B2B in-person event even after such events are permitted and the coronavirus threat is lessened?

Statistically significant difference from last month ↑↓

FREEMAN

Outlook more negative compared to a month ago; attendance timeline shifted from Spring 2021 to Summer 2021- Highest attendance not expected until Fall 2021 or later



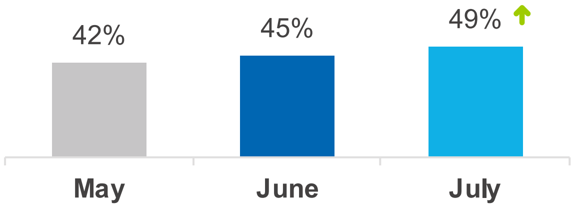
Q. When do you see yourself attending in-person B2B events again?

Digital/Online Event Participation

Participation in digital/online events growing; content is main driver of value. Overall experience/ease next most important value driver

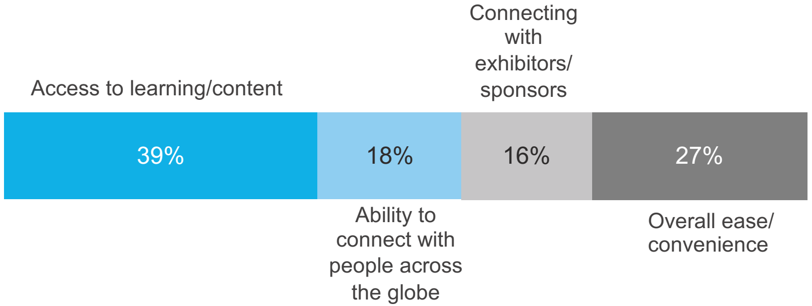
Digital/Online B2B Event Participation

Participated in Digital/Online Event Since April 1, 2020



Q. Have you participated in a B2B digital/online event since April 1, 2020?

Value Received from Event Elements



Q: Thinking about the value you received from attending digital/online events (not in comparison to in-person events), please allocate 100 points.

Statistically significant difference from last month

What Can You Do Now

All too often it's easy to be consumed by what we can't control versus what we can. If we look beyond a vaccine or whether others will comply with safety measures, there are several elements that we can not only control but optimize for longer-term success. Their attitudes and expectations today will shape your strategies for tomorrow — from content to communications to commerce. Our strategy team has numerous insights on the topics below based on the insights from this research. We would love to engage with your team in these areas!

EMPATHY-DRIVEN COMMUNICATIONS STRATEGY

For Now

- Stay current on what your audiences are thinking and feeling
- Be thoughtful about tone of voice
- Anticipate changes in sentiment and attitudes

ENDURING DIGITAL CONTENT STRATEGY

For Now & Next

- Extend content from a moment of time to on-going that drive the exchange and curation of content
- Leverage a variety of formats from podcasts to webinars to streaming
- AI driven recommendations for formats and content based on preferences

TARGETED COMMERCE STRATEGY

For Now & Next

- Focus on quality over quantity (hybrid and online)
- Shift from sales to thought leadership (online)
- Highlight the most unique content only available at the online event
- Regional versus National (hybrid)

What's coming

Freeman Future Forecast (Sept 2020)

The shift to online events may be temporary, but digital solutions are not — they are part of a bigger, integrated approach to events that will expand how we interact in the future and redefine the medium of live. Learn more in Freeman's first whitepaper on the future of integrated event experiences.

Freeman Research Report (Oct 2020)

Report(s) will provide insights and tangible recommendations to help show organizers and brands continue to build community, evolve their event portfolio, identify new revenue streams, and sales pipeline support. These research reports will be available on Freeman.com as a *paid product*.

Our Team

Freeman's Data Solutions group, the team that fields the research, includes data scientists, analysts and researchers who have served the event industry for over 50 years, conducting primary research and measurement on more than 20,000 exhibitions and events across the globe. Freeman's breadth of clients across vertical industries, provides a diverse perspective on trends and insights influencing event strategies moving forward.

Over the past few months, clients have engaged with Freeman for custom research to better understand the specific dynamics and sentiment for their target audiences as they plan for the new normal. If you are interested in learning more about these products, please work with your sales lead to schedule a strategy session.

Survey Demographics

Methodology

ATTENDEE RESPONSE

The survey sample comprised of mid to large B2B Convention & Exhibition attendees. Most were Freeman clients. The survey was conducted online. All respondents were given the option to opt-in to a drawing for a $100 Amazon Gift Card. 5 winners were randomly selected.

	May	June	July
Fielding dates	April 29-May 7	May 28-June 4	July 15-July 22
Invitations sent	184,164	175,233	311,018
Responses	3,572	2,610	4,386
Response rate	1.9%	1.5%	1.4%
Margin of error	±1.6%	±1.9%	±1.5%

Statistically significant difference between months are noted throughout the report where applicable.

Profile of Respondents

(Mid-large B2B convention/exhibition attendees)

Top Primary Type of Businesses

	May	June	July
Business Services	15%	16%	22% ↑
Communications/IT	11%	12%	17% ↑
Food/Beverage	14%	12%	7% ↓
Consumer Goods/Retail	8%	8%	7%
Building/Construction	6%	7%	7%
Medical/Healthcare	9%	9%	4% ↓

Top Job Titles/Functions

	May	June	July
CORPORATE	43%	45%	45%
C-Level	8%	7%	8%
Owner/Partner/Pres.	18%	21%	21%
SVP/EVP	2%	2%	2%
Sales/Business Dev.	14%	13%	13%
Technical Functions	9%	9%	11%

Geographical Distribution

	May	June	July
Northeast	21%	20%	15% ↓
Southeast	13%	12%	16% ↑
Midwest	15%	14%	16%
Southwest	8%	9%	9%
West	31%	33%	31%
International	12%	12%	13%

Age

	May	June	July
Gen Z (18-24)	2%	2%	1%
Millennials (25-39)	22%	19%	17%
Gen X (40-54)	35%	35%	37%
Boomers (55+)	37%	41%	41%
Average Age	**49**	**50**	**51**

Role in Event Attendance

	May	June	July
I am the decision maker	51%	55%	53%
I have significant influence in getting my attendance approved	32%	30%	31%

Company Size

Number of Employees	May	June	July
Small (up to 100)	57%	60%	57% ↓
Medium (101-2,000)	21%	20%	22%
Large (More than 2,000)	20%	17%	19%

Gender

	May	June	July
Male	67%	68%	73% ↑
Female	30%	29%	23% ↓

Statistically significant difference from last month ↑↓