

Quazar Report – Trade Show & Event Planning Services

Q1 2019

Executive Summary

The U.S. Trade Show & Event Planning Industry is comprised of over 5,700 companies, with aggregated revenue in excess of \$16 billion¹. The Industry includes companies that organize, manage, operate, and promote trade shows, conventions, conferences, and meetings. Corbin Ball & Co. reports that 85% of business owners and marketers found a positive ROI from attending trade shows in 2018. Furthermore, 91% of Trade Show attendees claim that attending an exhibition impacted their buying decisions. One of the leading drivers to the trade show industry is technology. Increasing the interactive technology at trade shows has driven business leads through more interaction with mobile applications, virtual reality, and live polls⁴.

With a favorable outlook and strong optimism, the Exhibition Industry saw active 2018 participants in the following industries:

Industry Sector	Number of Events	Percent of Total
Medical and Health Care	1992	21.1%
Communications and Information Technology	1045	11.1%
Raw Materials and Science	864	9.2%
Education	863	9.2%
Business Services	860	9.1%
Financial, Legal and Real Estate	696	7.4%
Sporting Goods, Travel and Amusement	484	5.1%
Government	478	5.1%
Transportation	435	4.6%
Consumer Goods and Retail Trade	430	4.6%
Discretionary Consumer Goods and Services	406	4.3%
Food	377	4.0%
Building, Construction, Home and Repair	324	3.4%
Machinery and Finished Business Inputs	168	1.8%

Source: Center for Exhibition Industry Research (CEIR). 2018 Index Report

1: "Trade Show and Conference Planning Industry in the US", IBISWorld. 02-01-2019
2: First Research: Trade Show and Event Planning Services, 2-4-2019
3: Trade Show News Network: Trade Show Industry Q4 Growth Ticks Up 2.5%, 03-04-2019
4: Corbin Ball & Co.: "Five Trends That Will Revolutionize Trade Show Marketing in 2019" – Q4 2018

Key Trends/Highlights

- The growth of the industry, as measured by the Center for Exhibition Industry Research (CEIR) Total Index, accelerated from a year-over-year gain of 0.9% in the third quarter to 2.5% in the fourth quarter³.
- All exhibition metrics in the fourth quarter posted positive year-over-year gains. Real revenues and attendees posted the largest increase of 4.4% and 3.2%, respectively³.
- US corporate profits, an indicator of corporate participation in trade shows and events, rose 10.3% in the third quarter of 2018 compared to the same period in 2017².
- Technological advances will increase with the usage of drones, facial recognition and artificial intelligence at Trade Shows in the indefinite future².

Quazar Contacts

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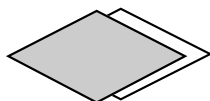
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Selected Transaction: Centerpoint Marketing

Quazar Business Brokerage (QuazarBusinessBrokerage.com) is pleased to announce the successful sale of Centerpoint Marketing, Inc. ("Centerpoint") to CPM Acquisition Corp. Centerpoint, based in Woodbury, Minnesota, supports companies in executing tradeshows and private events by providing end-to-end design, production, and logistics. This transaction reiterates Quazar's experience with closely held businesses, as well as its strong relationships in the Midwest.

Centerpoint Marketing, Inc. (www.centpoint.com) was founded in 2003, specializing in collaborating with medium-large businesses to serve their tradeshow and event management needs through designing, manufacturing, and providing logistical support.

After building a successful and well-regarded business, the Shareholders made a strategic decision to transition the business in order to create liquidity. The Shareholders chose Quazar as their M&A Advisor primarily due to Quazar's experience, extensive network, and reputation for successfully working with privately held businesses.

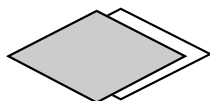
"Quazar ran an impressive marketing process. They brought different types of buyers from throughout the country to the table. Once we decided on the best buyer for the future of the business, Quazar was invaluable in negotiating on our behalf and getting the deal done." – Joel Turunen, former President of Centerpoint Marketing, Inc.



About Quazar Capital Corporation

Quazar Capital Corporation (quazarcapital.com) is a Minnesota based Investment Banking Firm with over 29 years of experience confidentially helping privately held companies with Mergers & Acquisitions, Recapitalizations, and Financial Advisory Services. Quazar specializes in transitioning companies with Revenues of \$5 - \$100 million and EBITDA of \$2 - \$10 million.

Experienced Investment Bankers



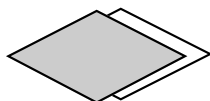
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Selected Transactions: Recent Industry M&A Activity (with disclosed value)

<u>All Transactions Announced Date</u>	<u>Target/Issuer</u>	<u>Total Transaction Value (\$USDmm, Historical rate)</u>	<u>Buyers/Investors</u>	<u>Industry Classifications</u>
10/29/2014	The Sankei Building Co., Ltd.	\$277	-	Advertising
10/07/2014	onPeak, LLC	\$43	Global Experience Specialists, Inc.	Consumer Discretionary (Primary); Consumer Services (Primary);
01/26/2017	Trade Show Business of CEDIA	\$36	Emerald Expositions Events, Inc. (NYSE:EEX)	-
03/11/2015	Post-up Stand Inc.	\$30	TAKKT America Holding, Inc.	Advertising (Primary); Billboard Advertising (Primary); Communication Services (Primary); Media (Primary);
03/03/2015	Macfadden Communications Group, LLC, International Pizza Expo and Pizza Today	\$28	Emerald Expositions, Inc.	Communication Services (Primary); Media (Primary); Media and Entertainment (Primary); Publishing (Primary); Advertising
12/20/2017	Generation Alpha, Inc. (OTCPK:GNAL)	\$26	-	Capital Goods (Primary); Electric Lighting and Wiring Equipment
05/04/2016	ON24, Inc.	\$25	Goldman Sachs Private Capital Investing	Application Hosting Services (Primary); Application Service Providers (ASPs) (Primary);
12/16/2014	AdMasters, Inc.	\$24	BlueFocus Intelligent Communications Group Co., Ltd. (SZSE:300058)	Advertising (Primary); Communication Services (Primary); Media (Primary); Media and Entertainment (Primary)
12/14/2015	Nth Degree, Inc.	\$19	Gladstone Investment Corporation	Advertising (Primary); Communication Services (Primary); Media (Primary); Media and Entertainment (Primary); Trade Show Booth Designers and Builders (Primary)
08/18/2017	Lönnberg Painot Oy	\$15	Grano Oy	Commercial and Professional Services (Primary); Commercial Printing (Primary);
02/05/2014	UniGraphic, Inc.	\$12	Quad/Graphics, Inc. (NYSE:QUAD)	Commercial and Professional Services (Primary); Commercial Printing (Primary);
06/08/2015	Service By Air, Inc.	\$12	Radiant Logistics, Inc. (AMEX:RLGT)	Air Freight and Logistics (Primary); Air Freight and Logistics (Primary); Industrials (Primary);
01/31/2018	Nth Degree, Inc.	\$11	-	Advertising (Primary); Communication Services (Primary); Media (Primary);
11/25/2014	Packnet Ltd.	\$8	Universal Forest Products, Inc. (NasdaqGS:UFPI)	Containers and Packaging (Primary); Materials (Primary); Materials (Primary);

Source: Capital IQ



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Selected Transactions: Recent Industry M&A Activity (without disclosed value)

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03/25/2019	Rent-A-PC, Inc.	Undisclosed	Abcom Computer Rental Inc.	Computer and Electronics Retail (Primary); Computer Rental and Leasing (Primary); Consumer Discretionary (Primary); Retailing (Primary); Specialty Retail (Primary)
03/13/2019	FASTSIGNS International, Inc.	Undisclosed	Freeman Spogli & Co. Incorporated; LightBay Capital	Consumer Discretionary (Primary);
12/14/2018	BIG Publications LLC	Undisclosed	High Times	Communication Services (Primary); Media (Primary); Media and Entertainment (Primary); Publishing (Primary)
12/10/2018	Phase Ten Strategic Corporation	Undisclosed	The Freeman Company, LLC	Advertising (Primary); Communication Services (Primary); Media (Primary); Media and Entertainment (Primary)
12/07/2018	Casual Connect	Undisclosed	Greenlit Content LLC	Advertising (Primary); Communication Services (Primary); Media (Primary); Media and Entertainment (Primary)
12/06/2018	Assets of KMK Industries, Inc.	Undisclosed	Exhibit Systems Inc.	Advertising (Primary); Communication Services (Primary); Media (Primary); Media and Entertainment (Primary)
11/20/2018	Cygnus Design & Consulting	Undisclosed	Health Care Conference Administrators, LLC	Information Technology (Primary); Information Technology (IT) Consulting (Primary); IT Consulting and Other Services (Primary);
10/25/2018	FMAV	Undisclosed	Audio Visual Services Group, LLC	Advertising (Primary); Communication Services (Primary); Conference Services (Primary); Media (Primary); Media and Entertainment (Primary);
10/24/2018	Anderson Cargo Services, Inc.	Undisclosed	Argosy Capital; Headhaul Capital Partners LLC	Air Freight and Logistics (Primary); Air Freight and Logistics (Primary); Industrials (Primary); Transportation (Primary)

Source: Capital IQ