



***EXHIBITOR SURVEY***

**2009 RESULTS**

**- LONDON -**

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# ***Executive Summary***

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## **Exhibitors grow in sophistication:**

- attendance for networking purposes rises to a record level for the third year running
- proportion of Exhibitors using Erotica for sales leads reaches record levels

## **Exhibitor satisfaction remains high:**

- 82% feel they have achieved their objectives in coming to Erotica
- 89% will come back next year

## **Erotica increases in sophistication:**

- 43% of Exhibitors now use Erotica as their only exhibition
- over half of Exhibitors have attended at least four previous Shows

## **Erotica grows in value:**

- over one in five Exhibitors want a bigger stand in 2010
- rating of importance of Erotica to Exhibitors' marketing efforts reaches record level - for second year running

# ***Management Summary***

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- The Exhibitor ratings for Erotica 2009 remain incredibly robust in spite of the continuing challenge of the overall economy, and there were increasing scores on many dimensions.
- One in seven Exhibitors (14%) has annual turnover in excess of £1 million, and nearly half (44%) used four or more staff on their stands.
- The extension of the Event last year to a three-day exhibition continues to prove highly popular, with 92% agreeing. Satisfaction remains high with 95% approval that the Show is held at the right time of the year, and 95% agreeing that they have enough build up and break down time for their stands.
- Erotica continues to hold a critical place in the marketing efforts of the Exhibitors:
  - 22% want a bigger stand next year
  - 43% use Erotica as their only exhibition
  - 44% were attending for at least the fourth time
  - 82% achieve their objectives
  - the importance of Erotica to Exhibitors' marketing increased to another record of 7.6 out of 10
- Overall satisfaction levels for the Pre-Event Organisation remain unchanged at 8.3 out of 10, whilst ratings for the Post-Event Organisation rose to 8.5 out of 10.
- 95% of Exhibitors were happy that Erotica is at the right time of the year, and 92% are satisfied that it is the right number of days.
- Erotica continues to work hard for Exhibitors with a record 26% attending to look for sales leads.

## ***Management Summary (cont'd)***

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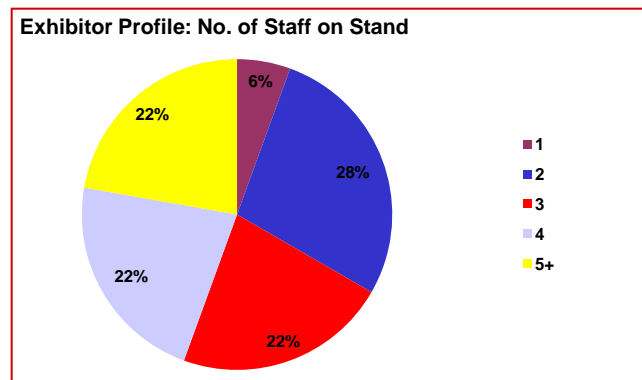
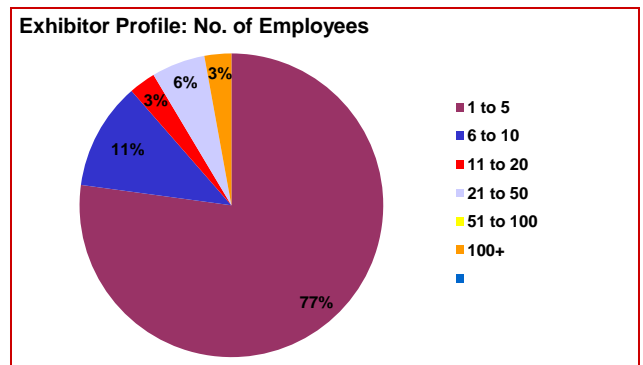
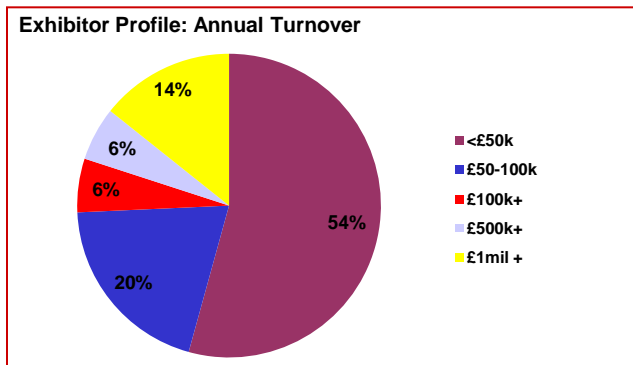
- The typical Exhibitor at Erotica remains a very small company with less than £100,000 p.a. turnover and less than 6 employees, almost all of whom come to Erotica to work the stands.
- This year, only 9% of Exhibitors were first-timers, which reflects the difficult economic environment for small businesses
- Nevertheless, whilst 8% felt there were too many Exhibitors in their category, 19% felt there were too few. This suggests there is room to grow when the economy picks up again.
- For those Exhibitors who felt that something was missing, this was driven by the desire to see more fetish and fashion, and also a request to see the Seminars return.
- The largest increase in Exhibitor ratings was for Visitor Numbers (up +1.1), in sharp contrast to last year.
- At the same time, ratings for the Marketing of the Event rose significantly (from 7.3 to 7.7 out of 10), with ratings for Press Coverage especially noteworthy, showing a jump of +1.0
- Exhibitor satisfaction with their Stand Position also rose (+0.9) and satisfaction with the Stage Show increased to 83%.
- For Pre-Event Organisation, the most significant ratings were for “understanding your needs” (+0.5) and “easy to do business with” (+0.4), both of which reflect a strong empathy between the Organisers and the Exhibitors.
- Exhibitors continue to be happy with Erotica 2009 and intend to return in 2010. 62% say that Erotica is better than other shows, and 89% say they are likely to re-exhibit.
- A total of 38 Exhibitors were involved in this research, compared to 49 in 2008.

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***EXHIBITOR RESULTS  
IN DETAIL  
London 2009***

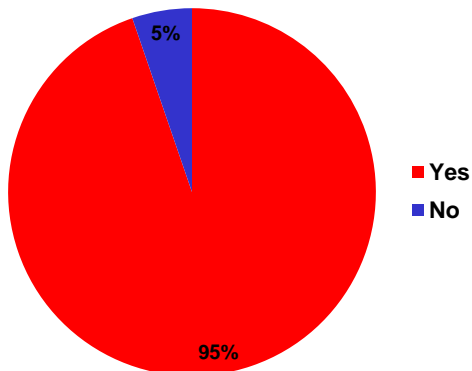
# 1. Exhibitor Profile



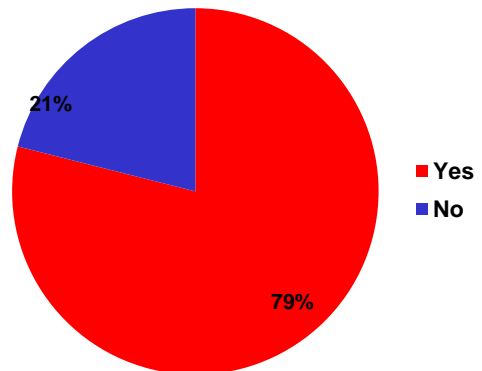
- The majority of Exhibitors at Erotica had a turnover of less than £100,000 (74%, versus 60% in 2008), and 14% had sales of £1 million or more.
- The vast majority of Exhibitors continue to have 1 to 5 employees (77% versus 74% in 2008).
- This year, 6% of companies attended the Event with a single staff member (no change from 2008) and 44% brought four or more staff (versus 58% in 2008).

## 2. Exhibition Timing

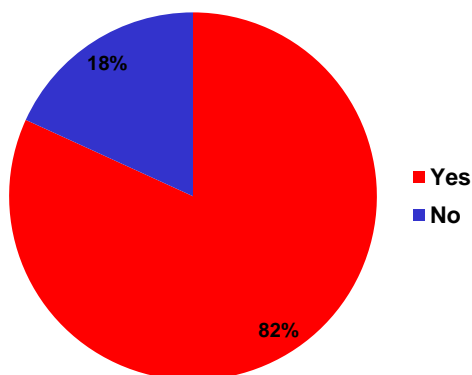
Exhibition: Right Time of the Year



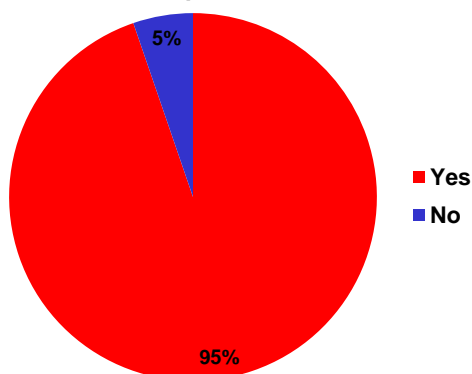
Exhibition: Right Days of the Week



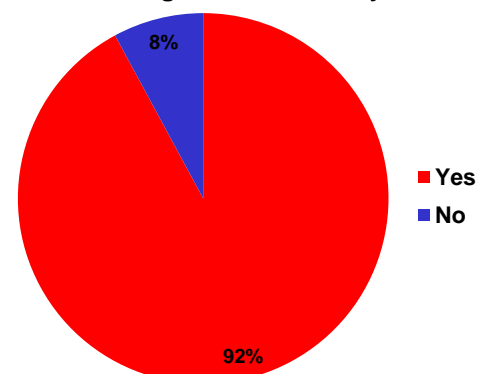
Exhibition: Opening Times



Time for Buildup/Breakdown

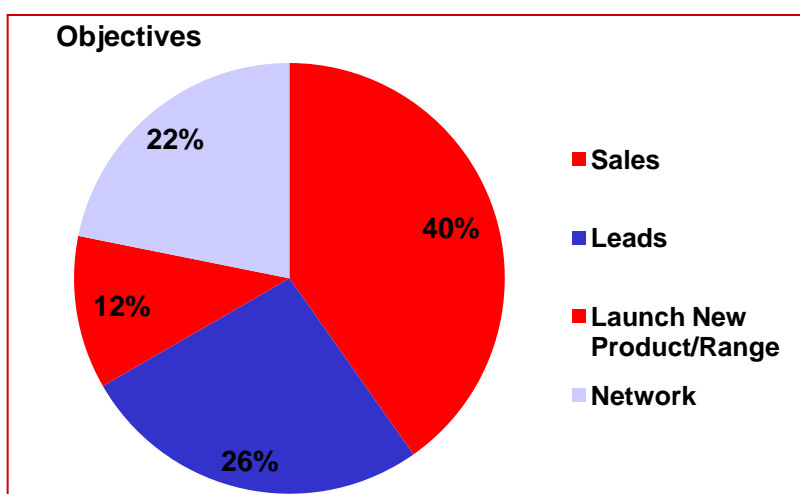


Exhibition: Right Number of Days

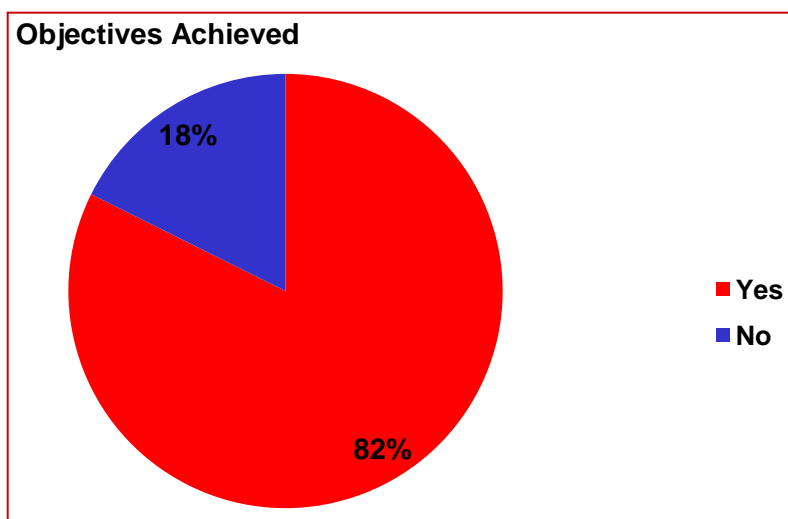


- Exhibitors agree that Erotica is held at the right time of year (95% versus 93% in 2008) and satisfaction with the opening times was the same as 2008 (at 82%)
- There was less agreement that the Show covers the right days of the week (79% versus 100%), which was driven by a request for the use of Sunday.
- Satisfaction with breakdown time rose to 95% (vs 82% in 2008) and 92% were satisfied with the number of days (vs 96%).

### 3. Exhibitors' Objectives



- The primary purpose for Exhibitors attending continued to be selling (40% vs 46% last year), followed by obtaining leads (up from 24%). Networking rose substantially from 16% to 22%.
- Launching new products remained resilient at 12% (versus 14% in 2008).

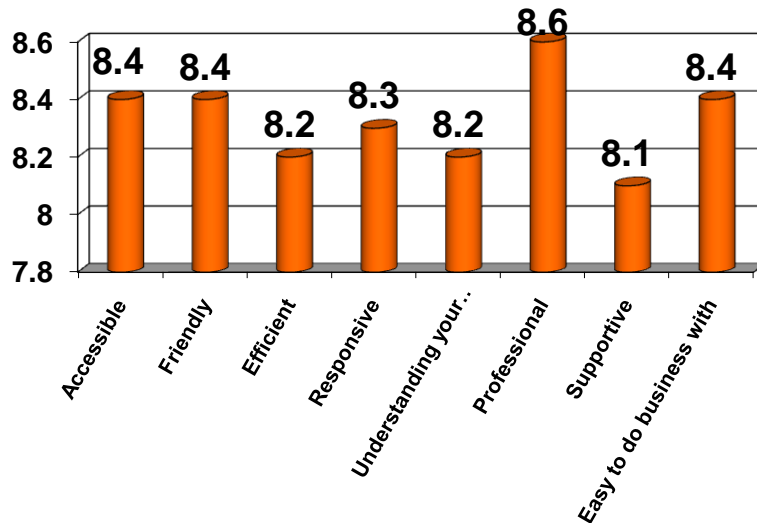


- The percentage of Exhibitors who felt they had achieved their objectives rose from 66% to 82%, the strongest result for some years. This was despite the recession clearly making life more difficult than usual for Exhibitors.

## 4. Rating our Service

### Pre-event organisation

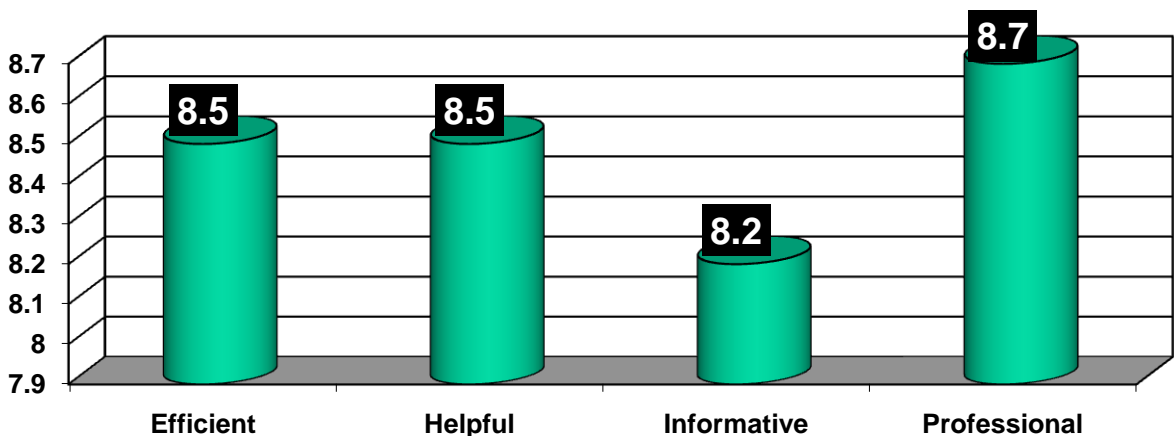
Overall Rating: 8.3



- Overall satisfaction with pre-event organisation remained the same, at 8.3.
- The measures on "understanding your needs" (+0.5), "easy to do business with" (+0.4), "professional" (+0.3) and "supportive" (+0.1) all rose. "Accessible" and "friendly" both fell by -0.3.

### Post-event follow-up

Overall Rating: 8.5

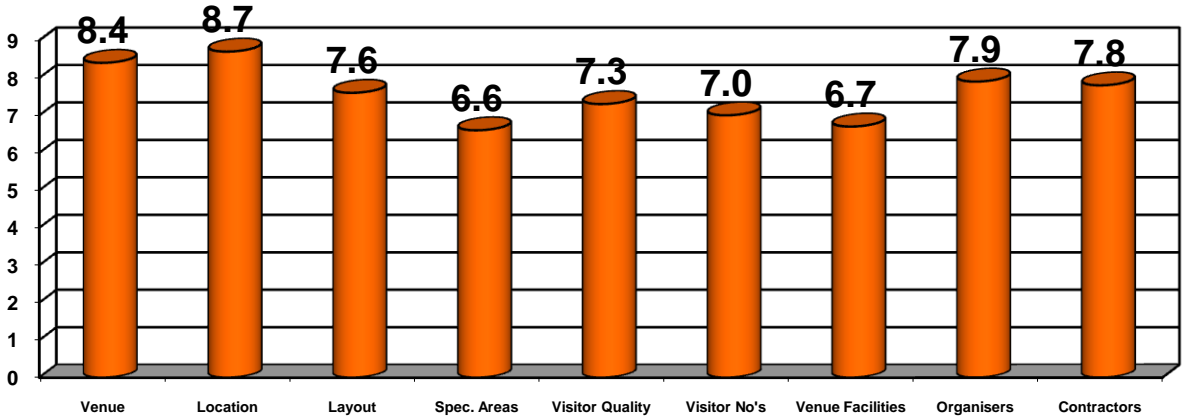


- Post-event ratings rose by +0.4 (following a +0.5 rise in 2008).
- Moreover, all the individual measures increased for the second year running compared, with "efficient" up by +0.2, "helpful" +0.3, and "professional" and "informative" both by +0.4.

# 5. Rating the Event

## Event Management

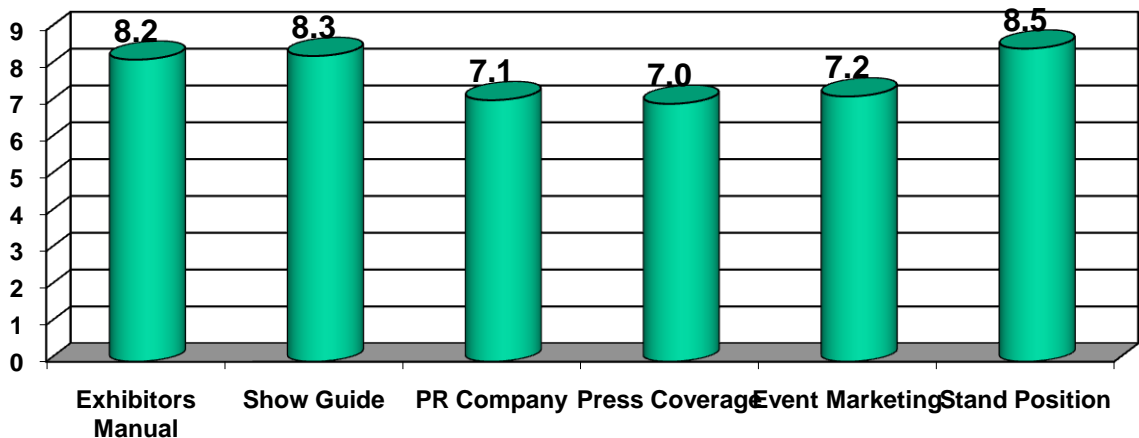
Overall Rating: 7.6



- The overall rating rose by +0.1 from 2008. The major change was that the rating for Visitor Nos was up by +1.1. Ratings for Layout rose +0.3 and for Specialist Areas by +0.2. The biggest fallers were Facilities (-0.6), and Organiser and Contractors (both -0.2).

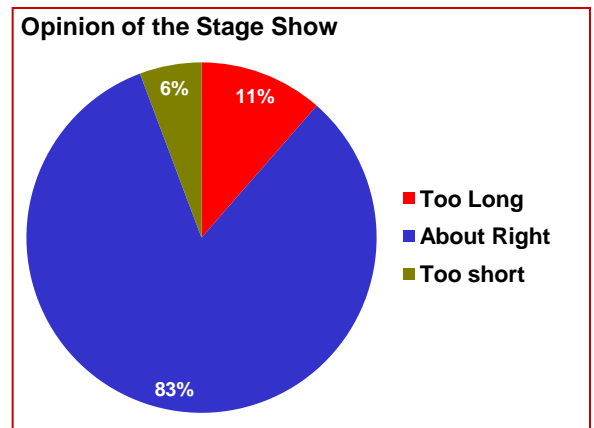
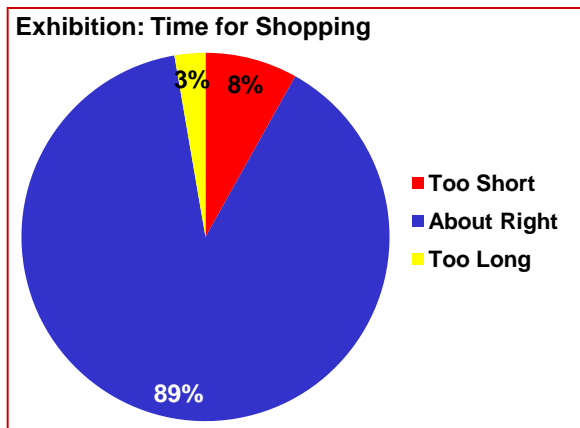
## Marketing Activities

Overall Rating: 7.7

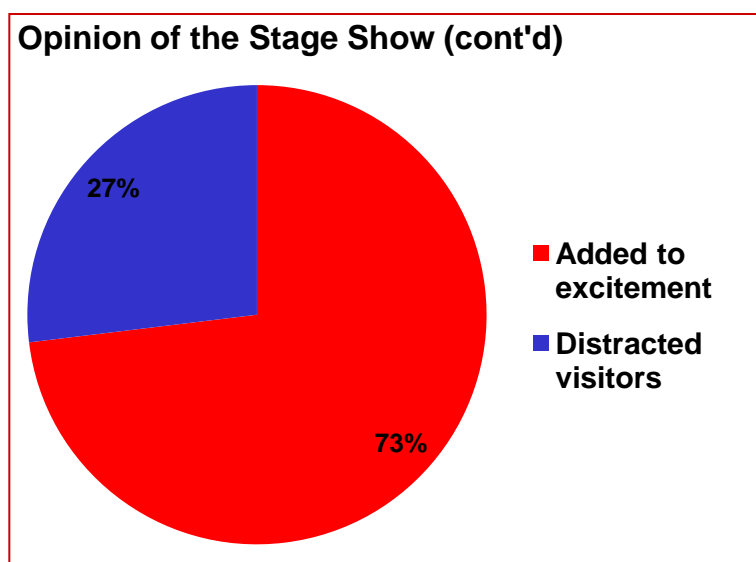


- The overall rating for Marketing rose from 7.3 to 7.7. This was driven by big jumps in Press Coverage (+1.0) and Stand Position (+0.9). Event Marketing also rose (+0.3), as did PR Company (+0.1), whilst Exhibitors Manual remained unchanged.
- The only measure that fell was for the Show Guide (-0.2).

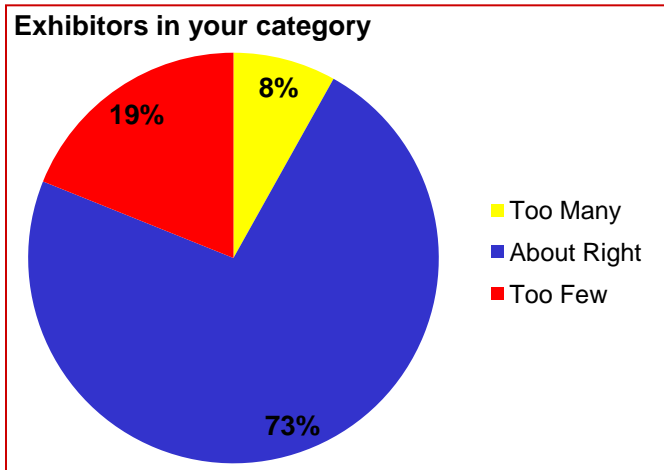
## 5. Rating the Event (cont'd)



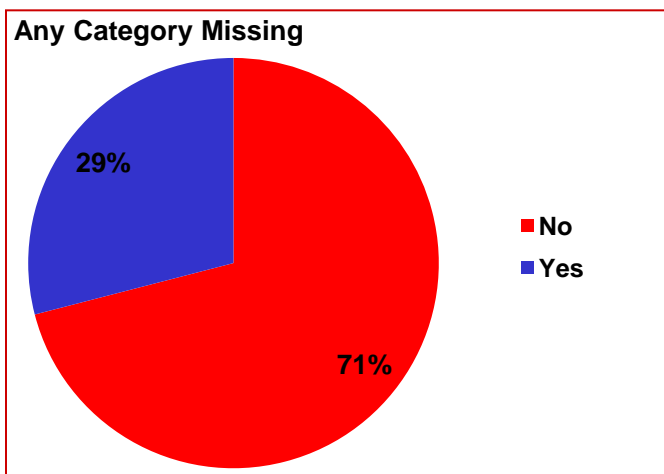
- The vast majority of Exhibitors continue to be happy with the time for shopping (89% versus 92% last year), and 8% wanted more time (versus 2% last year).
- Satisfaction with the Stage Show rose from 76% to 83%, and Exhibitors feeling it was too long fell sharply from 21% to 11%.
- Feedback from many Exhibitors suggests that selling was hard work this year as a result of the recession. Yet even so, those who felt the Stage Show was a distraction fell from 28% to 27%, as it clearly added to the excitement of the Event.



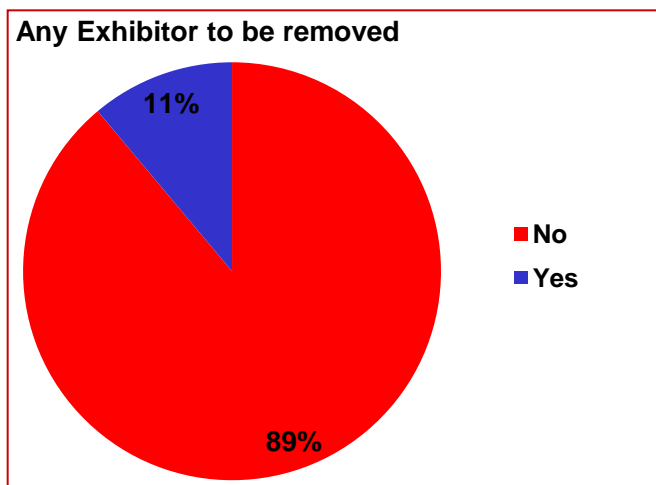
## 5. Rating the Event (cont'd)



- Only 8% of Exhibitors felt their categories were too crowded (versus 15% in 2008), whilst 19% felt there were too few (versus 10%). The second figure in particular reflects the fact that many Exhibitors wanted to offer Visitors as much stimulus as possible to spend.

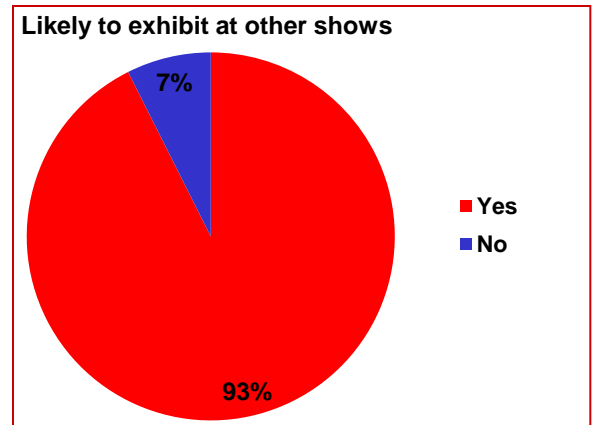
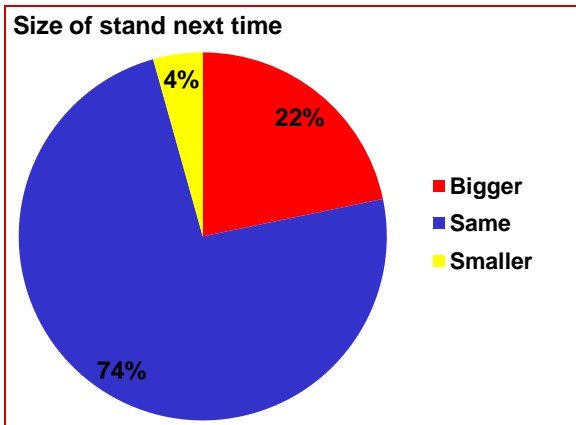
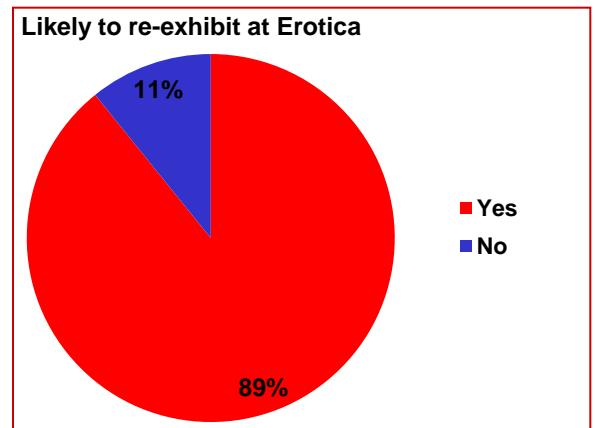
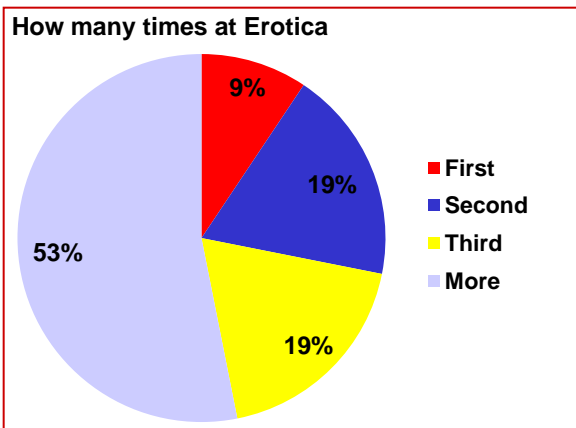
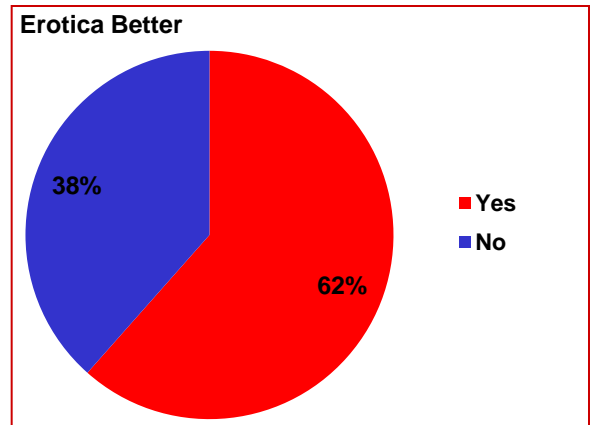
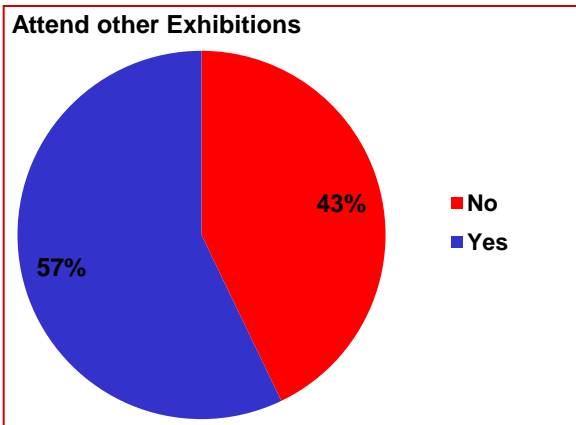


- As part of the same point, 29% of Exhibitors felt there was something missing, compared to 26% in 2008. The main comments here were about the Seminars, footwear and the swinging village.



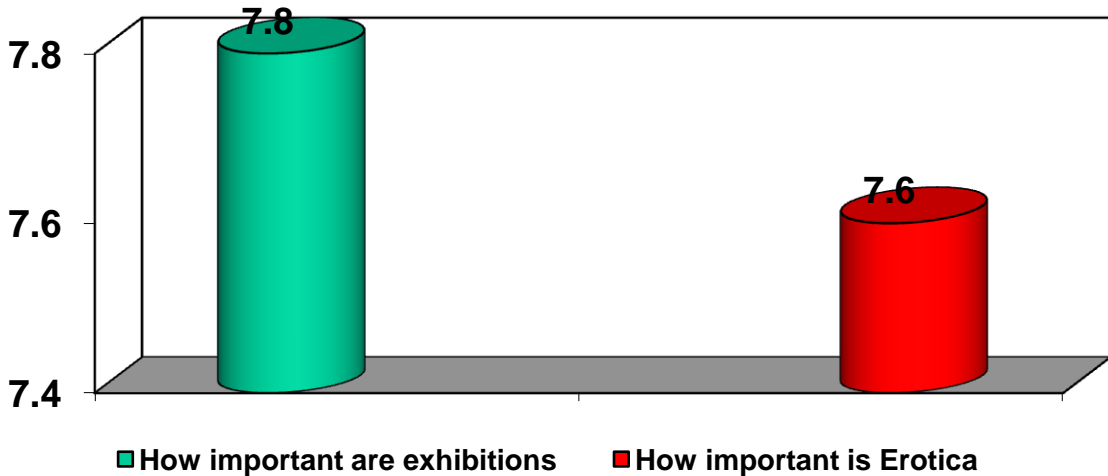
- The proportion of Exhibitors who were happy with their peers fell from 97% to 89%.

## 6. Erotica vs the Competition



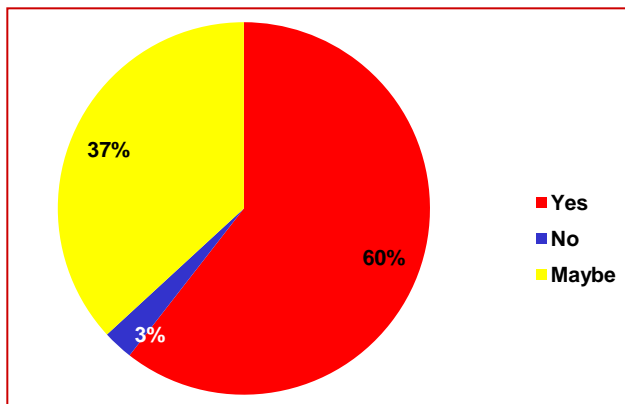
- 43% use only Erotica (vs 36%), whilst 62% believe Erotica is better (versus 76%). Only 9% of Exhibitors were 'first-timers' (vs 25%), and 53% were returning for the fourth time or more (vs 54%). 89% said they would re-exhibit at Erotica (vs 82%).
- 22% want a bigger stand next year (versus 17%), and only 4% want a smaller stand (versus 19%) which, given the economic environment, is a great testament to the Show. 7% say they will not use other shows (versus 16% last year).

## 7. Importance of Exhibitions



- The use of exhibitions remains a vital component in the marketing effort of Exhibitors (7.8 versus 8.3 last year), and the importance of Erotica also increased again, from 7.5 to 7.6.

### Will you return to Erotica 2009



- 60% of Exhibitors say they will definitely return (vs 63% last year), and 37% will think about it (versus 28% last year), both of which reflect economic challenge.

- However, only 3% of Exhibitors said they would not be coming back next year (versus 9% in 2008). Taken in the context of the worst recession for generations, this is a remarkably positive comment.