

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.

20% Yes

26%

Not yet, but we are evaluating our options

54% No



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.



54% Shows I planned on attending or exhibiting at have been canceled



37% I have canceled plans to attend or exhibit at specific shows



22% We are giving employees the ability to opt-out of attending specific tradeshows

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

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



51% Shows I plan on attending or exhibiting at may be canceled



51% I may cancel plans to attend or exhibit at specific shows



30% We may give employees the ability to opt-out of attending specific tradeshows



9% I may cancel all of my tradeshow plans

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.

46% We will not reinvest that budget

14% Will shift money to content creation

28% Will shift money to digital advertising

13% Will shift money to sales travel budget

