Section: Research Paper

Future Trends of the Exhibition Industry: Hybrid, Digital Technology and AI

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Abstract – In this paper we explored the Future Trends of the Exhibition Industry under Hybrid, Digital Technology and AI. The Exhibitions and events are valuable source for any businesses as they allow face-to-face communication and offer opportunities for networking in a bigger span. The goal of the study is to determine the present state of hybrid, digital, and AI adoption, as well as to investigate the factors that influence organisational preparedness to embrace hybrid, digital, and AI. This study used a qualitative research approach due of its exploratory character. New virtual platforms, Artificial Intelligence (AI) in the form of chatbots, matchmaking systems, and a slew of other applications have all become commonplace among exposition organisers. Virtual events have taken centre stage since the outbreak of the coronavirus epidemic. Virtual events are gradually becoming the new normal and Business owners, marketers, and event planners can neither longer afford to ignore AI. There's no doubting that artificial intelligence is proven to be one of the most valuable resources for producing high-quality, profitable events. According to a new analysis by Grand View Research, the worldwide virtual events market was valued at USD 77.98 billion in 2019 and is expected to increase at a CAGR of 23.2 percent from 2020 to 2027, reaching USD 404 billion. Artificial Intelligence will play a key role in this development. AI plays a crucial part in making the entire process of virtual events smoother and more efficient, from matching, customised suggestions, automatic updates & notifications, to pre and post-event analytics. After reading this study, the reader will have a greater understanding of the industry's upcoming issues and will be better prepared to face them straight on. The term "exhibition" is used throughout this article, and when "the industry" is mentioned, it refers to trade shows and events. Understanding the patterns outlined in this study would also improve consumer events. Despite the boost offered to Hybrid, Digital Technology, and AI adoption during the COVID-19 epidemic, the data imply that the European exhibition business is a sluggish adopter of AI, and may have an influence on its future competitiveness.

Keyword*: Hybrid Events, Virtual Events, Virtual Platforms, Artificial Intelligence, Digital Technology*

Introduction

During the period 2019–2025, the worldwide exhibition market is predicted to reach more than $50 billion, with a CAGR of more than 3%. Between 2020 and 2025, the worldwide event and exhibition market is estimated to increase at a CAGR of over 3%. The United States is the largest exhibition market, followed by Germany and China. Exhibitors may employ big data analytics to create smart marketing plans, digital campaigns, and successful tactics that would drive the global exhibition market forward.

The COVID-19 epidemic in China reportedly meant disaster for the global events business, with an estimated $135 billion in total economic output unlikely to be created by the end of Q2 2020. Mobile World Congress, IMEX, the

ITB Travel Trade Show, and the Geneva Auto Show have all been postponed. Due to travel limitations, the organisers cannot guarantee participant safety or logistical issues. As a result, the worldwide events business is expected to slow down and shift to AI technology.

In order to provide perfect experiences, AI technology makes events more coordinated, targeted, and tailored. Because each event attendee is unique, artificial intelligence can be used to provide a personalized experience. It's worth noting that the Covid era is the ideal moment for businesses and event planners to make use of AI technology's benefits. As technology progresses, event trends will continue to change.

To survive and prosper, businesses and event organizers will have to adapt to shifting audience expectations and wants. Artificial intelligence, augmented reality, and other digital technologies have evolved into valuable instruments in the exhibition sector, providing this one a new perspective and vision there in new normal age. As a result, keeping in mind the current transition, this study focuses on Future Trends in the Exhibition Industry under Hybrid, Digital Technology, and AI.

Principal components of exhibitions industry and it's connected with technological development

The exhibits industry has long been considered one of its most important elements of the business events sector, or "MICE," a compound acronym in which the "E" stands for exhibitions. Because a standardised as well as globally acceptable nomenclature for this business has yet to be created, phrases like "trade fairs," "trade shows," and "expositions" have been used in place of "exhibitions." (Morrow, 2002; Davidson, 2019). That many exhibitions, but even so, are widely agreed to be temporary market events held at regular intervals, in which a large number of buyers (attendees or visitors) and sellers (exhibitors) interact with the goal of purchasing displayed goods and services, whether at the time of presentation or at a later date (Kirchgeorg et al, 2015; Black, 1986).

The applications of exhibits are numerous, as well as the majority of them are enumerated in Jotikasthira's (2015) list: The few who aid in the advancement of new products to pre-screened audiences; others who enable businesses to discover new prospective customers as well as potential trade partners and suppliers; and people who offer a variety of benefits to host destinations with in form of local spending, wealth distribution, foreign income attraction, local business stimulation, and destination image; They assist exhibitors in enhancing their image in terms of technology achievements, charitable causes, and other areas of their corporate image. Two more benefits indicated by Hanley (2012) might well be added to these: They highlight advancements while also serving as a networking and idea-sharing platform. -sharing.

The history of exhibits may be traced back to ancient world's commercial fairs, when a fair was a temporary market where buyers and sellers congregated to do business, according to Morrow (2002:31). It had become a major distribution hub for vast geographical areas, allowing people to barter and sell products and services within a certain territory. Even by twenty-first century, however, a massive, globally professionalised industry had emerged to arrange and host exhibits for virtually any sort of goods and services, propelled primarily demand from the companies and organisations that produced such goods and services, Exhibitions are an efficient sales & communication tool for some who they are.

The exhibition industry is fragmented, reflecting the structure of the wider events industry in general & corporate events in particular. This is made up of many diverse sectors, organisations, and suppliers. Aside from venue providers, there are a slew of specialty vendors who supply products and services towards the sector, including displays, food, staffing, technical equipment, telecommunications and IT firms, caterers, exhibition contractors, production firms, and event insurance experts (Quick, 2020). The supply side of the exhibitions industry, which is the subject of this paper, is made up of these sectors. The exhibition industry's progress is inextricably linked to technical advancement.

Furthermore, the experience, readiness, & ambition of those exhibition vendors to adopt new technologies like AI is still understudied. There really is virtually little data in the business events literature about technology adoption in general. (Sangkaew et al., 2019), or Hybrid, The adoption procedures of Digital Technology and AI, or Hybrid, Digital Technology and AI applications in particular, indicate the industry's comparatively slow pace of technology adoption as compared to other industries (Soifer et al., 2019).

Adaptation of Virtual and Hybrid Exhibition Formats and its Impact

At both the individual and corporate levels, technology adoption has been widely explored (Cai et al., 2019). Organizations that embrace new technology expect to see a boost in productivity (Hameed et al., 2012). The great complexity of AI, according to Lokuge et al. (2019), creates a knowledge barrier for organisational adoption, unlike other "easy-to-deploy" digital technologies. The adoption and deployment of AI, as well as the integration of AI with the other organisational resources, are influenced by technical and non-technical aspects like as a firm's technology skills (Zebec & temberger, 2020) and leadership (Frick et al., 2021), (Zhang et al., 2021). All the major exhibition organisers have quickly adapted to the Virtual and Hybrid Format of the exhibitions. They have created their own virtual/hybrid platform while some are using third party platform to take the advantage of versatility.

Initially only few international brands were offering virtual platforms. However, in a short duration Indian vendors, understanding the need of the hour have come up with the variety of online virtual platforms which are very intuitive and at the same time Do-it-yourself (DOY) format.

The following reasons are likely to contribute to the growth of the future exhibition market:

- **Redesign and re-engineer the of the Exhibition Models-** The traditional exhibition model mainly constituted towards a face-to-face or we can say in person attendance of individuals to a platform which allowed all industry stake holders to come under one roof. However with the advent of technology and inception of Covid 19 pandemic, things have turned upside down. Now, the business has been given the top priority weather it comes in an in-person format of exhibition of through virtual mode. Business community or we may call it as the exhibitors/sponsors from an event organisers prospective have adapted to the new virtual and hybrid model of business.
- **Extensive us of the AI in the Big Data Application**- The recent trend we have seen over the year when the Virtual Exhibition were at its full flurry, organiser use to get online visitors in huge numbers. This on the other hand created an opportunity to do match making to fit the right buyer and seller in an enclosed virtual platform. Here AI has been a blessing in disguise as it automatically bifurcate the people of similar interest and leads to a meaningful business meetings in the virtual mode. It is important to note that these activities have also paved the way for future of exhibition in Hybrid format.
- **Extreme focus on safety and security of the people involved in the exhibition industry-** As we all know, that the organizer around the world has given utmost importance to the safety and security of the people who are involved directly or indirectly to the exhibition industry. Apart from that, extensive use of online software's has also raised a concern of data leakage which is the oil to exhibition organisers. It has also been observed that external platform providers may expose the database to attract business from other organisers in the industry which diluted the efforts of the other. It is important to sign a MOU with the platform vendors to safe guard the interest of exhibition organiser. Also, all the possible safety standard certifications should be adopted by the platform owners to ensure a safe and secured environment of business. Lastly, in the hybrid exhibition model, we need to make sure that all the government protocols with regards to number of stands, spacing, compulsory mask, sanitization etc should be followed with utmost priority.
- **Integration of Digital Technology in the exhibition industry-** Introduction of Digital Technology to the exhibition industry is not a new concept. This has been a common practice since the start of digital era. No exhibition can be successful without use of digital technology to attract exhibitors and visitors to a concept. It has been a widespread activity in all the digital mediums available in the market to attract people with a 360 degree approach. In the current market situation, when the profits have been comparatively hampered by the virtual mode, it has become important to pick and choose the right digital technology mediums for a better bottom line.

Role of Hybrid events and its Impact

To understand in a layman's language Hybrid events are, quite simply, a mix of live and virtual events.

The exhibition industry has evolved, and hybrid events are the standard by 2022. All those are occurrences that occur in both physical and virtual space, but each complements the other. Though collaborative and networking sessions may take place in a physical location, they aren't always the primary emphasis of the event.

With technology permitting a level of connectedness we can only begin to conceive, virtual sessions which allow one event to transcend geographical boundaries and time will make for a more inclusive experience. In addition, AR will blur the lines between 'physical' & 'virtual,' putting the entire event narrative front and centre as an experience that can be sensed in a variety of ways.

A hybrid event involves the seamless integration of technology to enable engagement between a live and virtual audience, an experience which caters to all audiences in a viewer-friendly manner, and puts exhibitors online and live audience on the same level. Already, some of the key industry players have started adopting the Hybrid model and have also successfully executed the same.

It has led to extensive convenience for international clients who are not able to travel due the travel restrictions due to the pandemic. At the same time, organisers have saved a lot on spending on the international delegates travel and stay cost. The major advantages that hybrid events bring on table of organisers are:

- Addressing the changing needs of exhibitors audience
- Feed exhibitors marketing pipeline for the year
- Greater flexibility
- Higher engagement with exhibitors audience
- Improved return on investment (ROI)
- Increased reach & attendance
- More powerful sponsor opportunities
- Reduced environmental impact and costs
- Reduced travel costs
- Valuable data

Role and Impact of Artificial Intelligence in Event Industry

Marvin Minsky and John McCarthy invented the phrase "Artificial Intelligence" in 1956 (Haenlein & Kaplan, 2019), although inquiries into the nature of intelligence and its uses have a considerably longer history that goes back to antiquity (Collins et al., 2021). Tussyadiah (2020, p.2) described AI as "a machine that thinks and acts like a person, thinks and acts logically, and thinks and acts rationally." AI is just a computational technique that attempts to mimic human learning by analysing data and producing conclusions that seem to be comparable to human cognition (Boden, 2018). It really is particularly beneficial in corporate decision-making environments where issues might be complicated and goals are ambiguous (Johnson et al., 2021). AI may also learn through doing specified jobs over and over again, adjusting and improving over time (Coombs et al., 2020).

Connectivity is amongst the most important characteristics of service AI. The Internet of Things (IoT) is an ecosystem that showcases AI's connection by connecting machines, customers, businesses, and objects in self-contained data and information networks (Bello & Zeadally, 2017). Increases in Internet connectivity & data storage might open up new opportunities for AI solutions and event stakeholders, despite the fact that IoT is heavily reliant on trying to cut technology.

Authors explore the growing significance of smart venues & smart devices within in the IoT ecosystem and their benefits for event enterprises in research regarding future trends and digitalization in the event industry (Laing, 2018; Ryan et al., 2020). The next part investigates the background for AI adoption by setting the present study within the larger area of AI research in the service industry.

Artificial Intelligence (AI) is indeed a hot topic among academics and professionals in a variety of industries, including automotive, transportation and logistics, pharmaceuticals, agriculture, and manufacturing (Colins et al., 2021; Davenport et al., 2019; PWC, 2020; Towers-Clark, 2019). That event sector isn't immune to this trend, and trade journals discuss how AI is transforming event management (CVENT, 2020; Gartner, 2019). These publications outline prospective AI applications in events including chatbots, face recognition, matching, and

service robots, plus offer beneficial outcomes like increased ROI, efficiency, etc cost-cutting advantages. However, there have been challenges in adopting AI with in event sector, and acceptance of AI in event enterprises has been delayed (Davidson, 2019; Ogle & Lamb, 2019).

Business events play a significant role there in event business (ICCA, 2018), and are one of its fastest-growing segments (Anas et al., 2020). The worldwide worth of the sector was £602 billion in 2017, and it has the potential to increase by 44% by 2025, with a focus on Europe and Asia-Pacific (Anas et al., 2020). Exhibits are an important part of business gatherings. They're defined as "events that bring together a collection of suppliers, distributors, and associated services in a single area to set up physical exhibits of the goods and services from a certain industry or field." (Black, 1986). As a result, they are an important part of the sales, marketing, and communication strategies of the businesses and organisations that participate in such events. "The exhibition market in Europe is the world's largest (EEIA, 2020). Europe has 496 exhibition halls, which account for 48% of both the global exhibition space capacity. In 2019, organisers put on 13,700 exhibitions, which drew 260 million people (EEIA, 2020)." As a result, learning about event organisers' preparation for AI adoption will be beneficial to the industry and its effects.

Importance of AI

It's worth noting that AI at exhibitor events provides more in-depth attendee insights, allowing participants to create better personalised event experiences for individual attendees based with their own interests. AI can help make an exhibitor's event even more customised, whether that's advising which sessions to attend or who to network with.

Chatbots: To simulate the ways a human typically reply, are indeed being utilised to conduct discussions with site visitors, event app users, and inside event specific communication channels. They'll be able to answer questions, stay in touch with participants, and give information as needed. Chatbots may often function with third-party messaging programmes that consumers already use, eliminating the need for a separate app or extension.

Sensitive and Personalized event experience and deeper attendee understanding, based on the users information, AI helps to give a more personalised attention based on their requirements and habits. This is only possible through AI which takes in to account large data of the end consumer and follows the pattern based on the sensitive database available.

Removing Language Barriers we are all familiar with a basic feature of AI which is translating and transliterating the data provided on different websites, blogs etc. This interns leads to a wider coverage and access to the database which was earlier not possible due to the language barrier.

- Provide greater networking opportunities: As per a 2018 research by the International Association of Exhibition and Events, networking had been a top motivator in determining whether or not it should attend a conference or event for 76 percent of over 9,000 attendees.

At the push of a button, matchmaking software could analyse participant data based on their hobbies, professional experience, geographic location, and pretty much every other method that organisers wish to identify attendees.

- Enhance attendee communication: Chatbots aren't always simple to set up but also incredibly successful. They may interact with participants in real time, answering questions, providing information, and sharing updates without the hassle of an event app.

Indeed, it's likely that, with in future, chatbots will supplant the need for event applications, particularly for smaller gatherings.

- Better understand of something like the exhibitor's target audience: Use AI to delve deeper into attendance data. Artificial intelligence may be utilised to instantly assess attendance happiness and participation.
- Improve the event planning process: By automating procedures and sifting through complicated data, AI can help participants save hours, if not days.

Role of Digital Technology in exhibition industry

The way we think about a modern corporate event has been transformed by digital technologies. The ultimate purpose of implementing digital technology into exhibitor events would be to give attendees, virtual audiences, and planners a better user experience.

Digital technologies solutions can contribute to either a pleasurable event include a user-friendly event website, a simple registration procedure, an engaging mobile app, and tactical marketing tools.

Due to the excessive increasing use of smartphones and mobile internet, event planners can now build events that would seem individualised with each participant while also gathering unprecedented quantities of real-time data about those attendees. The advantages may be evident at every level, from more convenient check-ins to simpler networking & content sharing between delegates and clients.

Some of the digital technology solutions provided to an exhibition organiser are as follows:

- **Special Personalize event messaging with digital marketing management tools** - Whenever it comes to defining fresh ways to engage participants, attract their attention, and personalise the event to the individual interests, it's critical to get creative. Email marketing platforms (such as MailChimp, HubSpot, Zoho Campaign, Constant Contact, and others) are ideal for tailoring communications with exhibitors and attendees.
- **Ease of using the registration pages to make event sign-up fast and easy -** The registration procedure is crucial. People are all still debating whether or not the exhibitor's event seems to be worth their money and participation at this point. Use automated software like WIX pages to make event registration straightforward, or create a simple Google form all participants to fill out. A difficult registration procedure can turn away potential attendees, so make it a priority for exhibitors to eliminate any needlessly difficult steps during sign-up.
- **Leverage event floor plan software to bring exhibitors event layout to life -** That covers where tradeshow booths & displays would be located, as well as where furniture and registration tables will also be set up, as well as where buffet lines and banquet tables should be located for maximum foot circulation. It's critical to have a thorough understanding of how the exhibitor event should handle seating, floor layouts, foot traffic, lighting, cabling, furniture, décor, and other room features.
- **Mobile Event Apps to reduce waste and engage attendees** - Event apps exist in a variety of forms and sizes, and they offer a variety of features, information, including tools to delegates & customers, "including an event agenda, floor layout, branding, speaker biographies, surveying, live polling, live streaming, and onsite registration." These could also connect to the exhibitor's social media presence by allowing users to sign in with their social media accounts. When all attendees at such an event use the same app, the potential for networking and content exchange is enormous.
- **Digital Social Mediums** – That way event organisers, delegates, & clients engage before, during, but after an event has been redefined thanks to the use of social media. Social media is a great tool for spreading the word about an exhibitor's event and following up with all those who came afterward. Creating specific Facebook or LinkedIn pages for exhibitor's events is a fantastic place to start. Attendees would be able to publish comments, photographs, or videos, as well as build connections, using this method.
- **Wearable Tech and Sensors -** Near Field Communication (NFC), Wi-Fi, GPS, iBeacons, and Bluetooth enable event organisers to collect data on how attendees engage, wander, and enjoy events. All this kind of contributes to marketers gaining a far more thorough image of participants and what really want at the event, which then can be fed back into a central CRM and also used to target prospects with relevant material at a later date.
- **Digital Signage -** Most of the events are using digital signage for the ease of use and easy replacement process of the images on the same and more importantly real-time access. In recent years, there's been significant advancements in digital signage at events, most of which may be attributed to the massive acceptance of mobile event applications and digital technology in general at events. Wethey's already discussed social media, however one potential use may be the establishment of a social media wall during an exhibitor event, where guests could view real-time Tweets and Facebook postings from other participants.

- **Advantage of Gamification to improve attendee engagement** – Another important aspect is to engage the audience to be entertained and educate them on the company's new developments through gamification. This will help to retain the attendee till the end of the exhibition which at times is a task considering their interest is lost due to irrelevant knowledge sharing as per their mainstream business.

Future Trends of Exhibition Industry

Virtual Exhibitions

Virtual Exhibition is part of the future. And they were never a popular option amongst show organisers, but would have a significant market inside events. They were indeed a rising feature of events even before the Pandemic, but their popularity has risen in 2020, owing to something like a combination of necessity and greater acceptance of new ways of doing things.

Hybrid Exhibitions

Certain events perform well enough in virtual environments, but others do not. Virtually hosted live music, networking gatherings, product launches, and business events all lose something fundamental. Hybrid events should be the next face of live events, which would be larger and better than ever. They'll be smarter, more efficient, and less wasteful, with virtual aspects mixed in with real performances.

Sustainable Events

Sustainable events are something the whole world was willing to explore long before pandemic. This is something which is an essential part of Hybrid Events where we will be saving on resources and stop environmental abuse.

More Value for Money

Pandemic has taught the organisers to be more efficient and smarter in delivering more than the value for money to the audience in order to retain their trust and repeated business. c they'll all just get used to working much more closely to budgets, to getting more for less, to achieving more with less, and to delivering far greater value for money.

Collaborative and Mutually Beneficial Associations

Cooperation will help other companies with expertise and such but also in enforcing industry standards. One such example is the CIEO. It is important to work collaboratively with standard practice with reasonable profits than working in tandem in losses. The industry should understand that we are one and we will grow together approach.

Increased Self-Reliance

Government has done his bit in sustaining the event industry and not it is time to have increase self-reliance, which means we need to have a more cautious approach in the future. This is possible with proper management and execution of strategies which would not leave us in dark in any of the unforeseen calamity.

Points of consideration for organisers around the world:

- The marketing budgets which was curbed over the travel restriction period will help participant to build on better scaled expo
- The market will be more aggressive in terms of promotions and investments from buyers
- Delegates and visitors would be looking out for opportunities to explore post the travel restrictions
- Organizers will get ample time strategies for the upcoming exhibitions and conferences
- The social and digital medium can be best utilized to promote during the travel restriction period
- Develop new concepts to hit the market post the crises
- Gather all resources and do brain storming sessions to understand the need of the market
- Plan new markets for exhibitors upcoming expos

Implications

Furthermore, show organisers might utilise the model in a somewhat more holistic approach to determine whether venues they employ are creative enough to use Digital Technology, Artificial Intelligence, and Hybrid-powered solutions to improve their events. The lack of a strategic approach towards the adoption and implementation of Digital Technology, Artificial Intelligence, and Hybrid is a crucial practical result of this research.

These two reasons, companies in this industry should either establish unique strategic approaches to AI adoption or include these issues into their overall strategy planning. For starters, the intricacy of AI necessitates more attention and resources than other simple-to-implement technologies (Lokuge et al., 2019). Even though exhibition companies may have prior experience incorporating technological advances in and out of their own business models and practises, the complex interactions of technological as well as non-technological factors revealed in this study suggest that even a strategic approach to resolving would be required for Digital Technology, Artificial Intelligence, and Hybrid adoption to really be successful.

For any of this to happen, senior executives and CEOs of exhibition businesses and venues must support the creation of AI strategies and ensure that the strategy implementation process is resourced and championed through them. Second, Digital Technology, Artificial Intelligence, and Hybrid Technology all operate in a complicated regulatory environment with various parties interested in their regulation and implementation.

To traverse this environment successfully, exhibition companies must take a strategic approach that takes into account the opinions of different stakeholders. Managing these complex stakeholder connections may be difficult, especially because the nature of Digital Technology, Artificial Intelligence, and Hybrid, as well as its regulation, requires stakeholder networks to span numerous industries.

As a result, specialised people with specialist understanding of Digital Technology, Artificial Intelligence, and Hybrid in such an events setting should be charged with managing various networks of various stakeholders required for effective AI adoption in businesses wherever resources allow.

The subject of job replacement was a common focus of research into AI adoption in the service industry (Dhar, 2016), As Digital Technology, Artificial Intelligence, and Hybrid evolve to the point where they may be utilised to do complicated service activities that previously required human-human contact (Chessell, 2018; Koo et al., 2020).

Scope

Even though the current report is concentrated on just a few companies and their ethical and standard practises, there is still plenty of room to focus on new technological improvements and introduction by international companies and newly formed companies. In addition, the current report discusses various areas such as the Digital Technology, Artificial Intelligence, and Hybrid Events in which a systematic empirical analysis can be conducted while keeping in mind the concerns rose in the current report. The adoption of more sustainable technology to reduce the usage of irreplaceable resources and waste production is examples of corporate social goals. In 2016, Shanghai saw the opening of a second large exposition venue. Sands China inaugurated the Parisian, their third integrated resort on Macau, in October 2016.

The Parisian is Macau's biggest integrated destination, including over 3,000 hotel rooms, 300 shops, entertainment areas, an arena, and extensive exhibition and event space. Many other prominent integrated resort developers (such as Wynn Macau) are building new integrated resorts as well. The one and only place in China where gambling is legal was Macau. As information and resources to support economic growth were showcased at trade shows, fairs, music & event festivals, international trade show and event attendance is predicted to expand both in the United States and worldwide.

Limitations and Future Research Direction

The COVID-19 epidemic halted the whole events sector and Participants' availability was limited since the majority of them were furloughed or otherwise unavailable. Furthermore, online interviews might make it difficult to collect rich data from body language, facial expressions, and voice toneThird, because the use of Digital Technology, Artificial Intelligence, & Hybrid with in exhibition industry is still relatively new, participants' replies were typically abstract & lacked real-life proof.

COVID-19's revolutionary power in post-pandemic operations in the exhibition industry can be explored further in future studies. Digital Technology, Artificial Intelligence, and Hybrid Applications may all be used in various situations. To explore the decision-making process of Digital Technology, Artificial Intelligence, and Hybrid adoptions inside enterprises, field investigations, such as shadowing and longitudinal studies, can be used. Studies

on the exhibition industry's preparation for Digital Technology, Artificial Intelligence, and Hybrid adoptions might be conducted in various geographical contexts or at smaller venues.

Conclusion

This was concluded that international markets continue to provide growing prospects for exhibitors, particularly in Countries and other asian countries. Exhibitors are continuing to make investments in e-marketing goods and services. Budget allocations for e-based products, services, content, and other items are likely to rise in the coming years. With help of industry professionals, it's important to understand that virtual events will indeed be blended in with future in-person events. Simultaneously, it is critical to characterise hybrid events precisely.

A hybrid event, as stated in the study, does not imply that we solely broadcast the face-to-face content, since such content doesn't often translate effectively to an online audience. What they actually want to do is think about their online experience and create material that is only available online. In addition, they discovered that the level of confidence in technical practises, financial resources, the size of the organisation, and data management and protection concerns all influence the readiness of Hybrid, Digital Technology, and AI adoptions there in business to some extent. COVID-19, as it rebounds from the constraints on gatherings and meetings with an expanded degree of technology preparedness and innovativeness, might operate as a facilitator for the adoption of AI technologies inside the Western European exhibition business, according to this research.

This study contributes to the literature from three ways. First, it fills a gap in the literature by addressing a dearth of sector-specific research on Future Trends of the Exhibition Industry under Hybrid, Digital Technology, & AI, particularly in the exhibits sector. Nevertheless, the study found that even in the unique service context of the exhibition sector, managers are enthusiastic about the possible business future adoptions of so these worries did barely play a role in their decision-making process. This might be due to the fact that the study's sample was not focused on human resources managers or even at the operational level, but the AI Hybrid, As Hybrid, Digital Technology, & AI usage grow more established, it appears that Digital Technology and AI create a gap in current thinking within the exhibits sector on this issue that really should be examined. Finally, virtual events don’t seem to be the same for all audiences; by utilising various digital channels, we may engage many audiences in varied ways inside the same event.

It's also critical that all virtual experiences take into account real-life visuals of exhibition halls, auditoriums, booths, and also the exterior and interior experiences of the fair grounds.

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