Cattle Industry Convention & NCBA Trade Show

February 2023

Attendee and Exhibitor Research Results

Conducted by

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Let's Connect

About me...

Joe Federbush, President & Chief Strategist of EVOLIO Marketing, has been serving the experiential and event industry for over 20 years, working with the entire event ecosystem. Joe is most known for his expertise in measuring event success, data storytelling, and helping brands develop the most impactful experiences, all with one goal in mind – providing actionable insights that help brands execute more efficiently to deliver greater return on experience (ROX), investment (ROI) and objectives (ROO).

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EXHIBITOR AND ATTENDEE SURVEYS METHODOLOGY AND SUMMARY

Methodology & Objectives

The objectives of this research are to:

- Understand the profile of attendees and exhibitors.

- Evaluate alignment between attendees' and exhibitors' interests and needs.

- Identify attendee and exhibitor satisfaction overall and with experiences and event aspects.

- Measure exhibitor return on investment (ROI).

- Compare results against previous NCBA shows and benchmarks which are based on 8 consecutive years of research.

METHODOLOGY: POST-SHOW ONLINE SURVEYS AMONG ATTENDEES & EXHIBITORS

EXHIBITORS	ATTENDEES
332 Number mailed	**2,894** Number mailed
43 Responses	**341** Responses
13% Response rate	**12%** Response rate
±14% Margin of error	**±5%** Margin of error
none Incentive	**$100** Incentive: Cabela's gift card (2 winners)

2023 survey results are compared against NCBA benchmarks. These benchmarks are comprised of survey results from the Cattle Industry Convention & NCBA Trade Show for the past 8 consecutive years (2016-2023).

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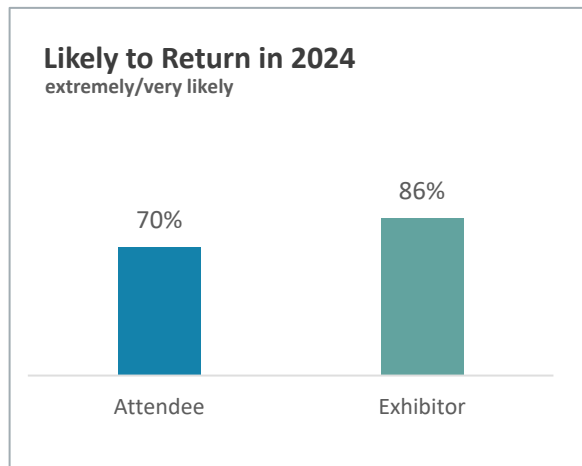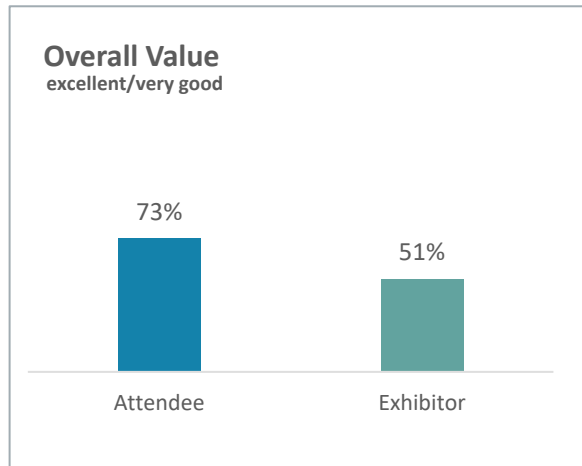# Exhibitor Trends and Benchmarks

	2016 San Diego (n=90)	2017 Nashville (n=617)	2018 Phoenix (n=49)	2019 New Orleans (n=63)	2020 San Antonio (n=48)	2021 Nashville (n=60)	2022 Houston (n=55)	2023 New Orleans (n=43)	NCBA Trade Show Benchmark
First time exhibiting	20%	21%	20%	22%	10%	22%	9%	**19%**	**14%**
Overall value received from exhibiting (excellent/very good)	50%	68%	52%	54%	40%	43%	31%	**51%**	**41%**
Will definitely or probably exhibit next year	69%	69%	74%	70%	69%	85%	73%	**86%**	**80%**
Do not measure performance	12%	10%	4%	3%	6%	12%	11%	**7%**	**9%**
Quality of attendees (excellent/very good)	76%	85%	71%	75%	72%	68%	56%	**60%**	**58%**
Quantity of attendees (excellent/very good)	37%	87%	44%	57%	63%	40%	20%	**37%**	**29%**
Quality of leads (excellent/very good)	45%	68%	52%	46%	47%	36%	40%	**35%**	**38%**
Quantity of leads (excellent/very good)	29%	53%	33%	44%	38%	28%	16%	**23%**	**20%**
Show contractor (excellent/very good)	51%	53%	60%	49%	45%	54%	41%	**50%**	**46%**
Communication with show management (excellent/very good)	68%	66%	73%	65%	52%	66%	53%	**74%**	**64%**
Helpfulness/assistance of show management (excellent/very good)	70%	66%	73%	68%	54%	71%	60%	**74%**	**67%**
Exhibit floor layout (excellent/very good)	62%	64%	71%	52%	57%	45%	35%	**57%**	**46%**
Show website (excellent/very good)	60%	59%	78%	63%	66%	55%	52%	**63%**	**58%**
Hotel accommodations (excellent/very good)	70%	66%	55%	61%	60%	50%	43%	**51%**	**47%**
Exhibit at no other show	12%	9%	6%	6%	2%	27%*	4%	**5%**	**6%***

The significant increase for exhibits at no other show can be attributed to the COVID-19 pandemic. 2021 result is excluded from benchmark

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Shaded boxes identify significantly higher (green) or lower (red) than last year at a 95% confidence level
Yellow shaded boxes identify significance at 90% confidence

Attendee Trends and Benchmarks

	2016 San Diego (n=550)	2017 Nashville (n=487)	2018 Phoenix (n=496)	2019 New Orleans (n=771)	2020 San Antonio (n=483)	2021 Nashville (n=507)	2022 Houston (n=314)	2023 New Orleans (n=341)	NCBA Trade Show Benchmark
First time attending	28%	39%	27%	48%	34%	37%	26%	**37%**	**35%**
Overall value received from attending (excellent/very good)	72%	66%	66%	67%	65%	65%	65%	**73%**	**67%**
Net Promoter Score	+45	+40	+46	+51	+53	+50	+33	**+45**	**+45**
Will definitely attend in future	38%	28%	32%	27%	36%	31%	34%	**36%**	**33%**
Average hours spent on the show floor	6.6	7.4	7.2	7.0	7.6	6.9	7.1	**8.0**	**7.2**
Purchasing role	92%	91%	89%	82%	92%	91%	84%	**86%**	**88%**
Hotel accommodations (excellent/very good)	76%	70%	67%	72%	76%	70%	65%	**70%**	**71%**
Official housing company (excellent/very good)	62%	56%	56%	61%	61%	61%	56%	**67%**	**60%**
Advance registration (excellent/very good)	78%	77%	74%	77%	77%	77%	72%	**82%**	**77%**
Internet/WiFi (excellent/very good)	61%	55%	47%	54%	58%	52%	52%	**65%**	**56%**
Show website (excellent/very good)	63%	64%	59%	64%	66%	64%	60%	**66%**	**63%**
Exhibit floor layout (excellent/very good)	78%	77%	78%	82%	78%	72%	69%	**80%**	**77%**
Mobile app (excellent/very good)	55%	56%	57%	60%	52%	54%	54%	**65%**	**57%**
Average age	52	53	53	47	53	52	52	**45**	**49**
Male	64%	69%	72%	63%	70%	68%	64%	**58%**	**61%**
Average miles traveled	--	794	1,131	1,028	1,060	784	980	**1,100**	**1,040**

Shaded boxes identify significantly higher (green) or lower (red) than last year at a 95% confidence level
Yellow shaded boxes identify significance at 90% confidence

Exhibitor and Attendee Alignment

Overall Value
excellent/very good

73% Attendee
51% Exhibitor

Likely to Return in 2024
extremely/very likely

70% Attendee
86% Exhibitor

Reasons for Attending vs Objectives for Exhibiting

- **89%** of attendees want to keep up on industry trends
- **88%** of attendees come for networking opportunities
- **77%** of attendees come for the education

- **95%** of exhibitors want to increase brand/product awareness
- **91%** of exhibitors want to see existing customers
- **88%** of exhibitors are looking to generate leads

INSIGHT: Attendees' top reasons for coming to the show are for networking and education, while exhibitors want to increase brand awareness and build connections. Continue enhancing opportunities to connect attendees and exhibitors in meaningful ways (i.e., sponsored theaters and activities, matchmaking opps, etc.).

EXHIBITOR SURVEY RESULTS

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" GOOD MARKETING MAKES THE COMPANY LOOK SMART, GREAT MARKETING MAKES THE CUSTOMER FEEL SMART."

Chief Marketing Officer at Pendo.io

- JOE CHERNOV

## Nearly all are repeat exhibitors

- 61% of exhibitors are loyalists, meaning they have exhibited for at least 4 years in a row.

Almost all exhibit at other shows

- World Ag Expo was the most mentioned show that exhibitors also exhibit at.

Exhibiting History n=43	
First time exhibiting	19%
NCBA Benchmark First time Exhibiting	14%
2022	74%
2021	65%
2020	67%
2019	70%
2018	61%
2017	58%
2016	54%
2015	49%

Exhibited in Other Shows
n=43

95%
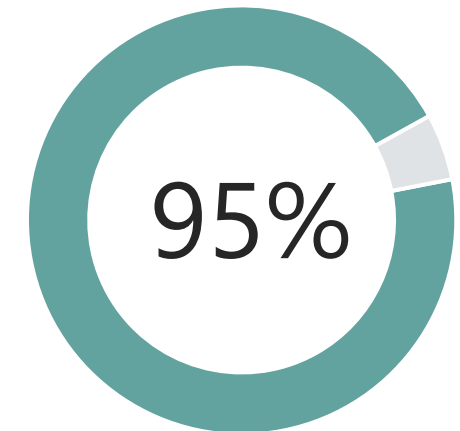
NCBA Benchmark Exhibit in Other Shows 94%

Select all years that your company has exhibited at the Cattle Industry Convention and NCBA Trade Show.

Has your company exhibited at any other trade show or event in the past 12 months?
In which trade show(s) or event(s) has your company exhibited?

Exhibitor Experience

Exhibitor Experience

Exhibitor satisfaction needs improvement in meeting some objectives

- Exhibitor satisfaction fell short for the top three exhibiting objectives. While it is difficult to achieve equally high satisfaction scores, the goal should be to improve over time.

Objectives for Exhibiting
n=43

		Extremely/very important	Extremely/very satisfied
HIGH	Increase brand/product awareness	95%	**71%**
	See existing customers	91%	**62%**
	Generate leads/meet new prospects	88%	**47%**
MEDIUM	Support the industry/association	58%	72%
	Introduce new products/services	51%	59%
	Scheduled meetings with clients or prospects	51%	73%
	Network with other exhibitors	51%	82%
	Make/close sales/take orders	44%	58%
LOW	Find distributors/reps/partner development	35%	53%
	Because our competitors are exhibiting	28%	67%

Please rate the importance of each of the following objectives for exhibiting at the Cattle Industry Convention and NCBA Trade Show.
Now rate your satisfaction with the 2023 Cattle Industry Convention and NCBA Trade Show in meeting those reasons that were highly important to you.

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People shop and learn in a whole new way compared to just a few years ago, so marketers need to **adapt** or risk extinction.

BRIAN HALLIGAN
CO-AUTHOR OF *INBOUND MARKETING*
CHIEF EXECUTIVE OFFICER, HUBSPOT

Exhibitor Experience

Half of the exhibitors received high overall value from exhibiting

- Only 5% received poor value based on the amount of time and money invested.

Overall Value from Exhibiting

n=43

Excellent	12%
Very good	39%
Good	32%
Fair	12%
Poor	5%

Top 2 Score
51%

NCBA Benchmark
**Excellent/Very Good
Overall Value
41%**

Average Rating
3.4

Please rate the overall value your company received from exhibiting at this event relative to the amount of time and money invested.

Exhibitor Experience

Exhibitor satisfaction with the quality and quantity of attendees and leads has room for improvement

- The desired average rating is 4.0 or above which is considered very strong.
- Consider increasing traffic drivers to exhibits, or increasing opportunities to help exhibitors drive their own traffic.

Ratings of Attendees & Leads

n=43

- Fair/Poor
- Good
- Excellent/Very good

Quality of Attendees
- 60%
- 58%
- 35%
- 5%

Quantity of Attendees
- 37%
- 29%
- 37%
- 26%

Quality of Leads
- 35%
- 38%
- 46%
- 19%

Quantity of Leads
- 23%
- 20%
- 40%
- 37%

	Quality of Attendees	Quantity of Attendees	Quality of Leads	Quantity of Leads
Average rating:	3.86	3.23	3.23	2.77
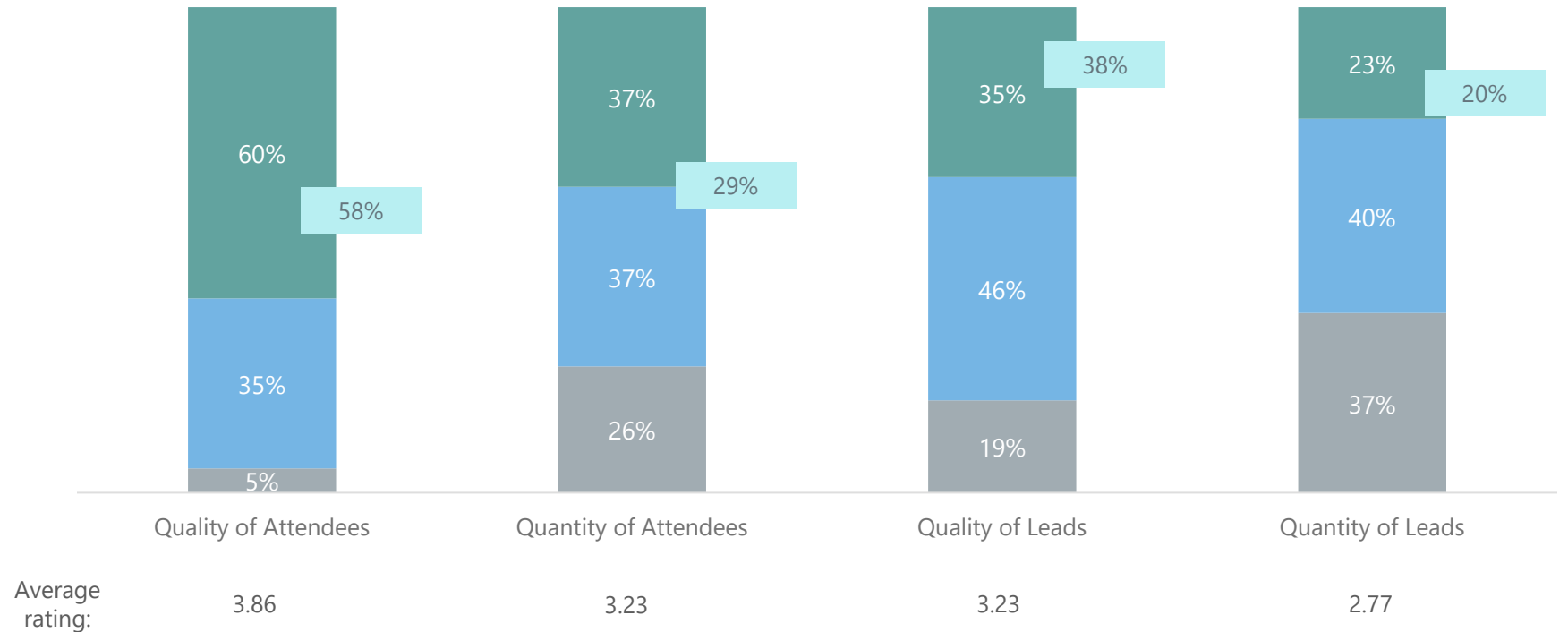
Please rate each of the following aspects of the Cattle Industry Convention and NCBA Trade Show.

Exhibitor Experience

At least two-thirds agree with the key event messages

- Most agreed that CattleCon offered valuable networking opportunities.
- The lowest agreement was for 'is a good investment for our marketing dollars.'

SENTIMENT: Key Message Agreement

n=43

■ Strongly/somewhat agree   ■ Neither agree or disagree   ■ Somewhat/strongly disagree

Statement	Strongly/somewhat agree	Neither agree or disagree	Somewhat/strongly disagree	Average rating:
Offers valuable networking opportunities	88%	12%		4.35
Is held in an appealing venue and city	77%	14%	9%	3.98
Is considered a "must exhibit" event	75%	23%	2%	4.05
Offers quality education	74%	21%	5%	4.19
Delivers quality buyers	72%	21%	7%	3.95
Is a good investment for our marketing dollars	65%	26%	9%	3.81
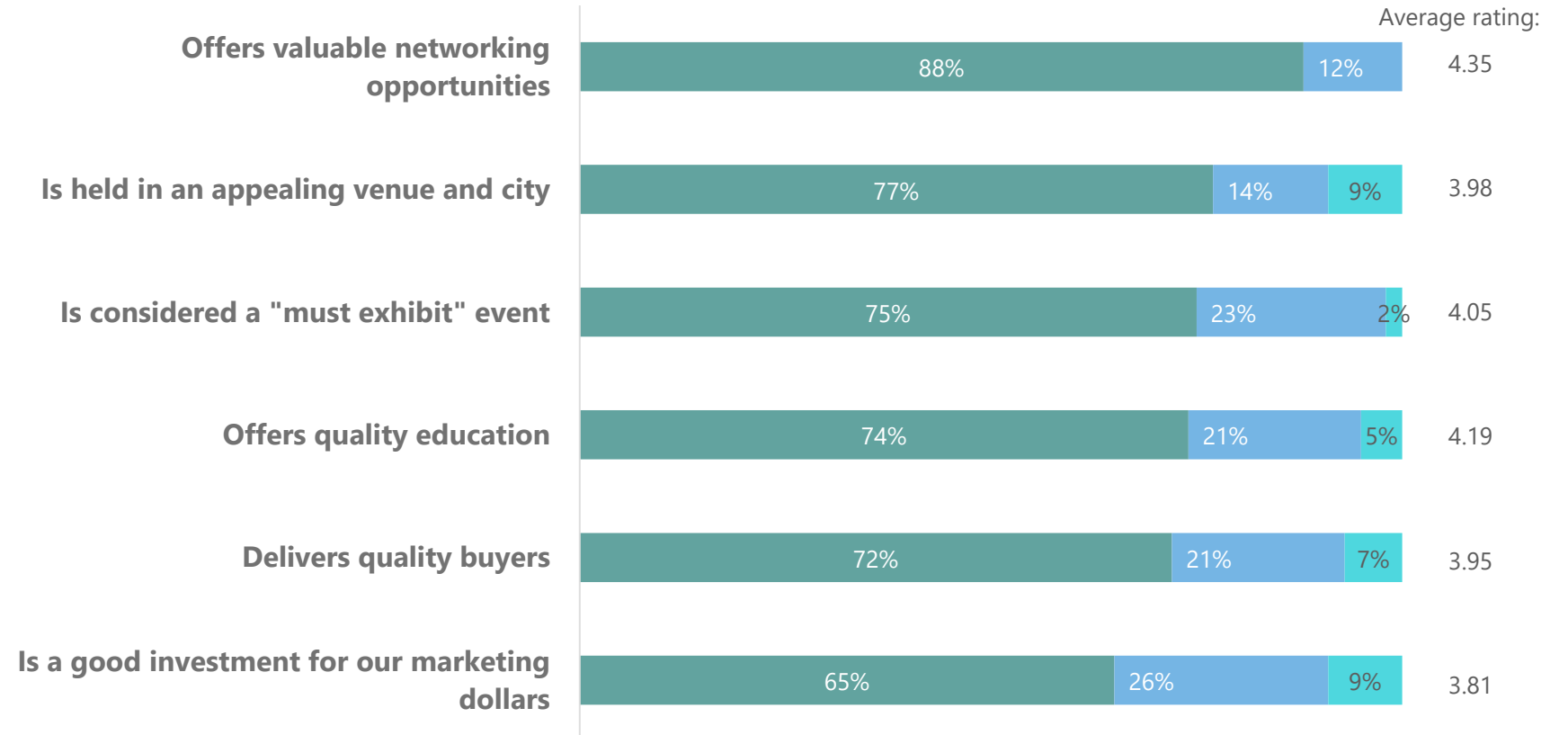
Rate your level of agreement with each of the following statements. The Cattle Industry Convention and NCBA Trade Show...

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Exhibitor Experience

93% measure their exhibiting performance

- Brand awareness and the number of leads collected are the top methods exhibitors use to measure their success.

Metrics Used to Measure Performance

n=43

Metric	Percentage
Brand awareness	63%
Number of leads	61%
Number of qualified leads	51%
Sales closed at show	30%
Social media analytics	30%
Track sales post-show	28%
Press mentions/media coverage	26%
Other	9%
Do not measure performance	7%
NCBA Benchmark: Do not Measure	9%
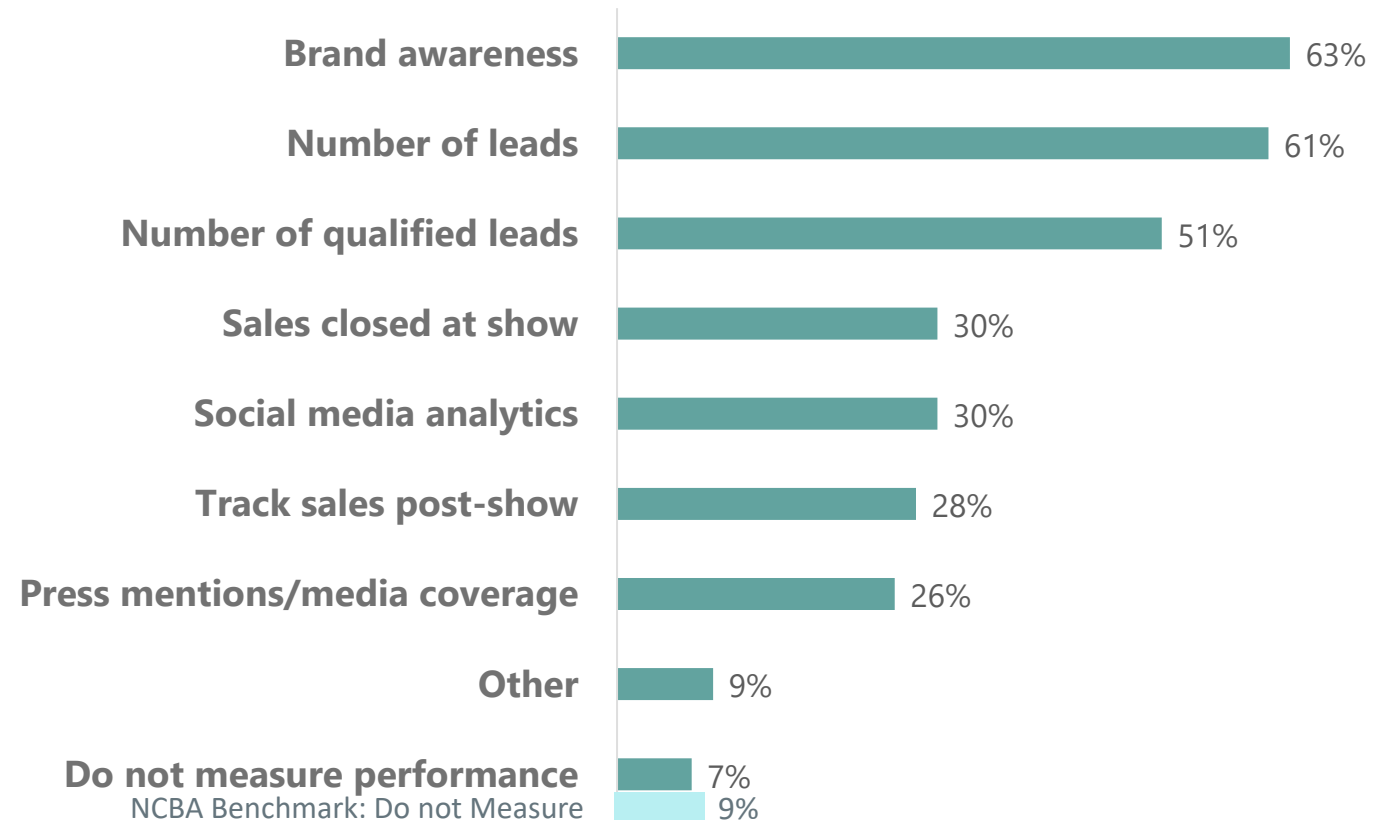
What metrics are you using to measure your performance at the Cattle Industry Convention and NCBA Trade Show? Select all that appl

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Exhibitor Experience

Social media is the most used method by far for promoting their presence at the event

- It is important to note that half of the attendees do not utilize social media for CattleCon information.
- Only 5% said they did nothing to promote their presence at CattleCon.

Promotional Methods n=43	
Social media	86%
E-mail campaign	54%
Announcement on company website	37%
Show directory advertising	21%
Sales team invitations	21%
Direct mail	19%
Print advertising	16%
Press releases	16%
Sponsorships at shows	9%
Online advertising on other websites	7%
Blogs	5%
Show mobile app	2%
Telemarketing	0%
Other	2%
Did no promotion of our presence	5%

48% of attendees do not use social media for Convention information

How did you promote your company's presence before, during, and after the Cattle Industry Convention and NCBA Trade Show? Select all that apply.

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Exhibitor Profile

Most are likely to exhibit next year

Likelihood to Exhibit Next Year

n=43

Definitely will exhibit — 63%
Probably will exhibit — 23%
Not sure — 9%
Probably will not exhibit — 5%
Definitely will not exhibit — 0%
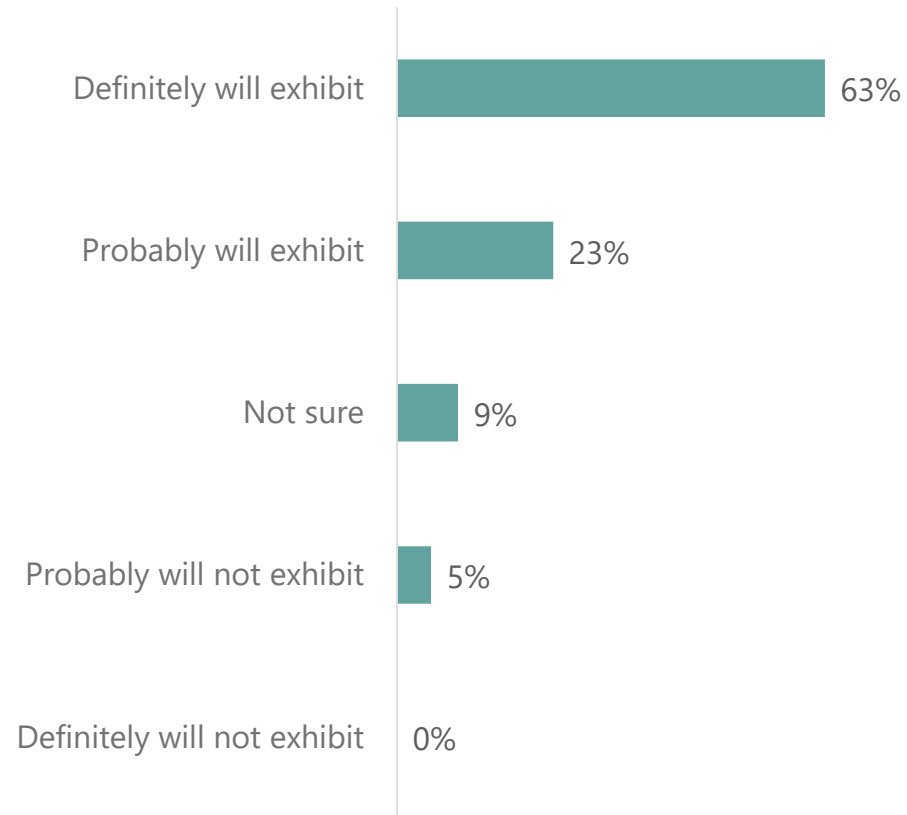
Top 2 Score
86%

NCBA Benchmark
Definitely/Probably Will
80%

How likely is your company to exhibit at the next Cattle Industry Convention and NCBA Trade Show in Orlando, FL? What is the reason?
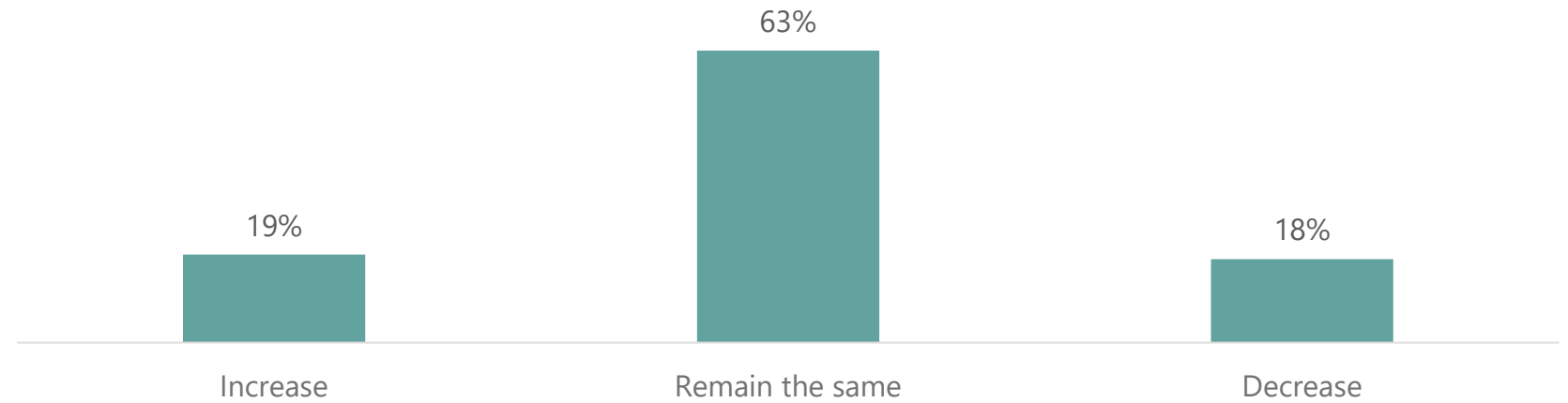
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Exhibitor Experience

Most expect their exhibit budget to remain the same

Future Exhibiting Budget

n=43

- Increase: 19%
- Remain the same: 63%
- Decrease: 18%

Over the next 2 - 3 years, do you expect your company's exhibiting budget for Cattle Industry Convention and NCBA Trade Show to:

ATTENDEE SURVEY RESULTS

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Attendee Profile

Quality over quantity. Attracting the *right* types of attendees to your event is the main driver of successful event marketing.

- Have clear, defined target audiences.

- Ensure pre-event and during-event marketing is targeted and actionable.

- Deliver experiences and content based on attendees' roles, interests, and challenges.

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Ranch Owners/Managers are the most common job function, while commercial cow/calf is the most common type of business

- Other job titles and functions provided can be found in the Appendix, The most mentioned title was student.
- Other type of business specifications can be found in the Appendix.

ADDITIONAL INSIGHTS

- Loyalists are significantly more likely than 1st timers to be Feedlot Owners/Managers (20% vs 3%).

Job Title/Function
n=341

Job Title/Function	Percentage
Ranch Owner/Manager	53%
Feedlot Owner/Manager	8%
Dairy/Veal Owner/Manager	0%
Ranch/Feedlot Employee	2%
Dairy/Veal Employee	0%
Spouse/Family Member	8%
Other	29%

Primary Type of Business
n=341
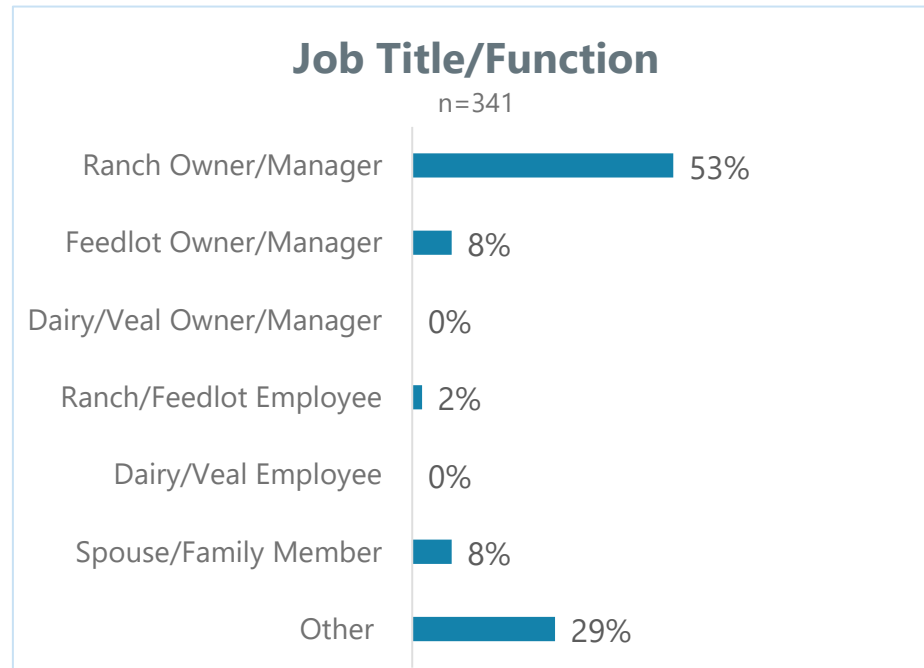
Primary Type of Business	
Commercial Cow/Calf	50%
Seedstock Purebred	9%
Feedlot	6%
Farmer/Feeder	5%
Stocker/Backgrounder	4%
Vet-Consultant	3%
Dairy Operator	1%
Retail/Packer	0%
Other	22%

Which of the following best describes your job title/function?
Which of the following best describes your company's/organization's primary type of business?

Attendee Profile

63% are repeat attendees and the majority traveled over 400 miles one-way to attend

- 37% are first time CattleCon attendees (the benchmark is 35%).
- 23% are loyal, meaning they have attended the last 4 consecutive events (2020-2023), regardless of location.
- 82% traveled over 400 miles one-way to attend.
- On average, attendees traveled about 1,100 miles to attend (the benchmark is 1,040).
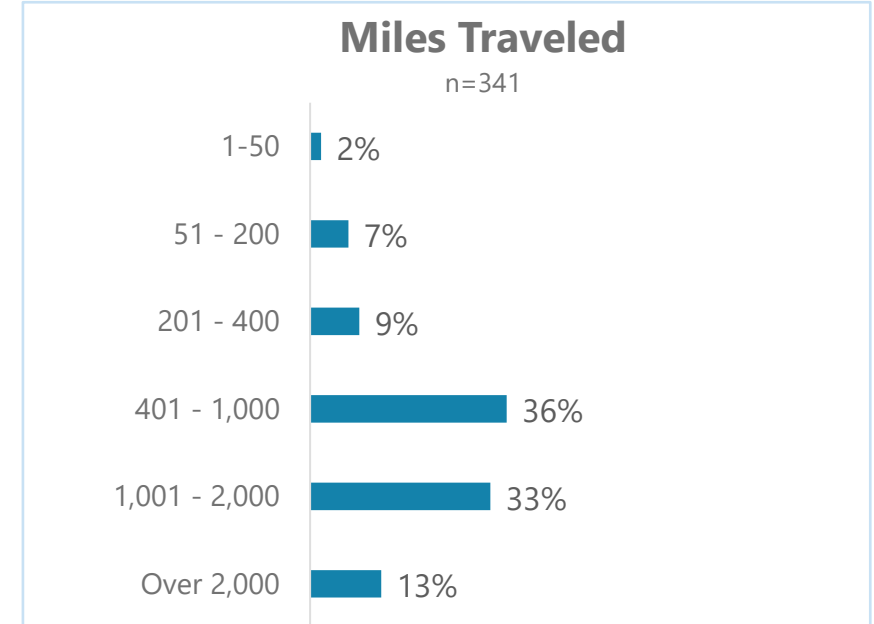
ADDITIONAL INSIGHTS

- The majority (80%) of Gen Z are first time attendees.

Previous Attendance
n=341

First time attending	37%
2022	41%
2021	38%
2020	33%
2019	38%
2018	34%
2017	33%
2016	25%
2015	26%

Loyalists
(attended 4 consecutive events)
23%

NCBA Benchmark
1st timers
35%

Miles Traveled
n=341

1-50	2%
51 - 200	7%
201 - 400	9%
401 - 1,000	36%
1,001 - 2,000	33%
Over 2,000	13%

Average miles traveled
(one way)
1,100

NCBA Benchmark
Average Miles
1,040

Select all previous years that you have attended the Cattle Industry Convention and NCBA Trade Show.
How many miles did you travel (one way) to attend this event?

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Attendee Profile
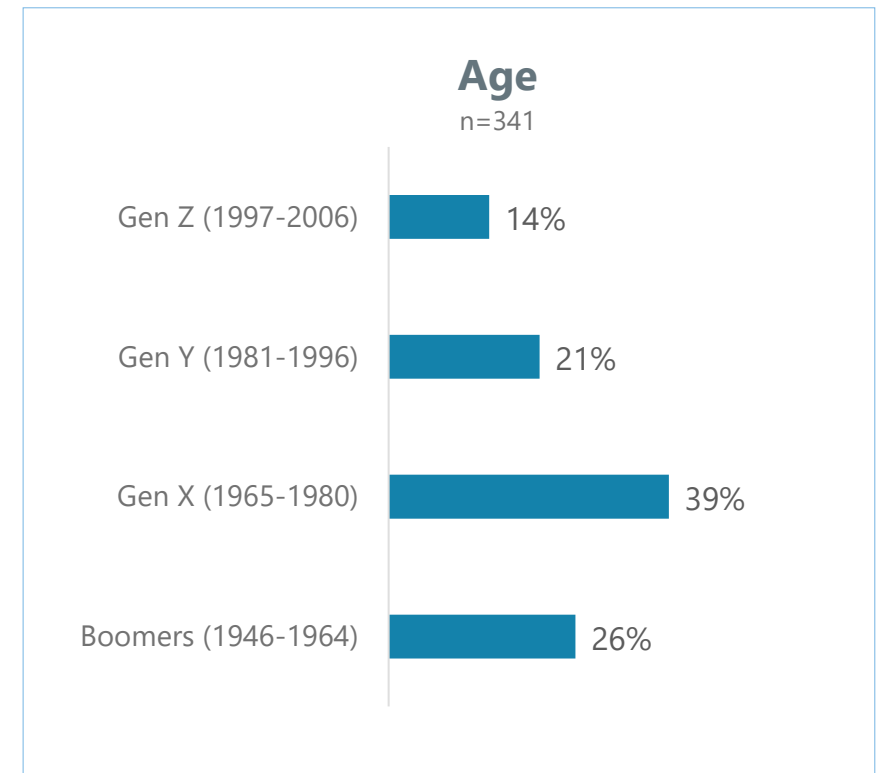
The average attendee age is 45

- On average, this year's attendees are about 4-years younger than the benchmark of 49.

ADDITIONAL INSIGHTS

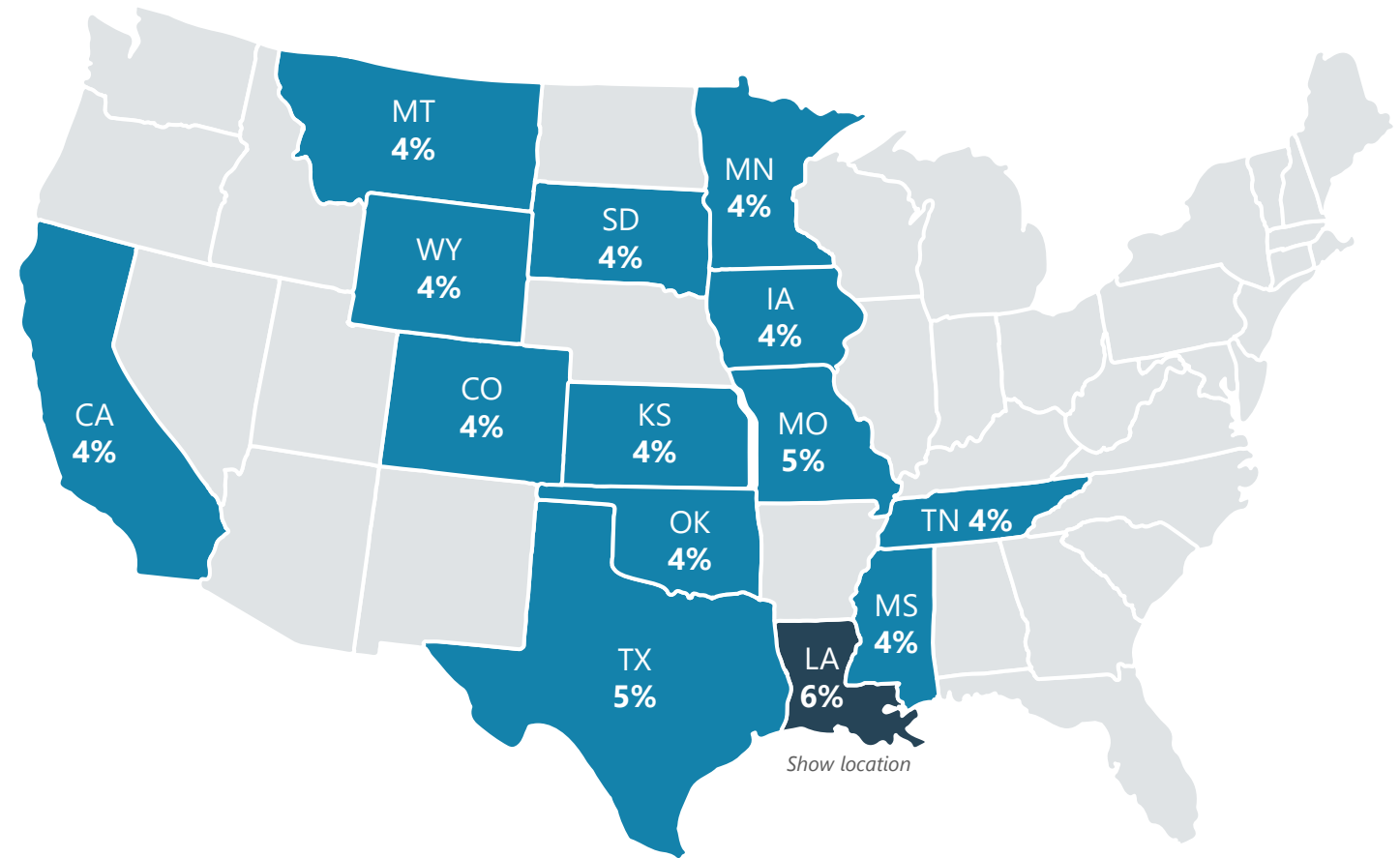- On average, male attendees are older than female attendees (47 years old vs 43).

Gender
n=341

Male	58%
Female	42%
Non-binary	0%
Prefer not to say	0%

NCBA Benchmark
Male
61%

Age
n=341

Gen Z (1997-2006)	14%
Gen Y (1981-1996)	21%
Gen X (1965-1980)	39%
Boomers (1946-1964)	26%
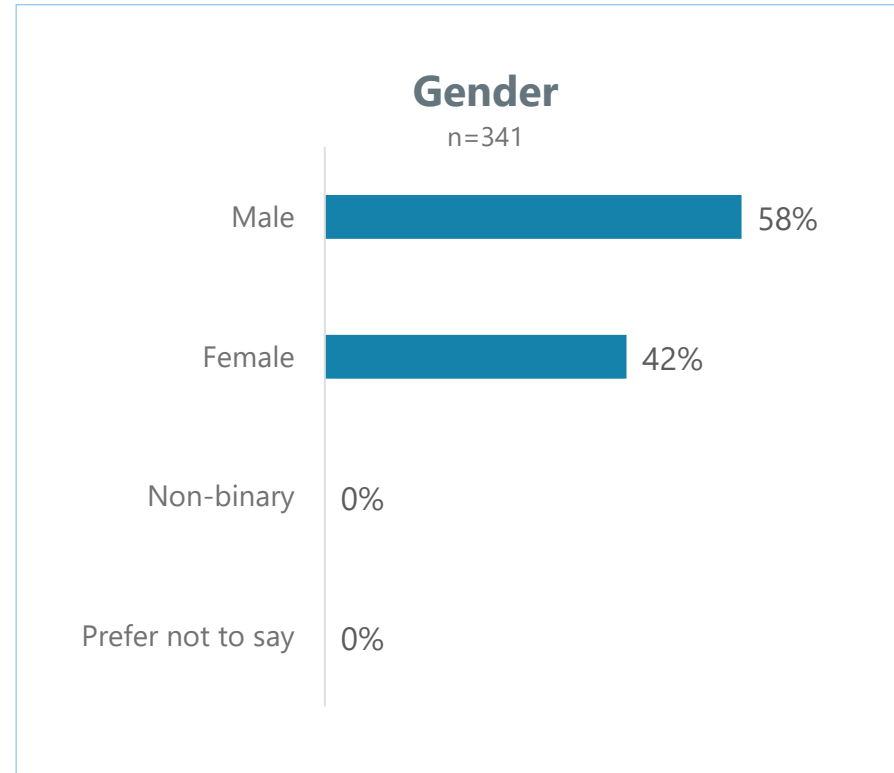
Average age
45

NCBA Benchmark
Average Age
49

Attendee Profile

Most attendees are based in the United States

- The highest percentage of visitors reside in Louisiana and Texas.

- Only 4% came from outside the United States, with 2% attending from Canada.

United States
96%

Outside the U.S.
4%

MT
4%

MN
4%

SD
4%

WY
4%

IA
4%

CA
4%

CO
4%

KS
4%

MO
5%

OK
4%

TN 4%

MS
4%

TX
5%

LA
6%

Show location

Appended from Registration

2023 CattleCon – NCBA Research

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Attendee Profile

On average, attendees are interested in 6 of these categories.

- Product categories with higher interest percentages may be upsell opportunities for current exhibitors offering those types of products, as well as, opportunities for new exhibitors

Product Interest

n=341

Category	%	Category	%	Category	%
Animal identification/Electronic ID Tags	43%	Livestock watering tanks or system	30%	Pickup truck	19%
Associations/Organizations/Government	43%	Vaccines	28%	Consulting Services	18%
Animal Health Products/Dewormer /Pharmaceuticals	39%	Genetics, tracking tools	27%	Structures/Buildings	18%
Chutes or scales	38%	ATV/utility vehicle	26%	Pest control	18%
AI Equipment	38%	Tractor	26%	Retail/Art/Furniture/Accessories	18%
Livestock handling equipment	36%	Feed or forage	26%	Computers	17%
Herd Management/Chutes/Scales	35%	Hay Equipment & Accessories	25%	Livestock insurance	17%
Information/Education	35%	Veterinary/Breeding	24%	Steel farm building	17%
Breeder/rancher/feedlots	35%	Livestock trailer	24%	Health insurance	16%
Equipment/trailers/watering	34%	Drones	23%	Wheel loader / Payloader	15%
Feed supplements/additives/accessories	33%	Financial or consulting services	22%	Swather / Mowing equipment	14%
Fencing Equipment & Accessories	33%	Mixers/Feeders	21%	Life insurance	12%
Computer software/technology	32%	Publications	20%	Property insurance	11%
Western Apparel	31%	Seed Products/Weed/Pest Control	19%	Other	2%

Select the products/services you found of interest at the show.

Attendee Profile

NCBA reaches attendees in a variety of ways

- On average, attendees heard about the event from approximately 3 different sources.
- Aside from attending in the past, the most common way for hearing about CattleCon was through trade associations and emails from NCBA.
- Consider promotions and marketing methods that are not very effective.

How Attendees Heard about the Event

n=341

Attended a previous show	41%	Invitation from an exhibitor	11%
Trade associations / State Affiliates	37%	Internet Search	5%
Email from show organizer	30%	NCBA/Committee Member (unaided)	4%
National Cattlemen Magazine	29%	Radio	1%
Employer/Colleague	24%	Nation Block and Bridle (unaided)	1%
Advertisement: Print or online	22%	Sales Barn	1%
Social media (i.e., Facebook, LinkedIn, Twitter, etc.)	21%	Exhibitor website	1%
Printed brochure / mail piece from show management	21%	Billboard	0%
Show Website	14%	Exhibitor blog	0%
Article/editorial: Print or online	14%	Other	3%
Cattlemen to Cattlemen Television Show	13%		

Others include:
- ANCW (**2 mentions**)
- Scheduled meetings (**2 mentions**)
- Speaker at the event (**2 mentions**)
- ESAP award recipient
- Serve on BPOC. Interview

How did you hear about this event? Select all that apply.

# Only about half use social media for show information

- Facebook is the most used social media.

ADDITIONAL INSIGHT

- Older generations are less likely to use social media for CattleCon.
  - 82% of Gen Z
  - 66% of Gen Y
  - 45% of Gen X
  - 45% of Boomers
- Only 43% of men use social media for the event compared with 64% of women.
- 58% of Gen Z respondents use Instagram for event information.

Social Media Used for Show Information

n=341
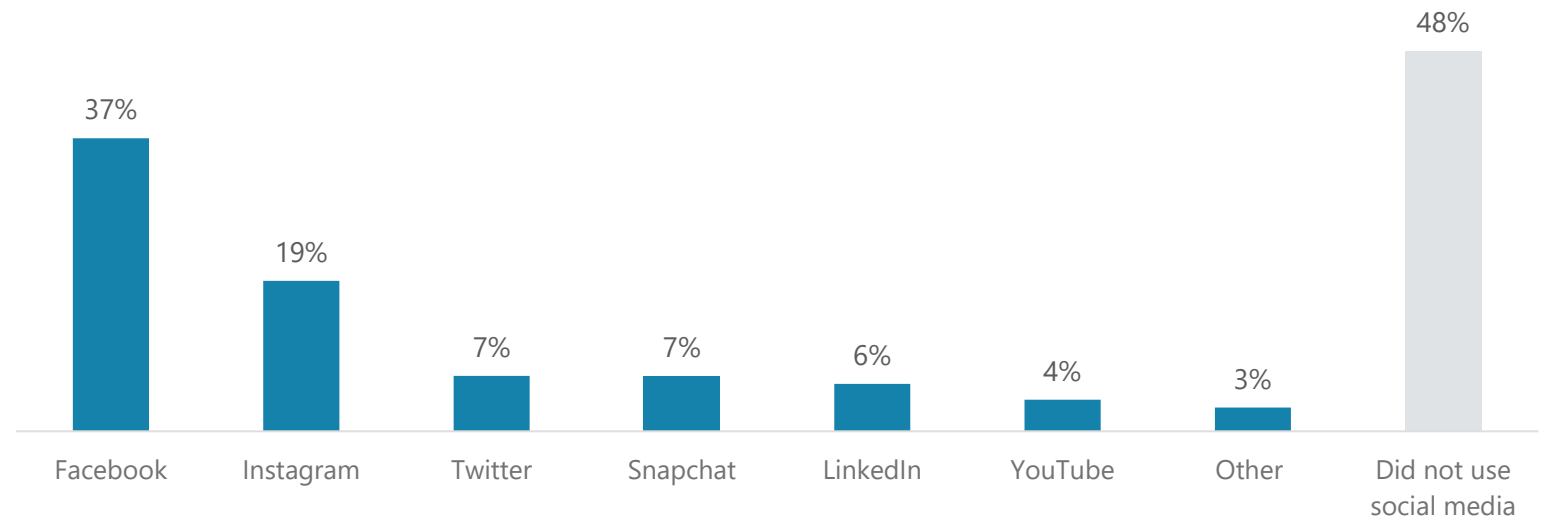
What social media did you use for NCBA Convention information? Select all that apply.

"

Understand why and how
your audience uses technology
and then start trying to **align**
your communications efforts.

BRIAN REICH & DAN SOLOMON
AUTHORS OF *MEDIA RULES!*

Attendee Activity

This information allows for a better understanding of what attendees do at your event.

- Understand how much time attendees spend on the show floor.

- Determine usage of the Beef Resource Guide.

- Measure awareness and participation of the various event activities to help determine if NCBA is over or under spending in certain areas

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The exhibits had good traffic on all three days

- On average, attendees spent a total of 8 hours visiting the exhibits across the three days of the event which is higher than the benchmark.
- 63% visited all three days.

ADDITIONAL INSIGHTS

- First time attendees spent more time on the show floor than loyalists (average of 8.4 hrs. vs. 6.6 hrs.)
- Gen Z spent significantly more time on the show floor than the other age groups.
  - 9.9 hours Gen Z
  - 7.6 hours Gen Y
  - 7.5 hours Gen X
  - 7.2 hours Boomers
- Those that use the Beef Resource Guide spent more time (8.5 hrs.) on the show floor than those who didn't (7.4 hrs.)

Days and Hours Spent on Exhibit Floor

n=341

Days at Exhibits

	Wednesday	Thursday	Friday
	82%	93%	75%
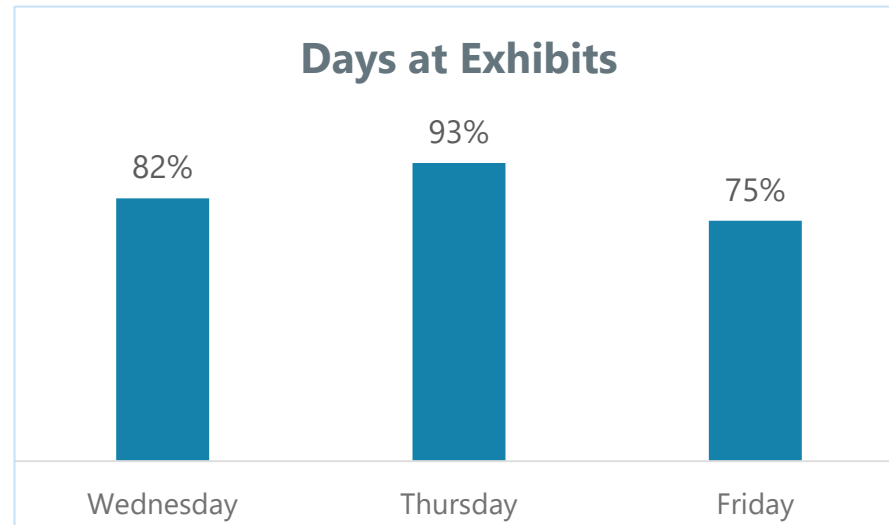
Hours at Exhibits

Up to 4 hours	14%
4 to 8 hours	39%
8 to 12 hours	32%
More than 12 hours	15%
AVERAGE HOURS	**8.0**
NCBA BENCHMARK	**7.2**

How many hours did you spend at the exhibits each day? Please only include the time you spent on the show floor and not total time spent at the 2023 Cattle Industry Convention and NCBA Trade Show.

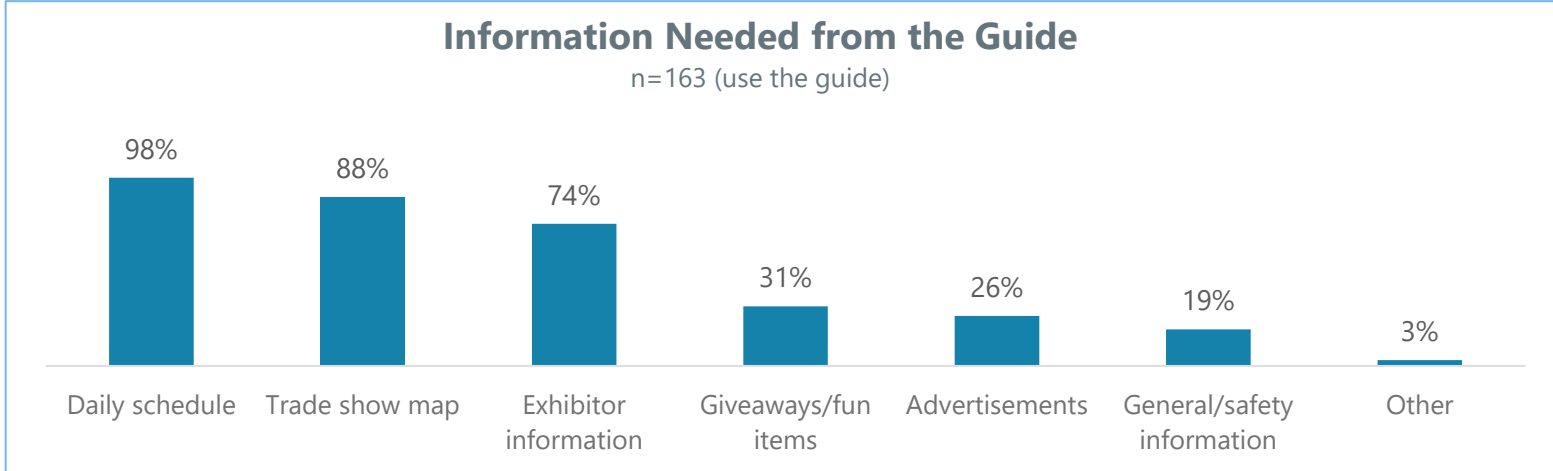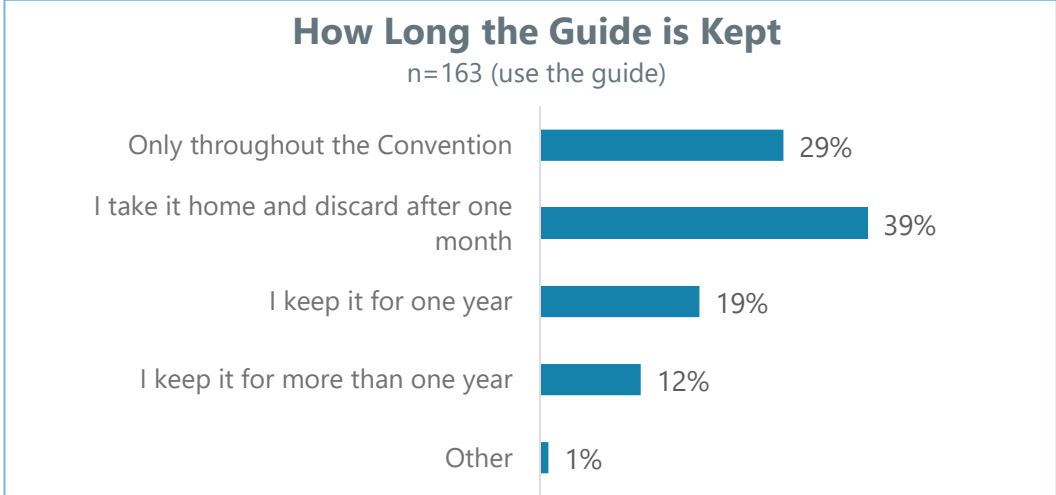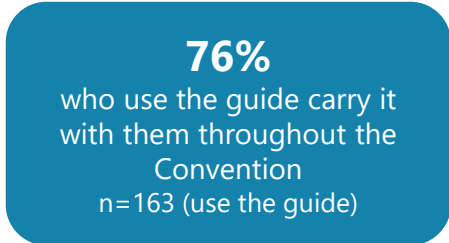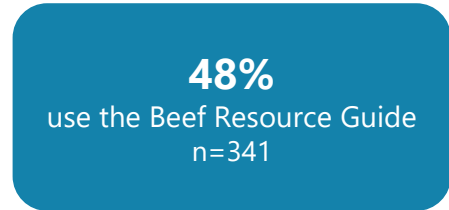EVOLIO marketing

Attendee Activity

The Beef Resource Guide is used by about half of the attendees

- While only about half use the Beef Resource Guide, most keep the guide only during the event or for about a month after.
- The guide is most used for the daily schedule, trade show map, and exhibitor info.

ADDITIONAL INSIGHTS

- Gen Z attendees are significantly more likely to use the Beef Resource Guide (68%) compared to the other age groups (ranging from 39% to 46%).
- First time attendees are more likely to carry the Guide with them throughout the convention (83% vs only 64% of loyalists).

Beef Resource Guide

48%
use the Beef Resource Guide
n=341

76%
who use the guide carry it with them throughout the Convention
n=163 (use the guide)

How Long the Guide is Kept
n=163 (use the guide)

Only throughout the Convention	29%
I take it home and discard after one month	39%
I keep it for one year	19%
I keep it for more than one year	12%
Other	1%

Information Needed from the Guide
n=163 (use the guide)

Daily schedule	Trade show map	Exhibitor information	Giveaways/fun items	Advertisements	General/safety information	Other
98%	88%	74%	31%	26%	19%	3%

Do you use the Beef Resource Guide?
Do you carry your Beef Resource Guide with you throughout the Convention?

How long do you keep your Beef Resource Guide?
What information do you look for in the Beef Resource Guide?

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High awareness, good participation, and strong ratings for most education-related activities

- The opening general session had the highest awareness and attendance.
- The D.C. issues update generated the highest ratings.
- The ratio column is simply the percentage of attendees who participated divided by those who were aware of the feature. Those below the average (50%) are bolded (see next slide).

The features are listed in order of participation

Event Features: Awareness, Participation, Ratings

Event Features	Awareness	Participation	Ratio	Ratings
Opening General Session: Taylor Sheridan/Archie Manning	80%	63%	79%	84% · 15% · 1%
Networking Opportunities	75%	62%	83%	92% · 8%
Trade Show Receptions	66%	51%	77%	83% · 15% · 2%
Education Sessions	80%	50%	63%	82% · 17% · 1%
General Session II: CattleFax Outlook Seminar	68%	47%	68%	92% · 7% · 1%
Friday Night Mardi Gras Party and After Party	62%	35%	56%	74% · 23% · 3%
General Session III: Beef Business in Washington D.C.	57%	33%	58%	81% · 14% · 5%
Closing General session: Chris Koch	53%	32%	61%	86% · 11% · 3%
NCBA Region Meetings	60%	30%	50%	80% · 20%
D.C. Issues Update	58%	29%	50%	96% · 4%

■ Excellent/Very good ■ Good ■ Fair/Poor

Which of the following Cattle Industry Convention and NCBA Trade Show features were you aware of before the show? Select all that apply.
Which of the following did you participate in/visit? Select all that apply.
Please rate each of the following features.

High awareness, good participation, and strong ratings for most education-related event features

- Participation was lowest for the BeeFIT 5k
- Awareness was lowest for the 125 Years Happy Hour and Cattle Chats
- The ratio column is simply the percentage of attendees who participated divided by those who were aware of the feature. Those below the average (50%) are bolded. Is the ratio low due to an awareness issue? Lack of interest? Expense to participate? Is participation only open to a select group of attendees? These are the factors to take into consideration when evaluating each area.

Event Features: Awareness, Participation, Ratings (continued)

Event Features	Awareness	Participation	Ratio	Ratings
Cattlemen's College	79%	27%	34%	75% / 19% / 6%
Thursday Night Event – The Secret Cow	47%	23%	48%	82% / 13% / 5%
PAC Reception and Live Auction	47%	18%	38%	85% / 10% / 5%
New Product Showcase	41%	16%	39%	93% / 7%
Celebrating 125 Years Happy Hour – Welcome Reception	30%	16%	53%	85% / 11% / 4%
Learning Lounge	40%	15%	37%	80% / 16% / 4%
Environmental Stewardship Awards Reception	51%	14%	28%	82% / 14% / 4%
Cattle Chats	31%	13%	41%	88% / 12%
Sustainability Forum	33%	10%	32%	80% / 20%
BeeFIT 5k	43%	5%	11%	75% / 19% / 6%

■ Excellent/Very good ■ Good ■ Fair/Poor

Which of the following Cattle Industry Convention and NCBA Trade Show features were you aware of before the show? Select all that apply.
Which of the following did you participate in/visit? Select all that apply.
Please rate each of the following features.

Attendee Experience

This information allows for a better understanding of visitors' interests.

- Understand what attendees' reasons for coming to the event and if their needs are being met.

- Align attendees' interests and challenges with experiences, solutions, education, and information.

"

You can't just ask customers what they want and then try to give that to them.
By the time you get it built, they'll want **something new.**

STEVE JOBS
CEO, APPLE

Attendee Experience

CattleCon successfully met attendees' important reasons for attending

- Attendees' average rating of satisfaction was 88%, which is very strong.

ADDITIONAL INSIGHTS

- The following reasons for attending are significantly more important to Gen Z attendees compared with all other age groups:
  - Attending seminars/conferences/workshop
  - Speakers
  - Entertainment/special events

Reasons for Attending: Importance & Satisfaction

n=314

		Extremely/very important	Extremely/very satisfied
HIGH	Keep up-to-date on industry trends/issues	89%	92%
	Network with peers	88%	93%
	Attend seminars/conference/workshops	77%	90%
	See new products and developments	72%	90%
	Speakers	68%	89%
MEDIUM	Business Meetings (Board and/or Committees)	62%	88%
	See specific products/services	61%	90%
	Evaluate and compare products for future purchase	59%	87%
	See specific companies	58%	90%
	Get technical information/specifications	58%	85%
	Location of show	56%	75%
	Find a solution to a problem	56%	78%
	Find new suppliers	43%	88%
LOW	Entertainment/Special Events	36%	89%
	Place orders / purchase	19%	92%

How important are each of the following reasons for attending the 2023 Cattle Industry Convention and NCBA Trade Show?
How satisfied are you with the Cattle Industry Convention and NCBA Trade Show in meeting each of these reasons you rated highly important?

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Attendee Experience

## About 3 in 4 had a highly valuable experience

- Overall value received by attendees this year exceeds the benchmark.

ADDITIONAL INSIGHT

- First timers (84%) had a significantly better overall experience than loyalists (67%).
- Those who used the Beef Resource Guide had a better overall experience compared with attendees who did not use the guide (80% vs 67%).

Overall Value

n=341

Rating	Percentage
Excellent	33%
Very good	40%
Good	18%
Fair	7%
Poor	2%
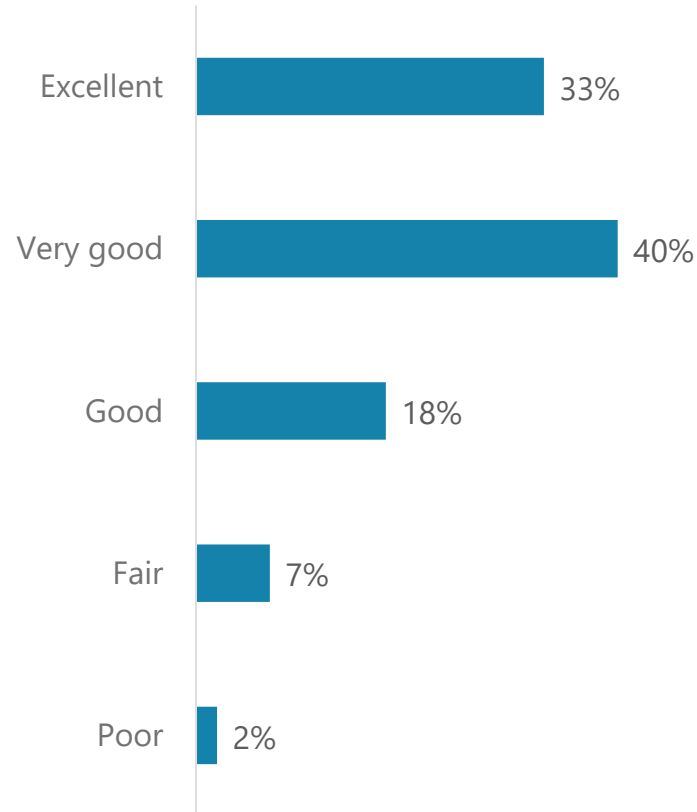
Top 2 Score
73%

NCBA Benchmark Overall Value Top 2
67%

Average Rating
4.0

Considering your reasons for attending, what is your rating of the 2023 Cattle Industry Convention and NCBA Trade Show in terms of the value you received compared to the time and money you spent?

## NPS is a strong indicator of event satisfaction and loyalty

- NPS is a metric that can gauge the loyalty of customer relationships and it typically correlates with revenue growth.
- The NPS among CattleCon attendees is equivalent to the benchmark.
- Click here to learn more about NPS.

ADDITIONAL INSIGHT

- Those who used the Beef Resource Guide had a significantly higher NPS than those who did not (+56 vs. +35).
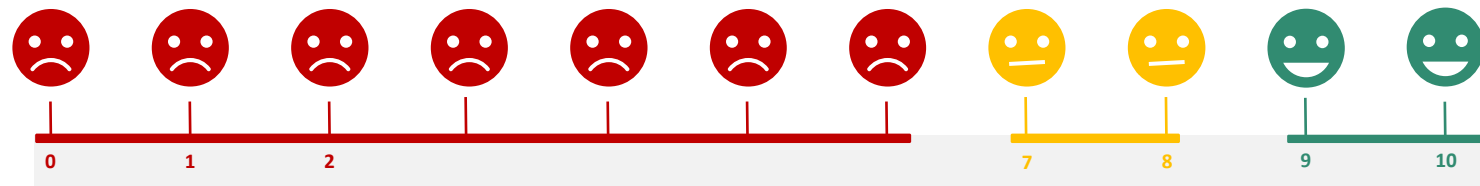
Event Net Promoter Score (NPS)

n=341

NPS

+45

-100   +100
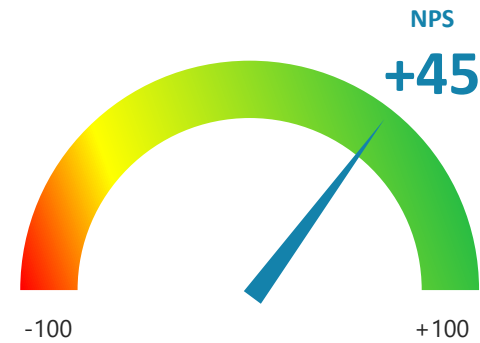
NCBA Benchmark Net Promoter Score +45

NET PROMOTER SCORE (NPS) FORMULA

Promoters − Detractors = NPS

0   1   2   7   8   9   10

9%
DETRACTORS
Unhappy and may damage your brand and impede growth through negative word-of-mouth

37%
PASSIVES
Satisfied but unenthusiastic; Vulnerable to competitive offerings

54%
PROMOTERS
Loyal enthusiasts who will keep buying and refer others, fueling growth

How likely would you be to recommend Cattle Industry Convention and NCBA Trade Show to a business friend or colleague?

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Attendee Experience

Aside from the location statements, at least three-quarters agree these statements accurately describe the Convention
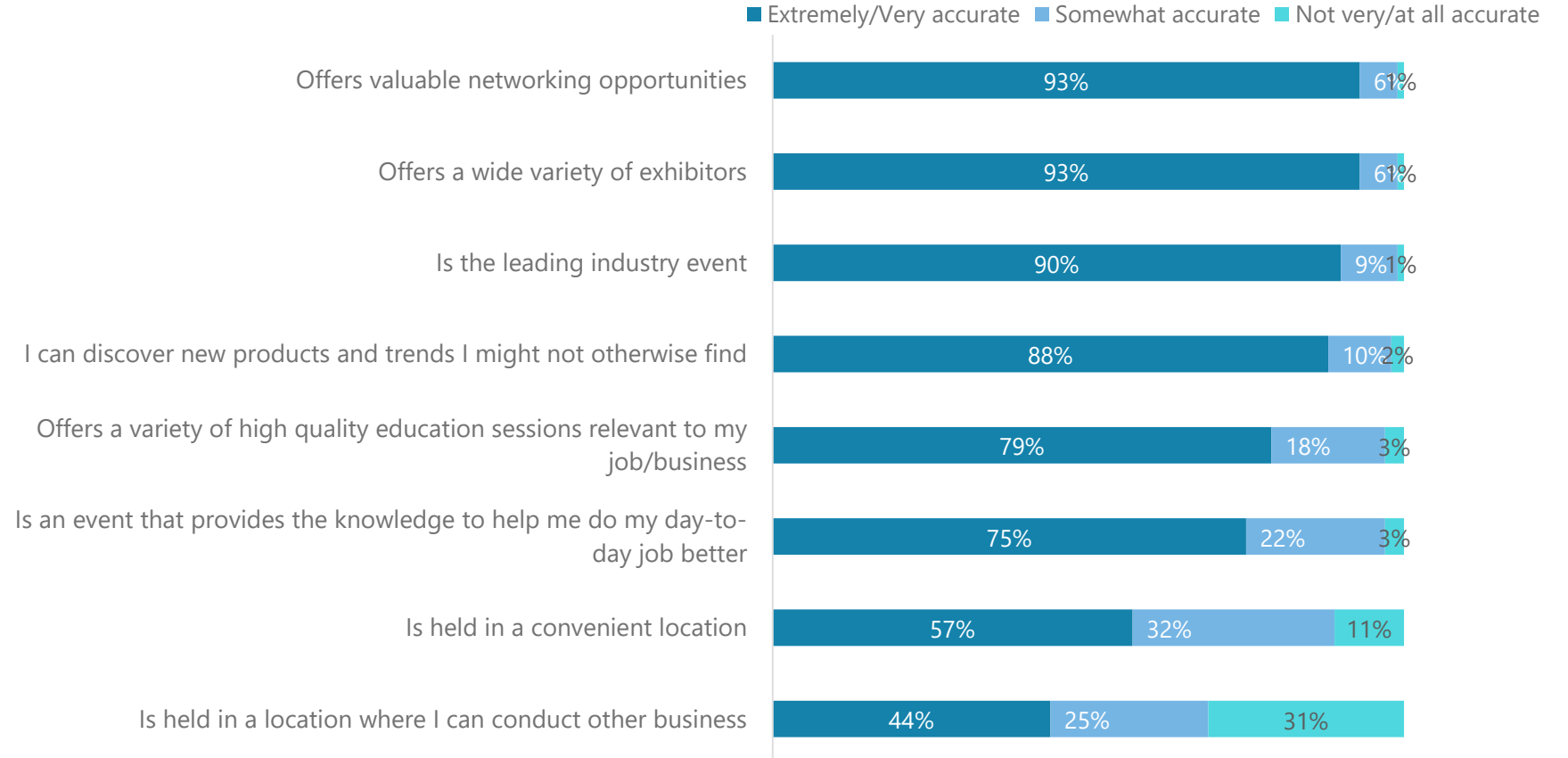
- The two location statements were rated much lower than all other statements.

ADDITIONAL INSIGHTS

- Gen Z rated most of these statements significantly higher than the other age groups.
- Those who used the Beef Resource Guide rated most of these statements significantly higher compared with those who did not use the guide.

SENTIMENT: Key Message Accuracy
n=341

■ Extremely/Very accurate ■ Somewhat accurate ■ Not very/at all accurate

Statement	Extremely/Very accurate	Somewhat accurate	Not very/at all accurate
Offers valuable networking opportunities	93%	6%	1%
Offers a wide variety of exhibitors	93%	6%	1%
Is the leading industry event	90%	9%	1%
I can discover new products and trends I might not otherwise find	88%	10%	2%
Offers a variety of high quality education sessions relevant to my job/business	79%	18%	3%
Is an event that provides the knowledge to help me do my day-to-day job better	75%	22%	3%
Is held in a convenient location	57%	32%	11%
Is held in a location where I can conduct other business	44%	25%	31%

Please rate how accurately each of the following statements describe the Cattle Industry Convention and NCBA Trade Show.

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Attendee Experience

7 out of 10 plan to attend CattleCon next year in Orlando
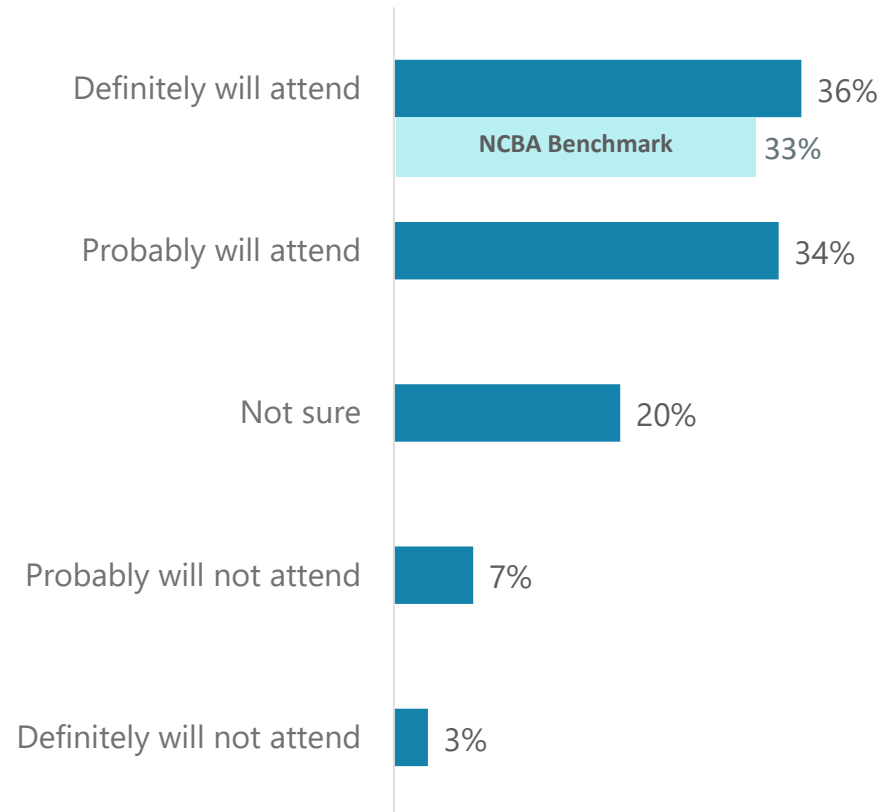
- An additional fifth of respondents are unsure.

ADDITIONAL INSIGHTS

- Loyalists are significantly more likely to attend next year than are 1st timers (91% vs 64% definitely/probably will attend).
- Those who use the Beef Resource Guide are more likely to attend next year compared with those who did not use the guide (76% vs 64%).

Likelihood to Attend Next Year

n=341

Category	Value
Definitely will attend	36%
NCBA Benchmark	33%
Probably will attend	34%
Not sure	20%
Probably will not attend	7%
Definitely will not attend	3%

How likely are you to attend the Cattle Industry Convention and NCBA Trade Show next year in Orlando, FL?

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Attendee Purchasing

This information allows for a better understanding of attendees' purchasing power and plans.

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"

…as you've noticed, people don't want to be sold.

What people do want is news and information about the things they care about.
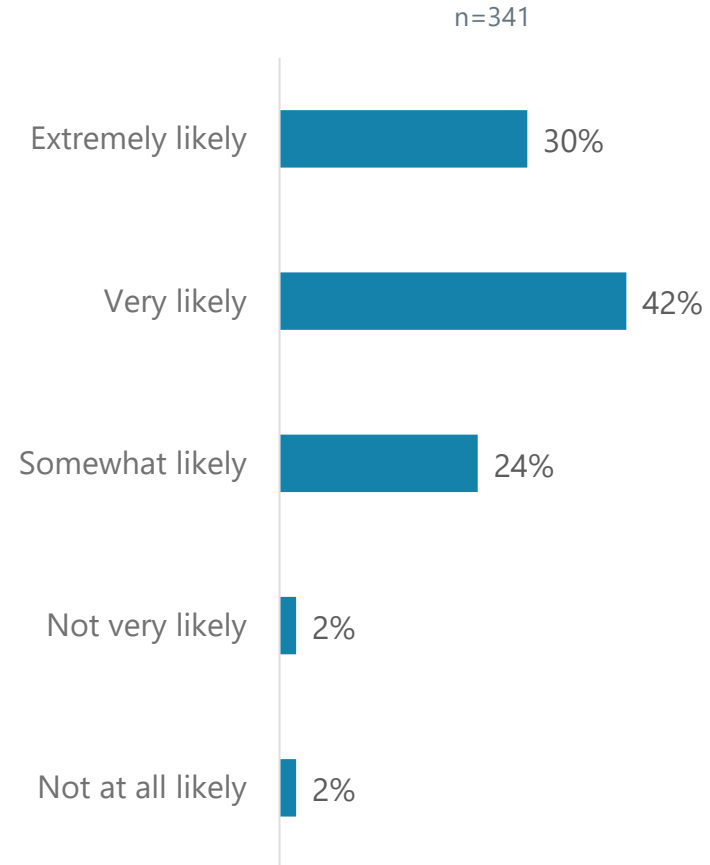
LARRY WEBER
AUTHOR OF *MARKETING TO THE SOCIAL WEB*

Attendee Purchasing Power and Plans

7 in 10 are highly likely to purchase from exhibiting companies

- Exhibitors should invest in nurturing their leads because three-quarters of attendees have some purchase plans for the products and/or solutions they saw exhibited.
- Only 4% are unlikely to purchase from exhibitors.

Likelihood to Purchase from Exhibiting Companies

n=341

Extremely likely	30%
Very likely	42%
Somewhat likely	24%
Not very likely	2%
Not at all likely	2%

Top 2 Score
72%

Average Rating
4.0

How likely are you to purchase from companies that exhibit in the Cattle Industry Convention and NCBA Trade Show?

2023 CattleCon – NCBA Research

Attendees are most likely to purchase animal health products, vaccines, ID tags, and western apparel. Purchase intent includes an average of 5 categories.

Highly Likely to Purchase
72%

Products Planning to Purchase

n=341

Animal Health Products/Dewormer/Pharmaceuticals	33%
Vaccines	26%
Animal identification/Electronic ID Tags	24%
Western Apparel	24%
Feed supplements/additives/accessories	21%
Fencing Equipment & Accessories	17%
Chutes or scales	17%
Equipment/trailers/watering	15%
Computer software/technology	13%
Feed or forage	12%
Herd Management/Chutes/Scales	12%
Livestock handling equipment	12%
Veterinary/Breeding	11%
Seed Products/Weed/Pest Control	10%

Livestock watering tanks or system	8%
AI Equipment	8%
Genetics, tracking tools	8%
Associations/Organizations/Government	7%
Hay Equipment & Accessories	7%
Pest control	7%
Retail/Art/Furniture/Accessories	6%
Breeder/rancher/feedlots	6%
ATV/utility vehicle	6%
Livestock trailer	6%
Tractor	6%
Mixers/Feeders	5%
Structures/Buildings	5%
Steel farm building	5%

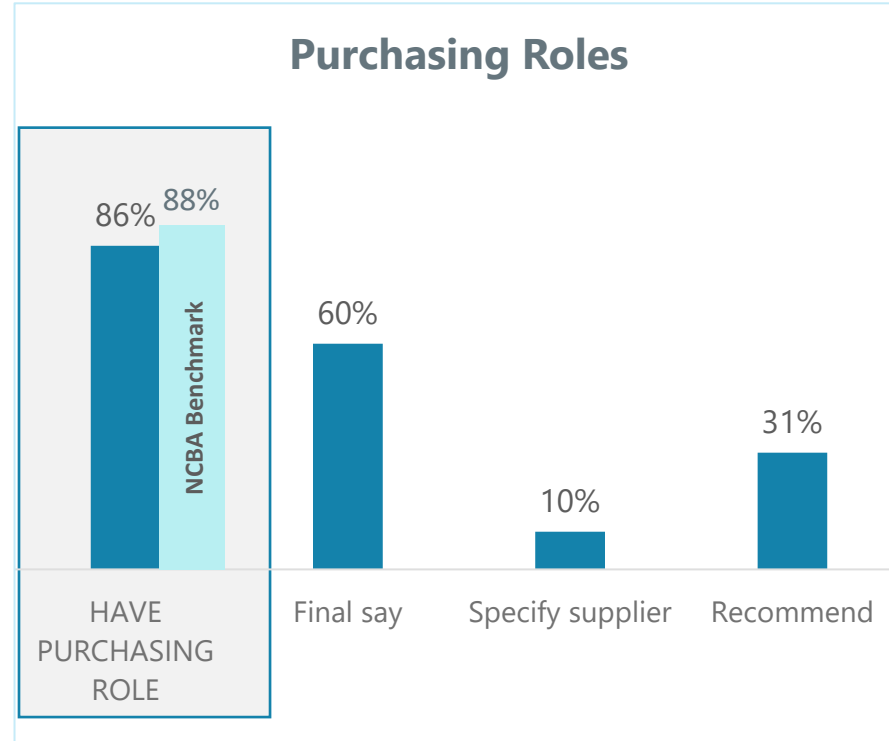|	
Information/Education	4%
Livestock insurance	4%
Publications	3%
Financial or consulting services	3%
Pickup truck	3%
Consulting Services	3%
Wheel loader / Payloader	3%
Property insurance	2%
Drones	2%
Swather / Mowing equipment	2%
Computers	2%
Health insurance	1%
Life insurance	0%
Other	1%

Select those products/services that you plan to buy in the next 12 months as a result of what you saw at the show. Select all that apply.

Attendee Purchasing Power and Plans

Many attendees are decision-makers

- 86% have a role in purchasing with 60% having the final say.
- On average, attendees plan to spend $231k in the next year on the types of products exhibited at the event.

Purchasing Roles

NCBA Benchmark

HAVE PURCHASING ROLE	86% / 88%
Final say	60%
Specify supplier	10%
Recommend	31%

Planned Expenditures

None	11%
$10,000 or less	20%
$10,001 to $25,000	18%
$25,001 to $50,000	12%
$50,001 to $100,000	15%
$100,001 to $250,000	11%
$250,001 to $500,000	5%
$500,001 to $1,000,000	4%
$1,000,001 to $5,000,000	3%
More than $5,000,000	1%
AVERAGE	**$231,000**

What role(s) do you play in the purchase of the types of products/services exhibited at this event? Select all that apply.
What is the approximate dollar amount your company has spent or anticipates spending in the next 12 months for the types of products/services exhibited at this event?
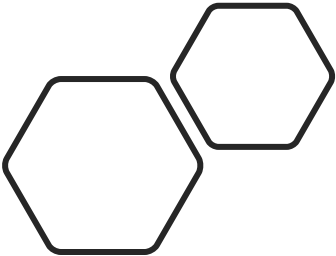
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Know your measurement options and benefits

- **SIMPLE** — • Observations
- **COMMON** — • Leads
- **QUANTITATIVE** — • Surveys
- **BEHAVIORAL** — • Tracking
- **SOCIAL** — • Social Media

LEAD QUALIFICTION

SURVEY KPIs

Attendee / Visitor Quality
- Job role/industry/practice
- Buying/Prescribing role
- Size of company or practice
- Age and gender/DEIB

Content and Education
- Value
- Relevancy
- Speaker delivery
- Sentiment

Business Impact/Demand Gen/ROI
- # and quality of meetings
- Purchase intent
- Anticipated spend & timeframe
- Current customers vs new opportunities

Visitor Journey and Experience (ROX/ROE)
- Reasons for visiting
- Satisfaction with visit based on reasons
- Demos and areas visited + actions
- Staff engagement and experience

Brand Impact (ROX/ROE)
- Affinity & Message Agreement
- Changes in brand awareness & perception
- Net Promoter Score®
- Share of voice (follow/like/comment) & Sentiment

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ATTRACT
ENGAGE
CONVERT

LEE ODDEN, TOPRANK MARKETING

2023 POST SHOW REPORT

Attendee Profile and Fast Facts

Recap of Special Events and Activities

Education and Learning Activities

Best of Show

And much more….

https://convention.ncba.org/2023-post-show-report

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For more information or questions, please contact:

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