

CEIR INDEX

With more interest in using data to improve trade show performance, now's your chance to develop a deeper understanding of the event market, the factors currently impacting performance, and the performance of your events compared to others. What's happening now will impact your 2015 results. The CEIR Index provides you with information and data on performance in 14 industry segments and across the industry. Overall, the industry is projected to grow at rates close to 3% in all metrics, which hasn't been seen since 2007.

To purchase your copy of the CEIR Index visit www.ceir.org.

How to use this chart and the report

1. Find your CEIR Industry Sector
2. Find the CEIR Indices forecast at the top of each sector; note the trend for next 3 years.
3. Review the CEIR Index for each metric in the long columns below the forecast.
4. View the percentage change in each metric above each column. The percentages are also indicated to scale. Red means decrease, and green indicates growth.
5. Compare the % changes in your organization's metrics to those in your CEIR sector.
6. Compare trends in your industry with other industry sectors.

