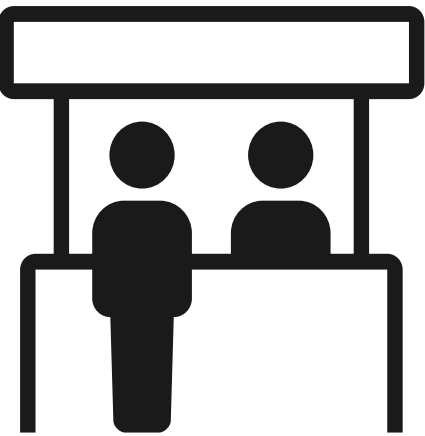


How the Coronavirus is Changing Tradeshow Plans

The coronavirus has dominated headlines lately, and the spreading virus has the potential to significantly impact your 2020 tradeshow marketing plans. We surveyed over 200 industrial marketers about their tradeshow plans for this year. Here's what they had to say.



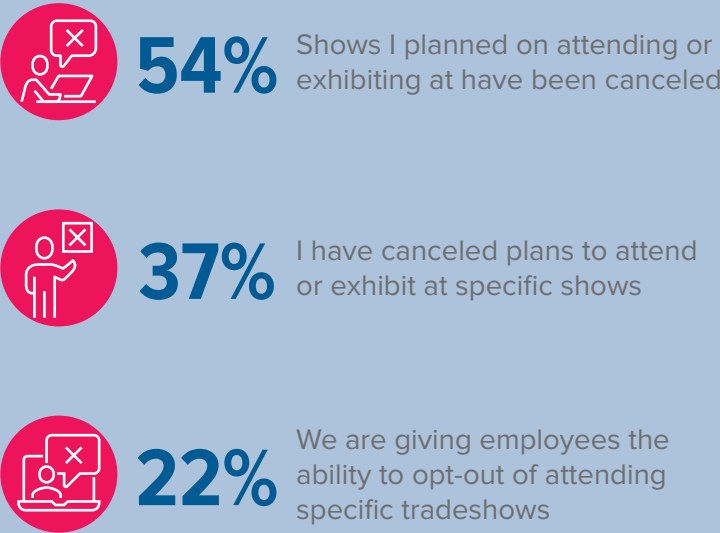
Has the coronavirus impacted your tradeshow plans?

So far, industrial marketers are split over whether the coronavirus will impact their tradeshow plans.



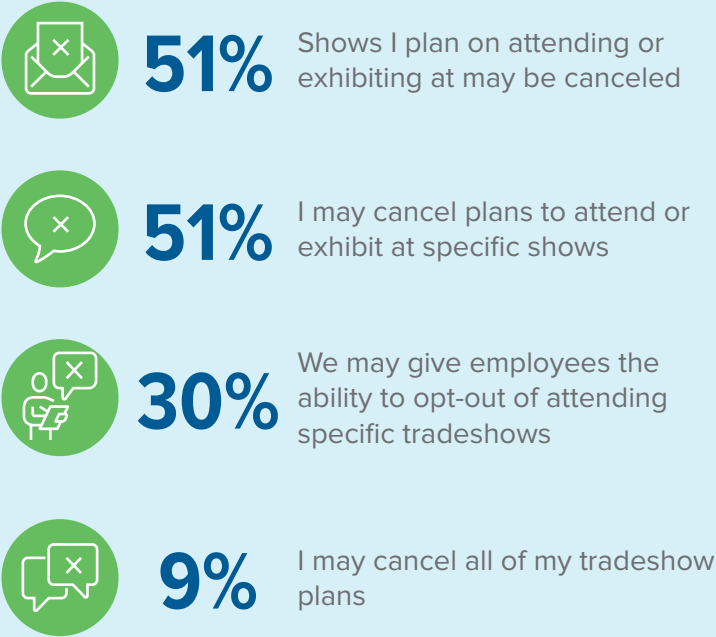
How has the coronavirus impacted your tradeshow plans?

The coronavirus has already led to show cancellations, companies opting out of attending or exhibiting at specific trade shows, and more.



What actions are you considering as a result of the coronavirus?

For those in the consideration stages, the outlook is similar.



If your tradeshow plans have or will be modified due to the coronavirus, how will you reinvest your tradeshow budget?

Tradeshows come with a high price tag for many companies, but only slightly more than half of marketers know they'll reinvest that budget.

