

# STATE OF THE INDUSTRY

2024 TRENDS & INSIGHTS

NPARALLEL®

Experiential marketing, including trade shows and in-person events, is now **1 of the top 5** most important marketing strategies for businesses.



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# STATE OF THE INDUSTRY

The global economy is strong, and a potential recession most likely has been mitigated. At the same time, the travel and events industry is on the rise and has made more than a full recovery since 2020. With that, companies are facing challenges such as rising costs of shipping, transportation, travel, and on-site fees – making it all the more important to:

**01. Plan ahead**

**02. Collaborate with your experiential marketing and trade show agency**

**03. Rely on your partners to help find efficiencies**



**The events industry is poised for remarkable growth**, with projections indicating a substantial increase in its global value by 2028, reaching an estimated \$2.2 trillion compared to \$887 billion in 2020, according to [Statistic Data](#).

80.4% of event organizers acknowledge **events** as their organization's **most impactful marketing channel**. Source: [Bizzabo](#)

# DRILL-DOWN EXPERIENTIAL



## 10 Key Pillars of Experiential Marketing

- Exceptional
- Sharable
- Memorable
- Relevant
- Engaging
- Strategic
- Emotionally Compelling
- Story-Driven
- Personal
- Measurable

# MARKETING

**DEFINITION:** A marketing strategy that aims for long-term impact and recall, fostering brand loyalty and affinity through immersive and memorable experiences.

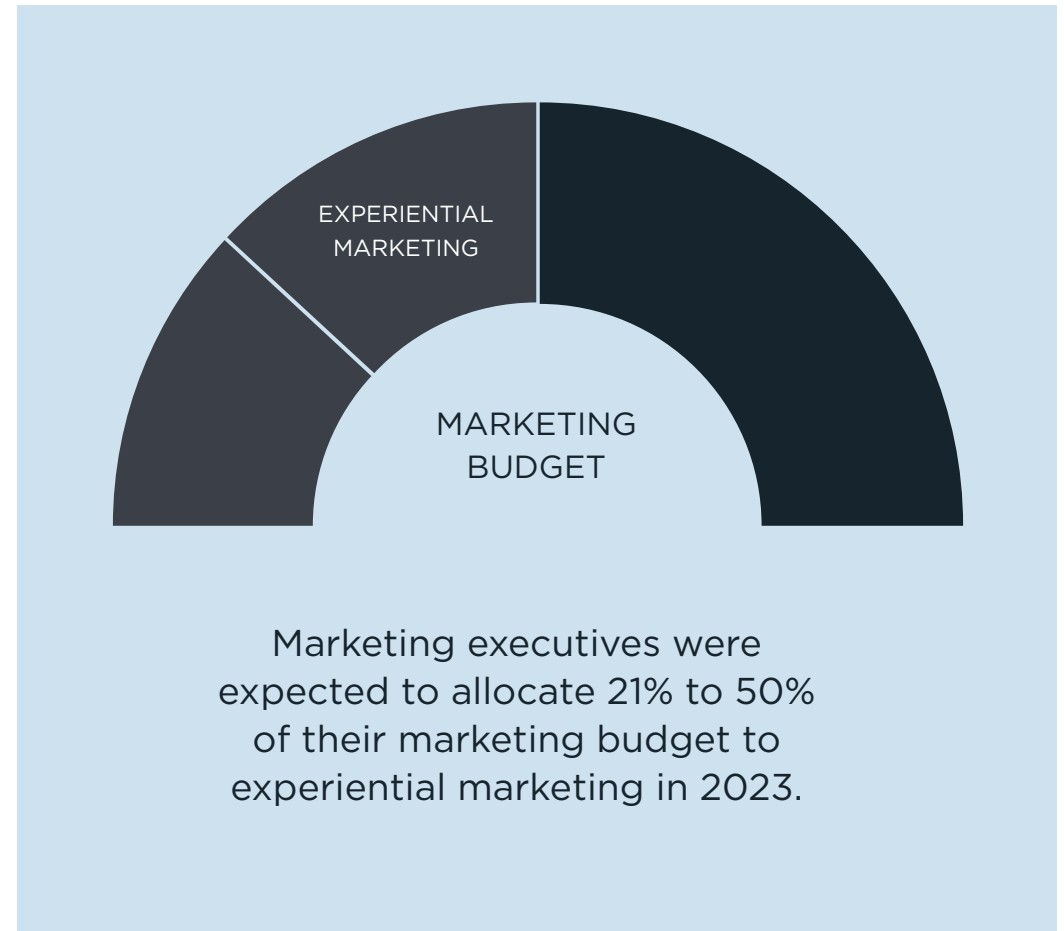
Now, more than ever, companies must incorporate experiential marketing into their strategies. In today's busy, crowded, and noisy world, creating experiences that break through is essential for fostering deeper connections with consumers in a competitive market. By offering immersive and memorable experiences, brands can differentiate themselves, cultivate brand loyalty, promote valuable word-of-mouth marketing opportunities, and drive business.

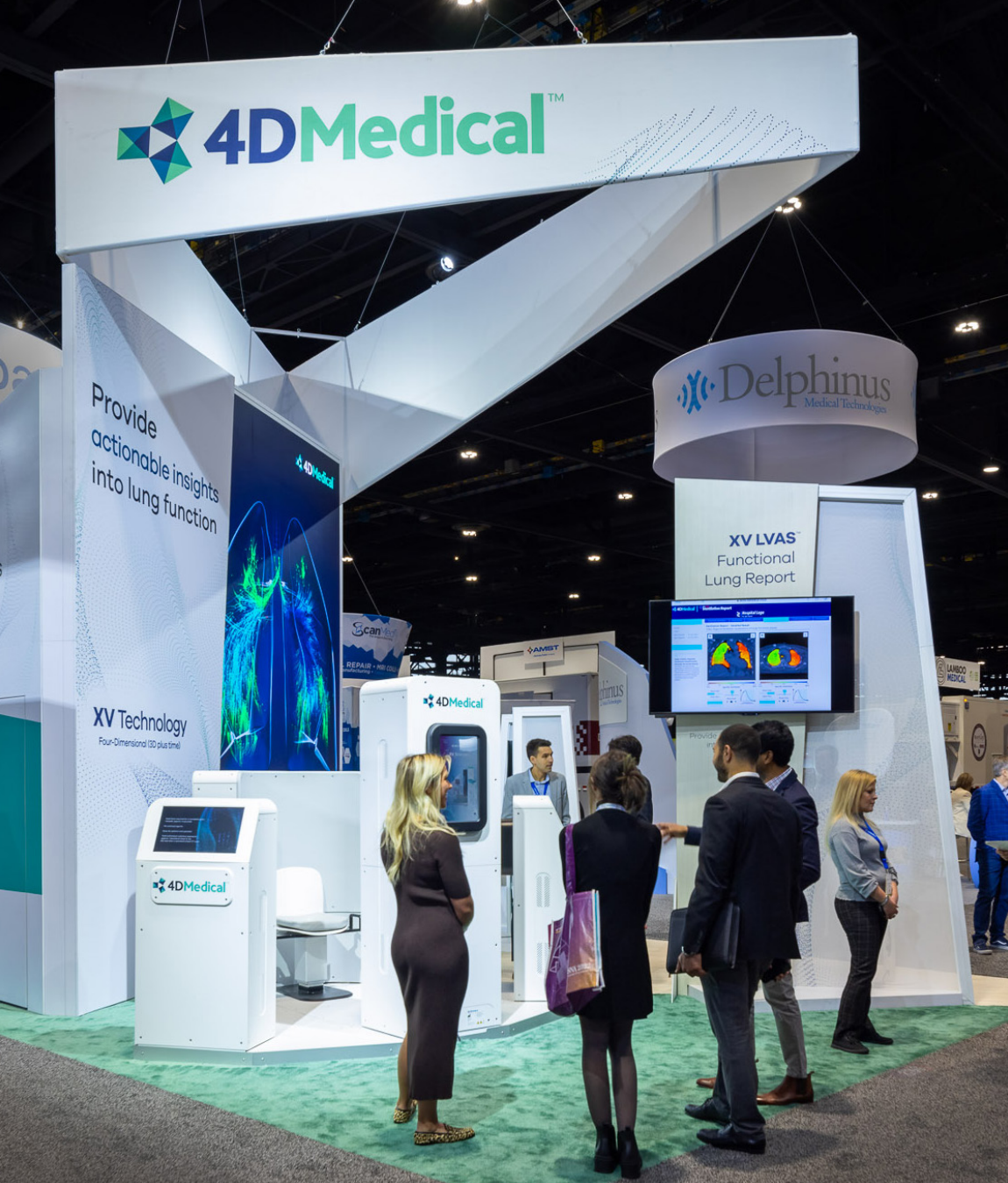
# DRILL-DOWN EXPERIENTIAL MARKETING

Experiential marketing is crucial for modern strategies due to its ability to engage consumers directly, fostering emotional connections and brand loyalty. It provides a memorable platform for brands to showcase their values and differentiate themselves, leading to increased likelihood of purchase and positive brand perception. As marketing budgets increasingly prioritize experiential efforts, it's clear that this approach is essential for staying competitive and resonating with consumers.

**56%** Among B2B marketers who currently use generative AI, 56% plan to increase its use during in-person events. Source: [LinkedIn](#)

**91%** of customers confirmed they would feel more optimistic about a brand's product or service after actively participating in a brand activation or experience. Source: [Economic Times](#)





# DRILL-DOWN LIVE EVENTS

In 2024, live events continue to play a crucial role in marketing strategies, offering unmatched opportunities to build relationships, showcase products and services, drive business objectives, and funnel sales to organizations.

**65%** of businesses say in-person trade shows were an invaluable part of their marketing strategy. Source: [Display Wizard](#)

# DRILL-DOWN LIVE EVENTS

**41%** In 2023, 41% of marketers planned to increase their trade show budget. Another 33% planned to maintain their budget. Source: [Statista](#)

In 2022, internal management was the biggest challenge faced by exhibitors and trade show companies worldwide. At that time, two in ten respondents reported this to be their top issue. The impact of digitalization followed second, with 16 percent of respondents. Source: [Ana M. López](#)

**85%** of business executives have identified trade shows and events as essential for their company's success. Source: [Bizzabo](#)



# AUDIENCE PROFILING

## WHO ATTENDS EVENTS

Understanding the diverse demographics of event attendees—Gen Z, Millennials, Gen X, and Baby Boomers—is vital for brands participating in the event space. Each generation brings unique preferences and intentions to events. Gen Z values authenticity and interactive experiences, Millennials seek meaningful connections, Gen X appreciates practicality, and Baby Boomers look for community and nostalgia. Tailoring event experiences accordingly can significantly enhance attendee engagement.



### GENERATION Z

**1997-2012**

Entry level

Multi-taskers

Always connected



### MILLENNIAL

**1981-1996**

Mid-career

Grew up with  
technology

Optimistic



### GENERATION X

**1965-1980**

Rising leaders

Individualistic

Skeptical



### BOOMER

**1946-1964**

Ready to retire

Work-centric

Care about health,  
wealth and quality



# AUDIENCE PROFILING

## Top sources to discover new products and services



**82%**

of trade show attendees are directly involved in their teams' purchasing decisions. Source: [Hubspot](#)

About 95% of regular exhibitors prefer in-person events, such as trade show events, to virtual events. Source: [Display Wizard](#)

**95%**

When considering an event attendee's in-person event experience their top 3 factors include:

- Immersive experiences
- Customized agendas
- Technology

Source: *Freeman: Winter 2024 Freeman Syndicated Survey of Event Attendees.*

# TECH-POWERED



# MEASUREMENT

With the increasing use of technology, tracking ROI for live events is becoming increasingly accessible and efficient for businesses. By leveraging tech tools and analytics platforms, companies can easily monitor key metrics such as lead generation and sales conversions. This data-driven approach optimizes marketing efforts, enhances profitability, and ensures long-term success in competitive markets.

## ROI Tracking Considerations for 2024

- NP Capture
- Digital Learning
- Beacon Technology
- Opt-In to Donate
- Gamification
- Thoughtful Giveaways

# 2024+2025 PREDICTIONS

At NPARALLEL, we are always watching trends and the industry. Here are a few of our predictions for the years ahead.

- Integration of AI and advanced technologies such as virtual reality (VR) and augmented reality (AR) to enhance attendee engagement and provide personalized experiences.
- Prioritization of immersive experiences that stimulate multiple senses, offering attendees a multi-sensory journey and creating memorable moments that drive brand loyalty and engagement.
- Heightened focus on sustainability practices and the communication of those throughout a brand's experiential marketing and brand programs.
- Greater emphasis on crafting compelling brand stories to differentiate brands in crowded experiential environments, leveraging storytelling techniques to connect with audiences on a deeper emotional level and leave a lasting impression.



# TRENDS TAKING PLACE ACROSS THE GLOBE

AT VARIOUS EVENTS

NPARALLEL®

# DESIGN TRENDS



# DESIGN TRENDS



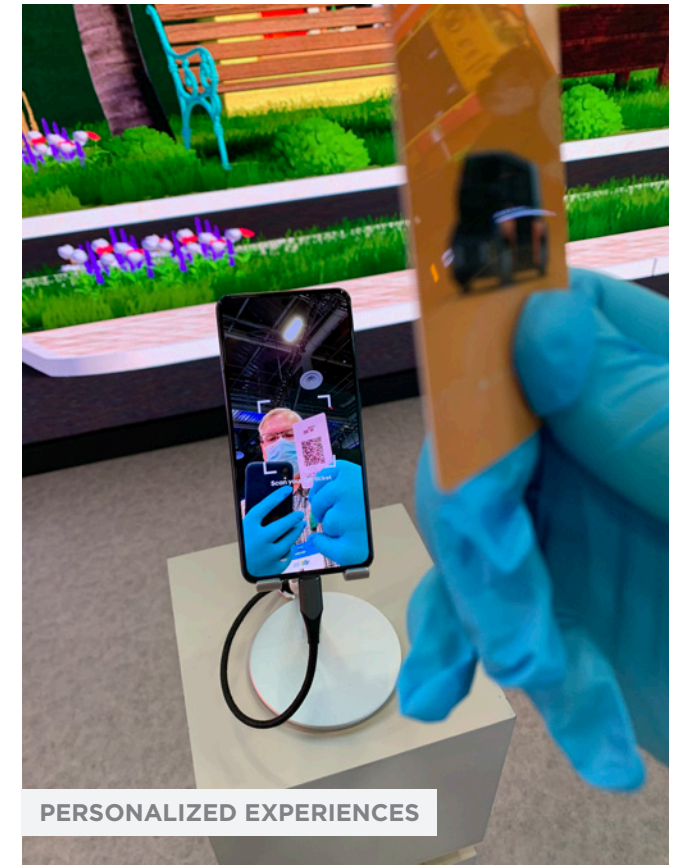
HEALTH & WELLNESS SPACES



PERSONALIZED EXPERIENCES



PERSONALIZED EXPERIENCES



# DESIGN TRENDS



**BOLD VISUALS**



**BOLD VISUALS**

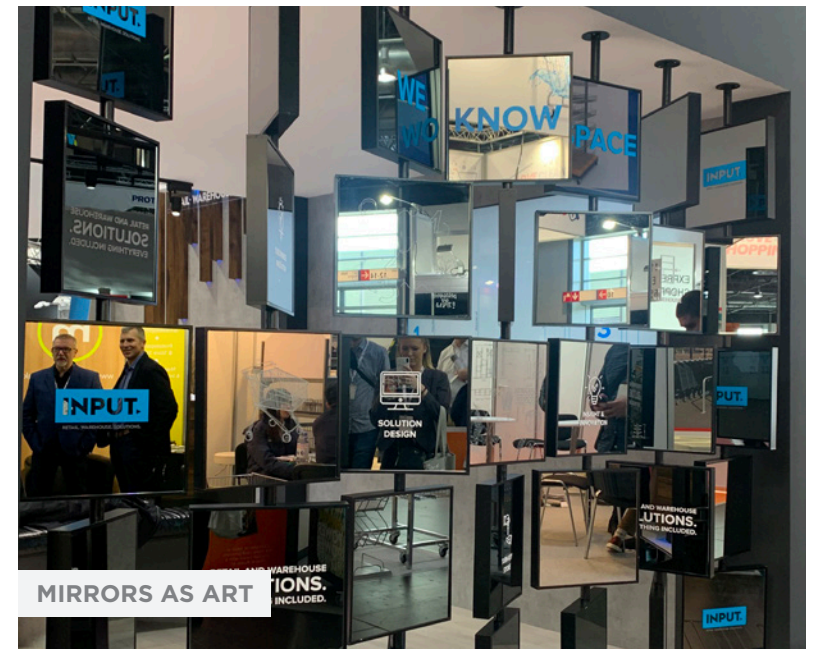


**3D ART INSTALLATIONS**



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# DESIGN TRENDS





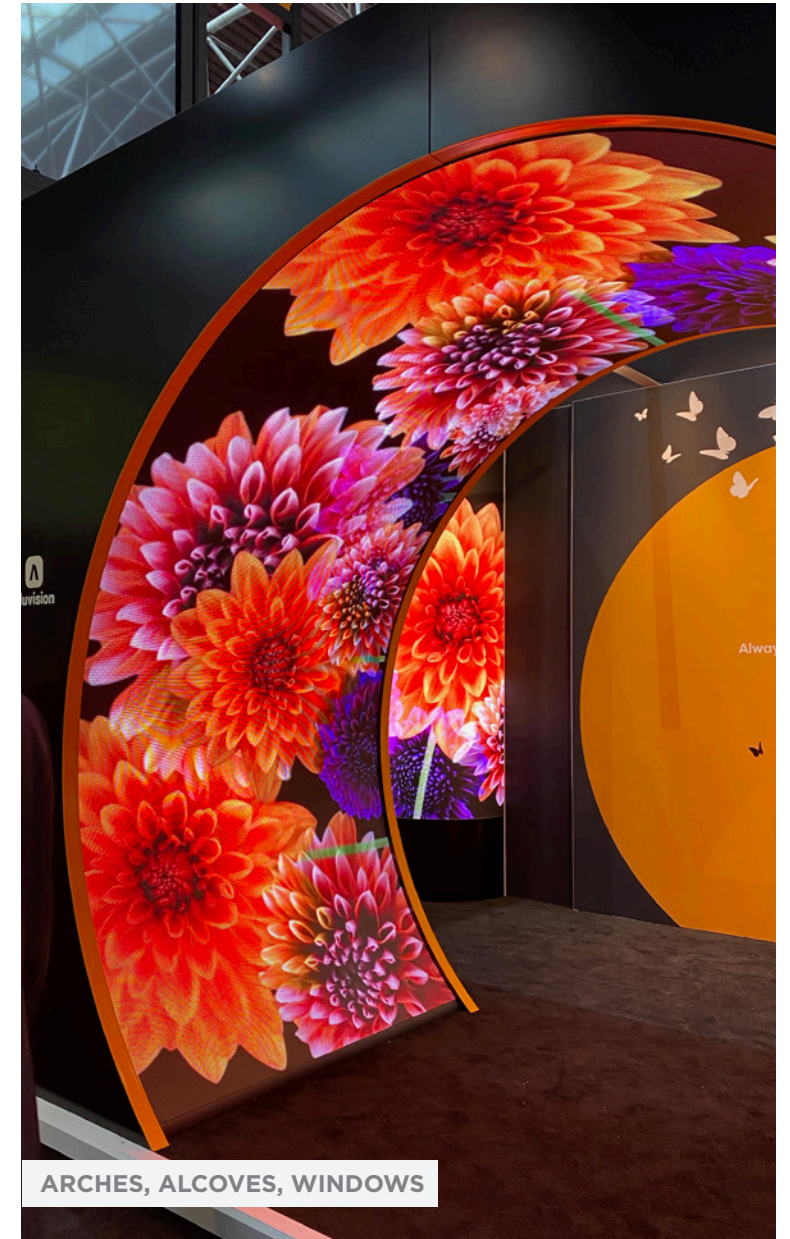
# ARCHITECTURE TRENDS



ARCHES, ALCOVES, WINDOWS



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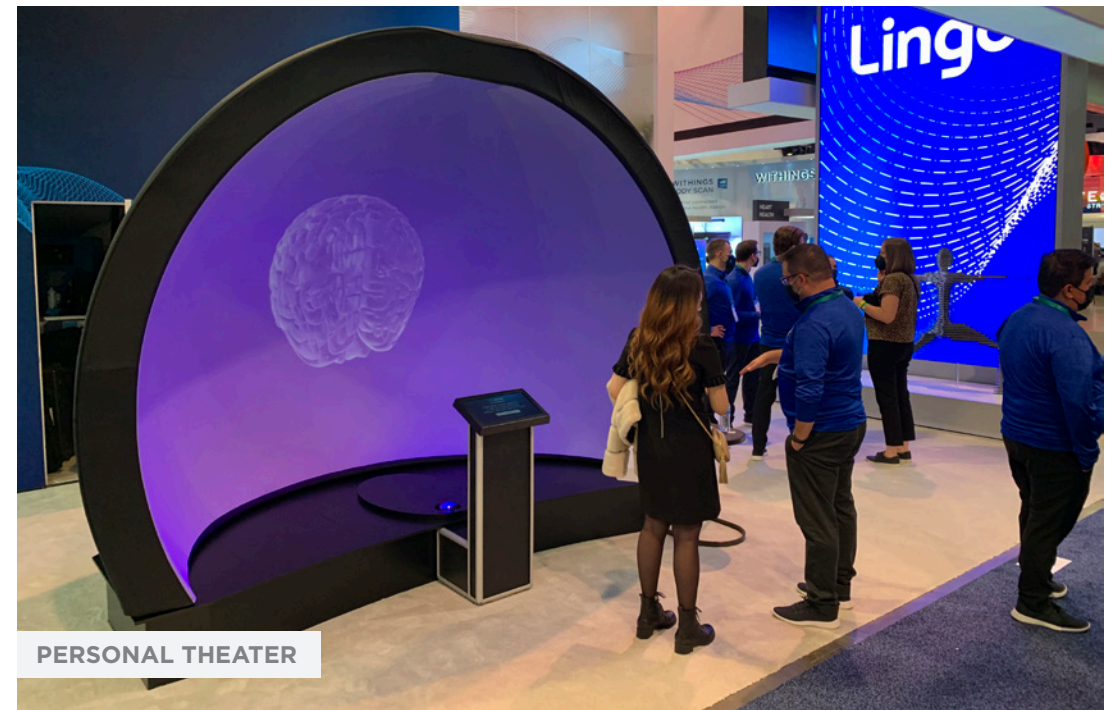


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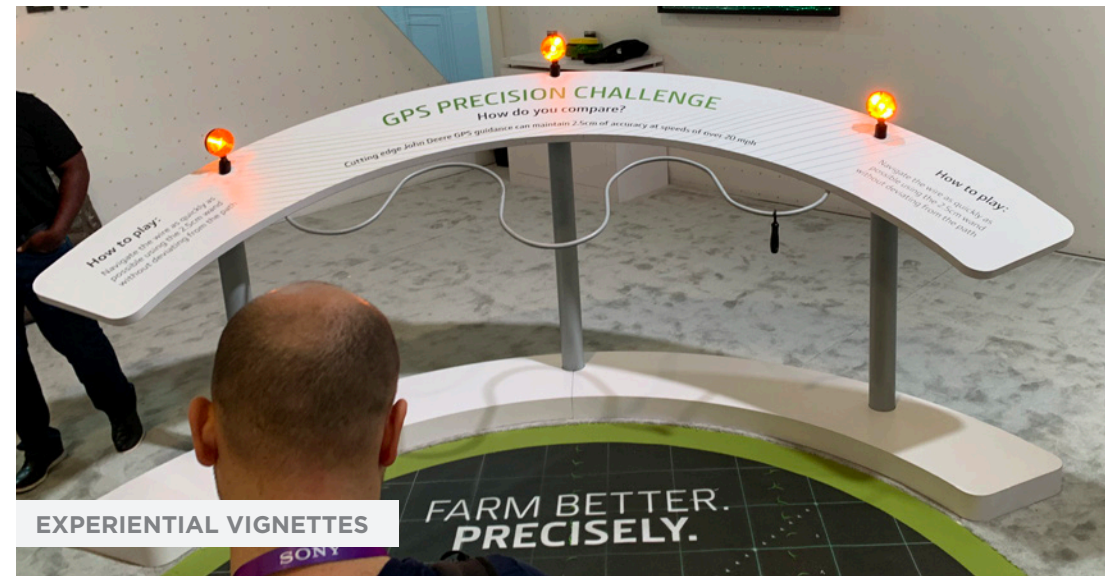


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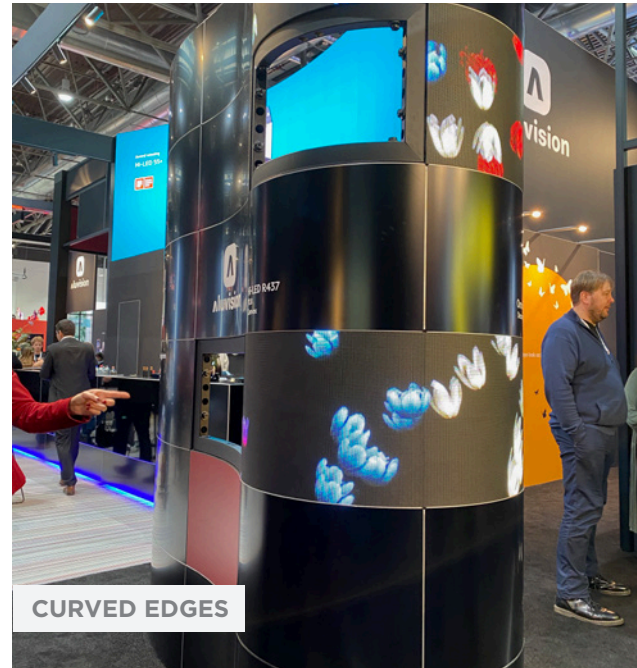
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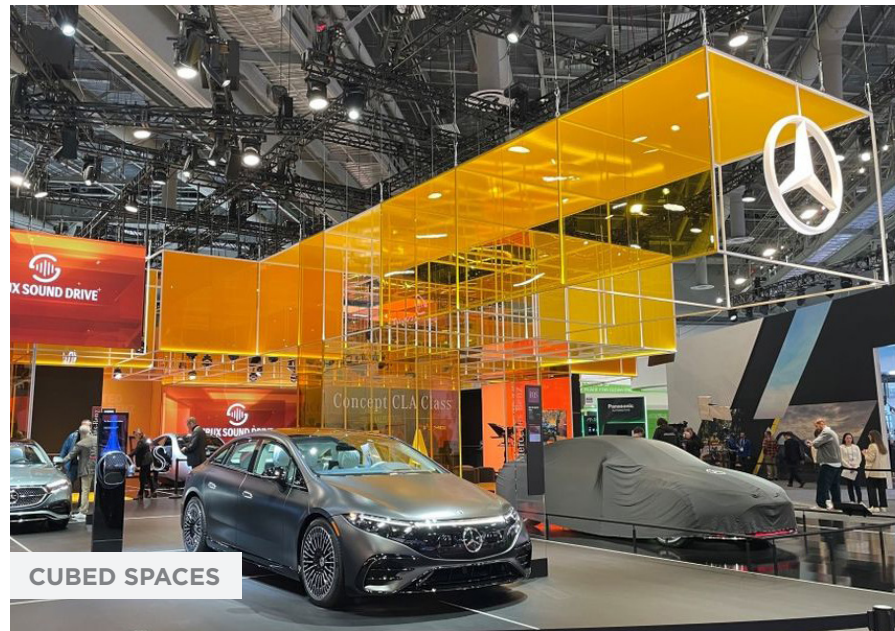
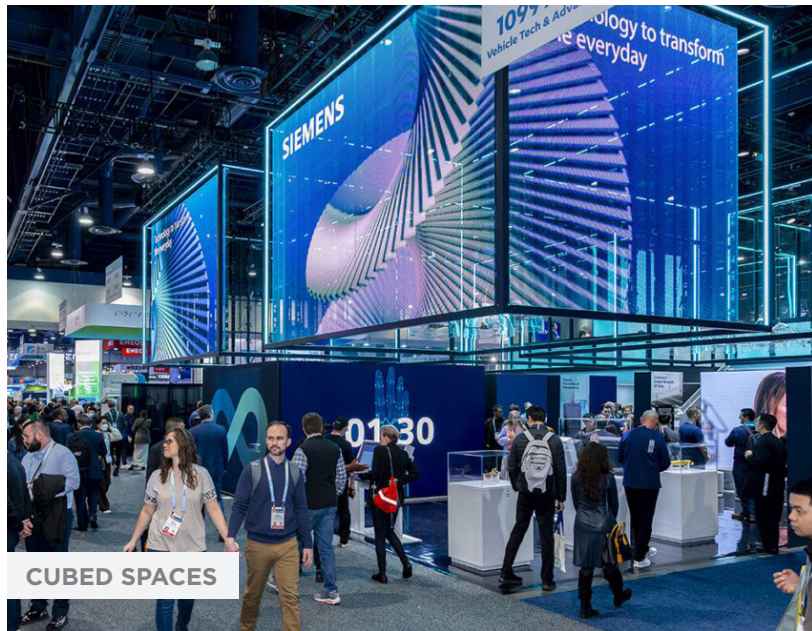
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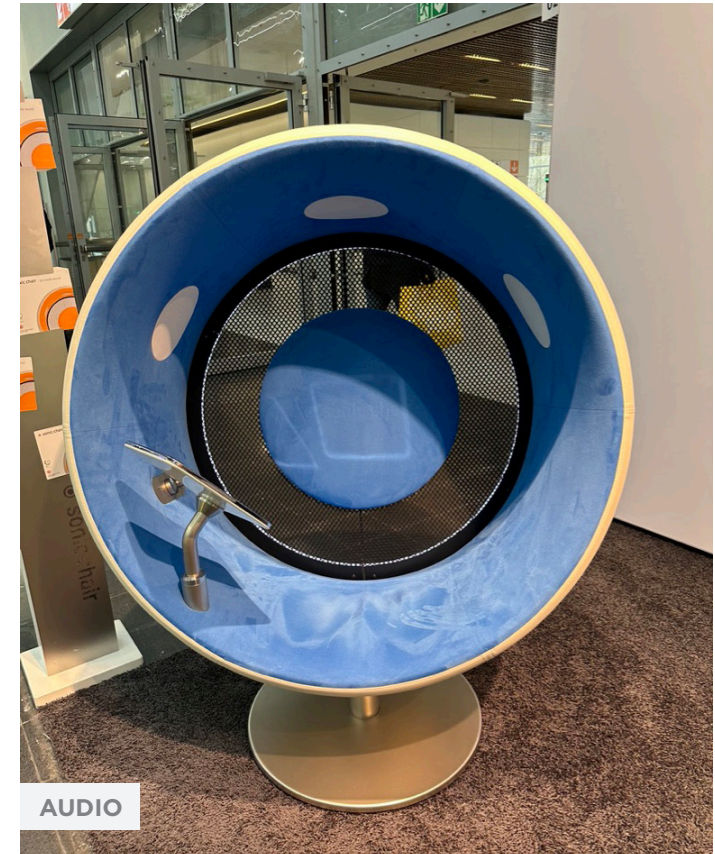
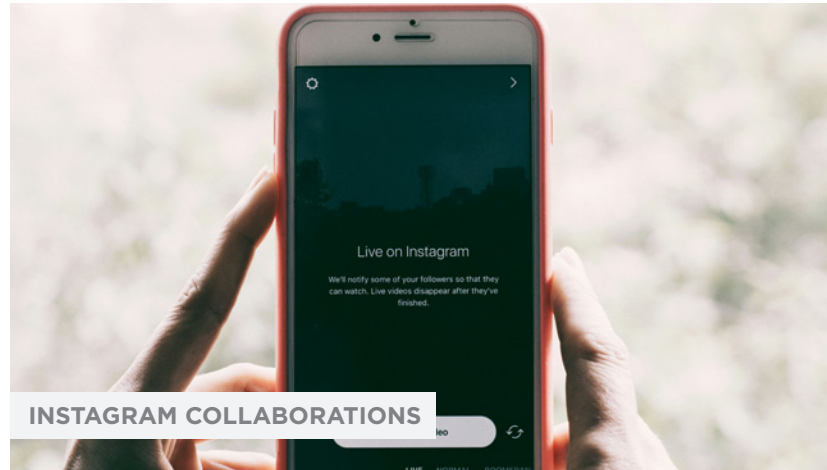
# ARCHITECTURE TRENDS



# STORYTELLING TRENDS



# STORYTELLING TRENDS



# GRAPHIC TRENDS



**BILLBOARD-LIKE**



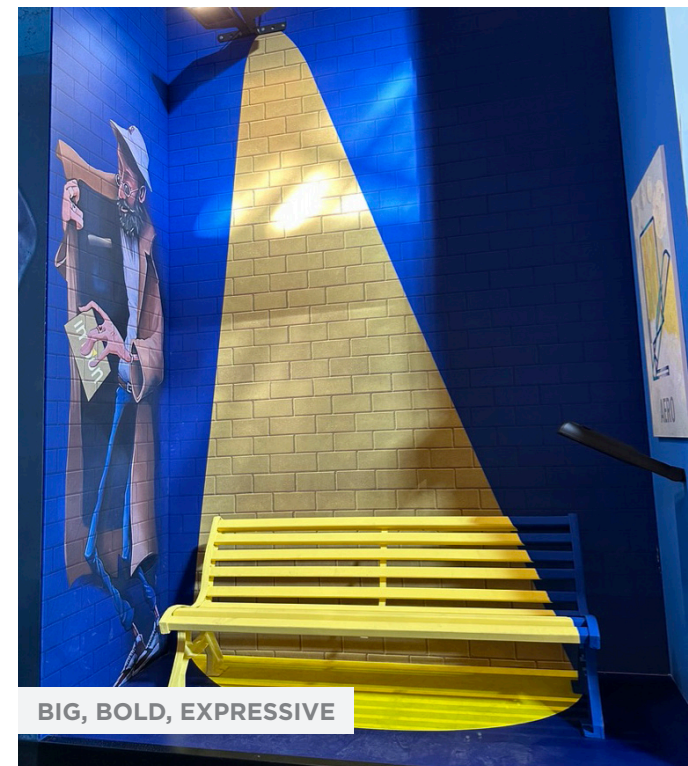
**BIG, BOLD, EXPRESSIVE**



**BILLBOARD-LIKE**



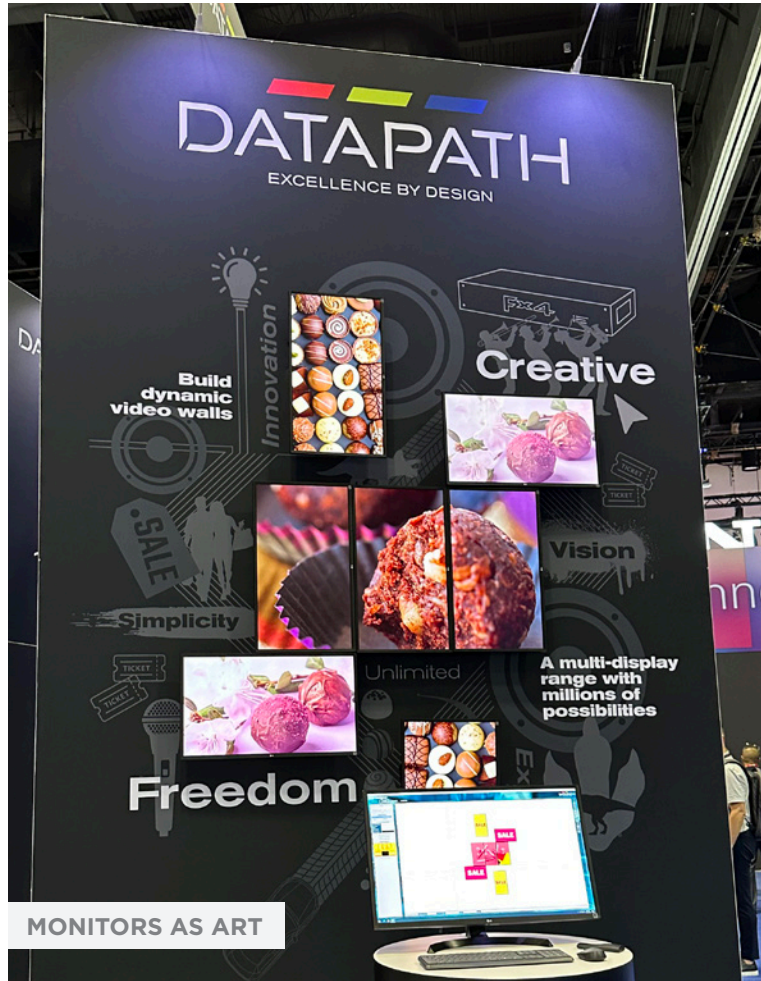
**CROWD STOPPING**



**BIG, BOLD, EXPRESSIVE**



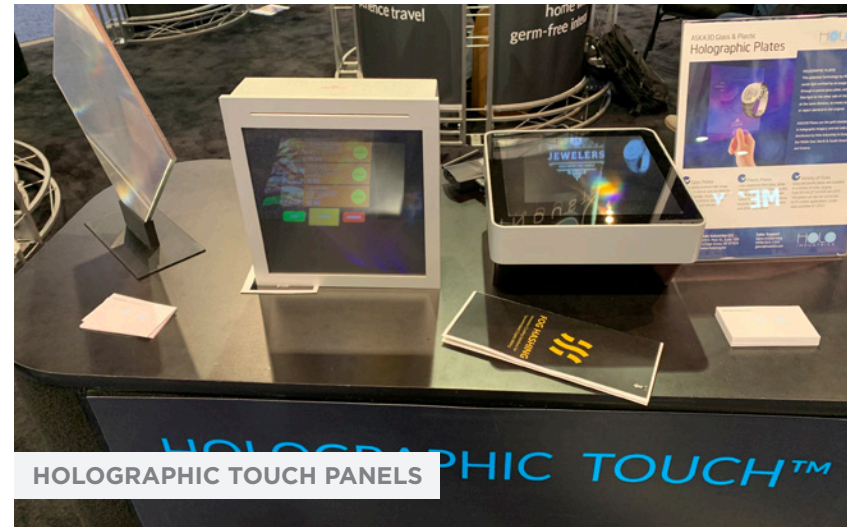
# GRAPHIC TRENDS



# TECHNOLOGY TRENDS



HOLOGRAPHIC FANS



HOLOGRAPHIC TOUCH PANELS



HOLOGRAPHIC FANS

# TECHNOLOGY TRENDS



MIRRORS AS MONITORS



OLED OVER PRODUCTS



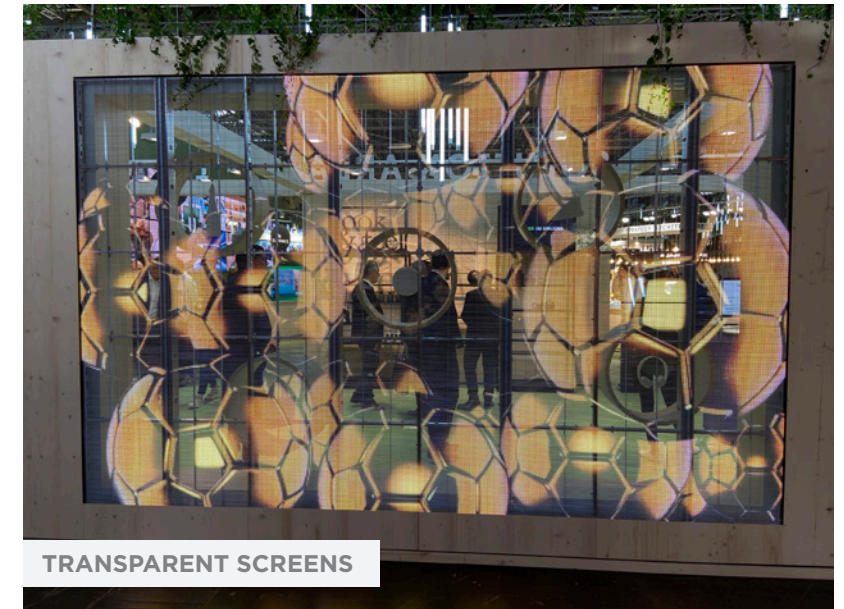
TRANSPARENT SCREENS



3D PROJECTION



OLED OVER PRODUCTS



# TECHNOLOGY TRENDS



VIRTUAL HUMAN



AR/VR

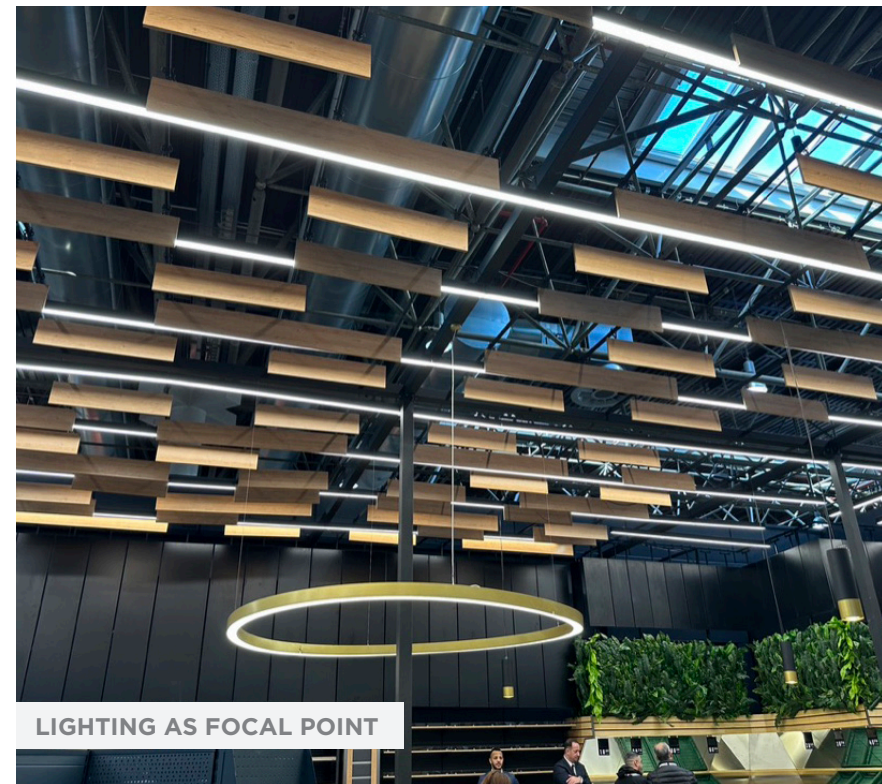


INTERACTIVE PROPS



AI/FACIAL RECOGNITION

# LIGHTING TRENDS



# SUSTAINABILITY TRENDS



SUSTAINABILITY MESSAGING



SUSTAINABILITY MESSAGING



NATURAL COLORS



OUTSIDE INSIDE



GREENERY

Sustainability will be a top priority for event organizers in 2024, with 69% saying it is extremely important for their organization.

**THANK YOU.**

**NPARALLEL<sup>®</sup>**