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**December 2008
Monthly Summary**

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IPVideoMarket.Info

December IP Video Market Reports

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About IP Video Market Info

Overview

[IP Video Market Info](#) is the leading resource for news and analysis in the video surveillance industry. Since its launch in April 2008, the site has grown very quickly – now being read by over 20,000 visitors per month. The site is frequented and contributed by many of the most important and influential members of the video surveillance industry.

The goal of [IP Video Market Info](#) is to provide an independent source to help all industry professionals make the best possible decisions in selecting video surveillance systems and partnering with video surveillance companies.

Report 1: [Are Trade Shows Dying?](#)

by John Honovich on December 28, 2008 for Recession

Internet economics and the recession pose a significant risk to the future of trade shows. A broad trend facing all technology industries, we may see dramatic reductions and changes to leading security trade shows in the next 3 years. With [Norbain](#) and [Pelco](#) both not exhibiting at IFSEC plus weak attendance at ASIS 2008, these fears and concerns are rising.

This report examines the underlying economics of trade shows and the comparative value to Internet marketing.

How likely are you to go to 2009 trade shows?

More Likely than 2008

14%

The Same as 2008

53%

Less Likely than 2008

33%

5 years from now, how big will trade shows be?

Bigger than they are today

14%

The same as they are today

35%

Smaller than they are today

51%

How Do Trade Shows Make Money?

Just like newspapers depend on classified ads for the bulk of their revenue, trade shows depend on exhibitors. And just like the Internet is destroying the classified

ad business for newspapers, the Internet will undermine the exhibitor business for trade shows.

Why Do Attendees Go?

Two general motives exist for integrators and end users to attend trade shows:

- Entertainment: Companies send attendees as a reward or bonus
- Information: Companies want to learn what is new and find solutions to their needs

How Much Does It Cost Per Attendee?

I estimate an average of \$2,000 USD. While most attendees only go to the exhibits and the exhibits are usually free or only a nominal charge, other significant costs must be absorbed by companies:

- 3 days out of the field (\$1,000 USD)
- Airfare, flight, meals, etc (\$1,000 USD)

Why do Exhibitors Exhibit?

The main reason to exhibit is to **secure new leads**. While a booth can have some branding and signaling effect, the most concrete quantification of return is how many warm leads a manufacturer has coming out of the show.

How Much Does it Cost to Exhibit?

The minimum cost (all-in) for exhibiting at a major show such as ASIS or ISC West is \$25,000 USD. A 10' x 10' booth (those mini-booths in the back) cost \$10,000 USD. Then you have the costs of constructing a booth, shipping it, staffing it with 2 knowledgeable people for multiple days, etc.

The big booths at the front of the show floor usually cost exhibitors (all in) \$300,000 or more.

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