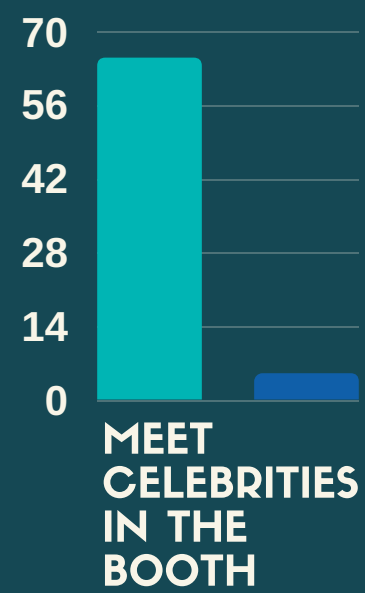
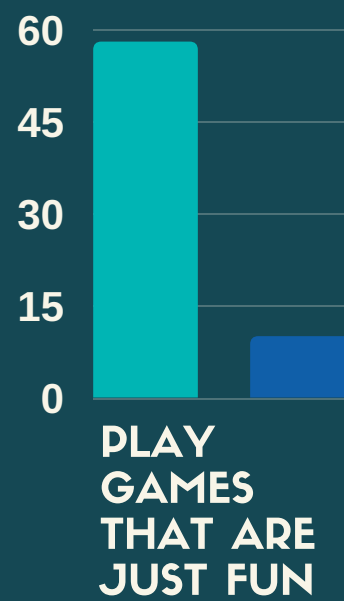
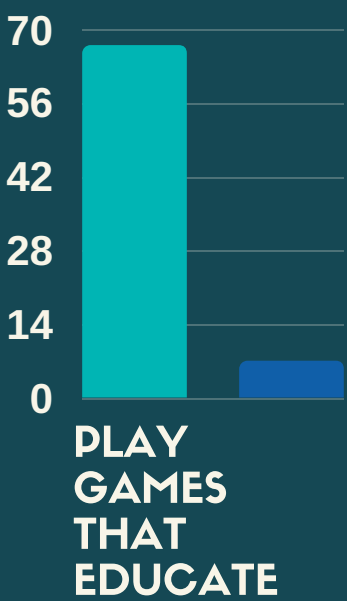
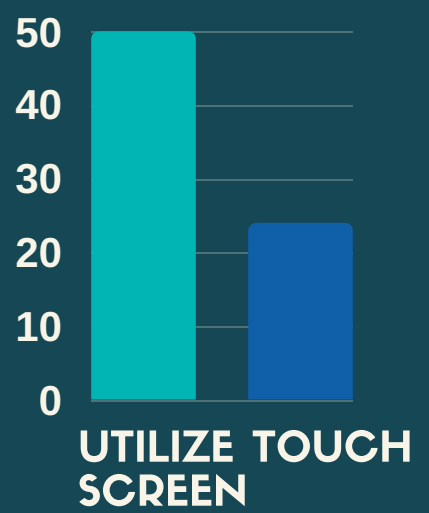
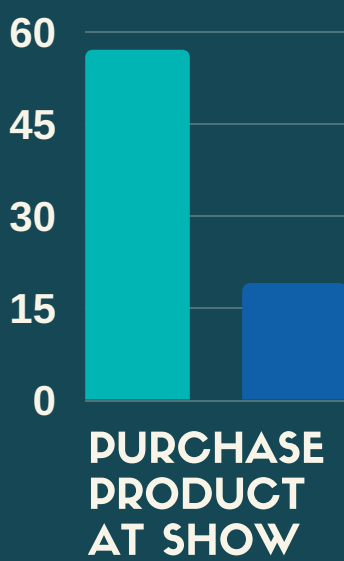
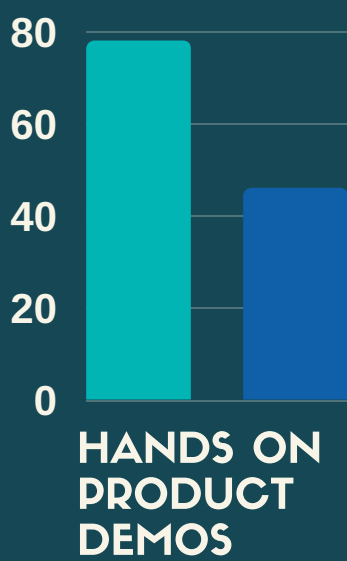


# THE EXPO GAP

WHAT ATTENDEES WANT VS  
WHAT EXHIBITORS OFFER

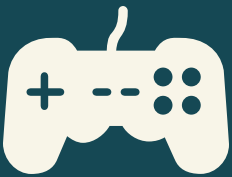
■ % OF ATTENDEES WANT      ■ % OF EXHIBITORS OFFER

## ENGAGING EXPERIENCES



SOURCE: CENTER FOR EXHIBITION INDUSTRY RESEARCH

## EASY WAYS TO BRIDGE THE GAP



CREATE SIMPLE GUESSING GAMES USING ONLINE SURVEY TOOLS [FIND OUT HOW>>](#)



CREATE EDUCATIONAL EXPERIENCES USING ONLINE SURVEY TOOLS [FIND OUT HOW>>](#)



CREATE BETTER FEEDBACK FORMS THAT HELP YOU UNDERSTAND EXACTLY WHAT YOUR CUSTOMERS WANT [FIND OUT HOW>>](#)