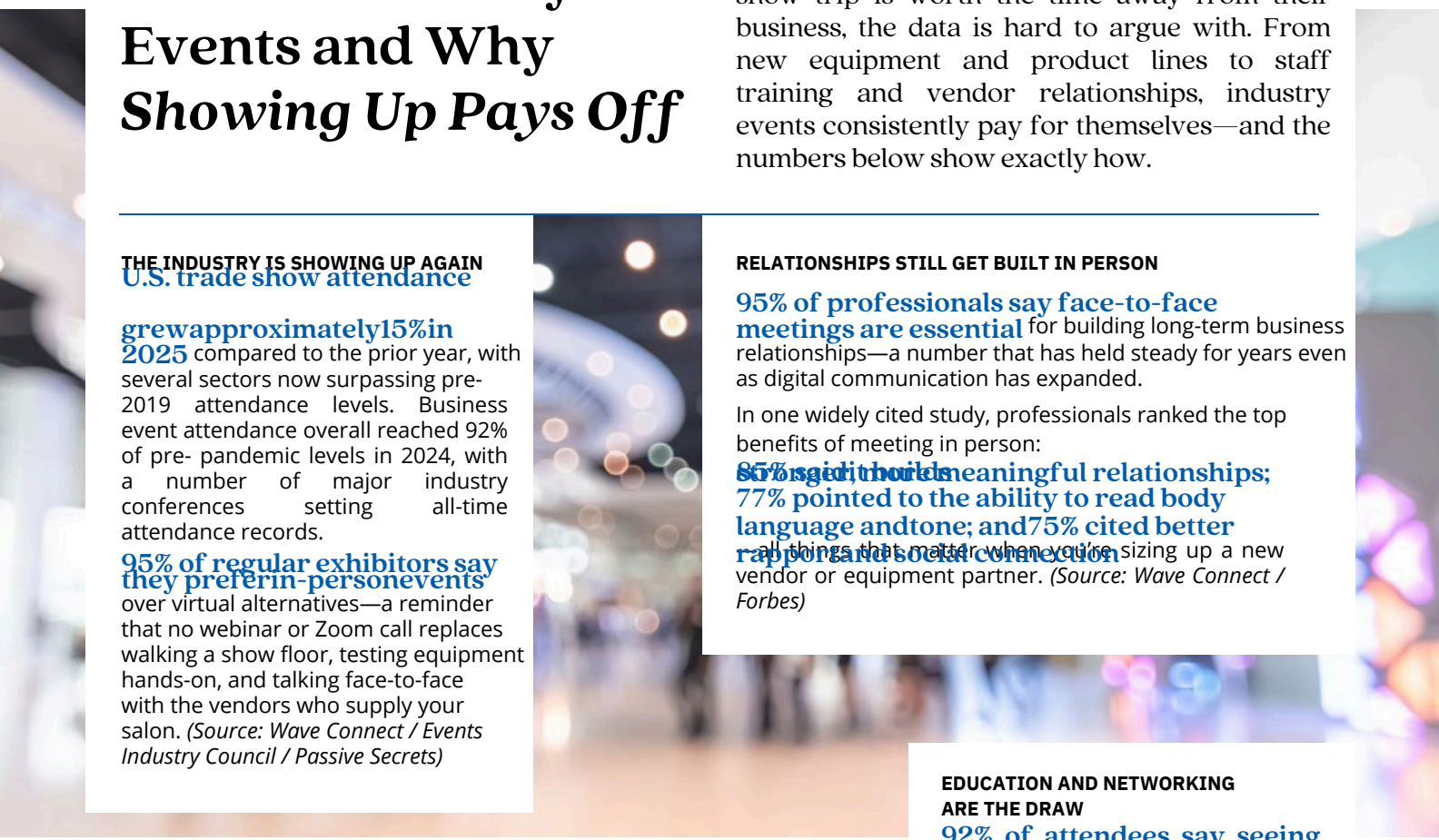
Data and trends that matter to your business.

# Stats on Industry Events and Why *Showing Up Pays Off*

For salon owners weighing whether a trade show trip is worth the time away from their business, the data is hard to argue with. From new equipment and product lines to staff training and vendor relationships, industry events consistently pay for themselves—and the numbers below show exactly how.



**THE INDUSTRY IS SHOWING UP AGAIN**

**U.S. trade show attendance grewapproximately15%in 2025** compared to the prior year, with several sectors now surpassing pre-2019 attendance levels. Business event attendance overall reached 92% of pre- pandemic levels in 2024, with a number of major industry conferences setting all-time attendance records.

**95% of regular exhibitors say they preferin-personevents** over virtual alternatives—a reminder that no webinar or Zoom call replaces walking a show floor, testing equipment hands-on, and talking face-to-face with the vendors who supply your salon. *(Source: Wave Connect / Events Industry Council / Passive Secrets)*

**RELATIONSHIPS STILL GET BUILT IN PERSON**

**95% of professionals say face-to-face meetings are essential** for building long-term business relationships—a number that has held steady for years even as digital communication has expanded.

In one widely cited study, professionals ranked the top benefits of meeting in person: **85% said it builds stronger, more meaningful relationships; 77% pointed to the ability to read body language andtone; and75% cited better rapportand social connection** —all things that matter when you're sizing up a new vendor or equipment partner. *(Source: Wave Connect / Forbes)*




**YOU'RE MEETING THE RIGHT PEOPLE**

For salon owners and managers, the people staffing exhibitor booths and walking the aisles tend to be the actual decision-makers—vendor reps, equipment manufacturers, distributors and fellow owners—not gatekeepers. Across industries**81% of tradeshow attendees reporthaving buying authority,and 72% saythey're morelikely to purchase from a companythey meetin person** versus one they only see online or in an email blast.

That matters when you're comparing tanning equipment, red light units or retail lines side by side—you're negotiating with the people who can actually make a deal happen, not a call center. *(Source: Cvent / CEIR)*

**EDUCATION AND NETWORKING ARE THE DRAW**

**92% of attendees say seeing new products firsthand is their number one reason for attending an event**—a trend that has held for 25 straight years.

**65% of attendees say industry events help them gain a better understanding ofproducts and services** they're considering, while professionals consistently rank networking with vendors and prospective partners among their top reasons for attending. *(Source: MVP Visuals / CEIR / Trade Show Labs)*

## IN THIS MONTH'S FEATURESTORY

**OUR COVER FEATURE ON PAGE 33** explores how salon owners can get maximum value out of industry trade shows. With three major events on the calendar this fall and winter, there's no better time to make a plan.