

event research & analysis

Veris takes the guesswork out of examining and measuring your tradeshow, exhibition or convention. Whether you want to know the percentage of delegates that stayed in the headquarter hotel at your annual convention, or if the exhibition industry is experiencing overall growth or decline this year, Veris can provide you with answers.

➤ Attendance Audits

Each year, exhibitors, advertisers and attendees make decisions about the tradeshows and exhibitions in which they will participate. An important component of that decision-making process is accurate statistics about the number and type of people who attend that event each year. For a typical event, there is a sizable amount of data collected from a variety of sources before and during the event. Veris is certified by the Exhibition and Event Industry Audit Commission to conduct audits to verify the accuracy of that data.

➤ Event Surveys

Our event surveys are part of a comprehensive approach to evaluating tradeshows, exhibitions and conferences. The knowledge gained from a strategically-designed Veris survey empowers management to make data-driven decisions. We deliver insightful feedback from show attendees & non-attendees, exhibitors & non-exhibitors, association members & non-members.

➤ Economic Impact Studies

Your tradeshow, exhibition, or convention offers tremendous value to your members and exhibitors. But your event also offers tremendous value to the cities in which you conduct your event. A Veris economic impact study can tell you the total economic impact of your event on the host city. In addition, you'll gain access to information like average delegate spending, delegate lodging profiles, average exhibiting company spending, and hotel attrition rates. When armed with this data, you can negotiate the most advantageous deals for your organization's future events.

OBJECTIVITY / objektivitée / *n.* fact or quality of being accurate, unbiased and independent