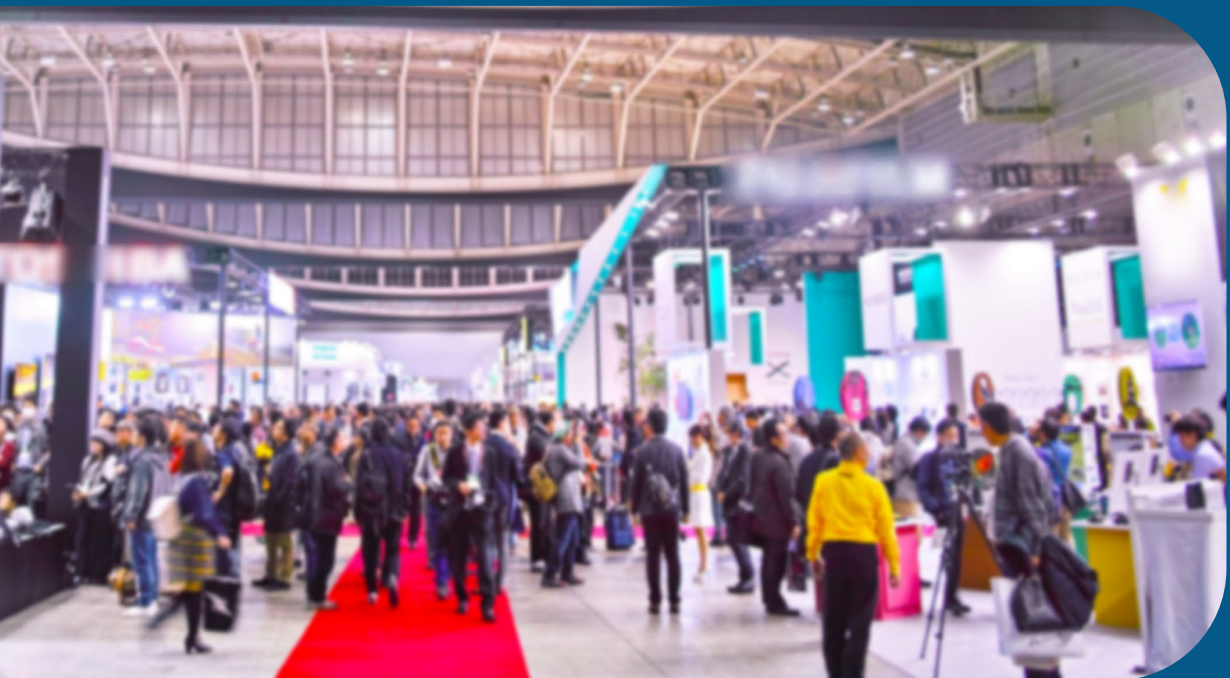


TO BADGE OR NOT TO BADGE?

A Comprehensive Study on
Badge Usage at B2B Exhibitions





GRS is a global research and strategic advisory consultancy, founded in Venice in 2012, with offices in Venice, Dubai, and London.

Our mission is to drive growth by humanising data.

We focus on the experience industry — from exhibitions, MICE and large-scale events to theme parks, attractions, travel, hospitality, retail and leisure destinations.

What sets us apart is our entrepreneurial mindset.

Our team, made up of former top performers from global research agencies, consultancies and major brands, brings creativity, rigour and fresh thinking to every project.



Data

We gather, validate, and organise data - then visualise the findings to make them easy to understand and act on.



Human

We connect with audiences - analysing feedback from surveys, social media, sales data, and loyalty programmes - to bring a human perspective to the data.



Strategy

We turn customer needs and motivations into practical insights that shape strategies and drive results.



Enrico Gallorni
**CEO of GRS Research
& Strategy**

INTRODUCTION

We live in an age defined by digital hyperconnection, yet also marked by increasing human isolation. In this context, B2B trade shows are far more than just opportunities for networking or business—they are moments of reconnection, belonging, and shared identity.

At GRS Research & Strategy, we felt the urgent need to deeply explore an element that may seem secondary, but is in fact central to this experience: the badge.

"To Badge or Not To Badge?" is the first study to scientifically examine the true value of badges at trade fairs, with rigorous methodology and an international perspective.

The findings show that badges are not just logistical tools or conversation starters—they are symbols of community, of social safety, and of orientation in an environment where everyone is trying to find their place.

Wearing a badge around the neck is a simple yet powerful act. It is a visual and psychological signal of inclusion—helping people feel part of something larger. That's why, when we see someone with the same badge—on a train, at the airport, or walking down the street—we smile.

There's an immediate sense of recognition and connection. In a fragmented world, that matters more than ever.

With this study, we aim to offer the event industry—especially in the B2B space—a tool for reflection and more intentional design. Because today, more than ever, we need collective experiences that make us feel *inside*, not on the margins.

And the badge, if thoughtfully designed, can be the first step toward turning a trade show into a true experience of community.

Thank you for taking the time to dive deeper into this important topic.

Enjoy the read!

INTRODUCTION

Trade fairs represent critical opportunities for networking, business growth, and professional interaction, especially within the B2B segment. Within this context, identification badges play a seemingly minor yet pivotal role in facilitating these interactions. The study “To Badge or Not Not Badge?” conducted by GRS, explores extensively the attitudes, perceptions, and practicalities surrounding the use of badges at trade fairs, aiming to clarify their importance and identify potential areas of improvement in badge design and usage.

METHODOLOGY

This study employed a rigorous mixed-methods approach, combining quantitative online surveys (CAWI) with face-to-face interviews (CAPI), specifically in Dubai and Abu Dhabi, to ensure comprehensive geographical representation.

Over 1,000 responses were collected from B2B professionals who had attended trade fairs within the previous two years. Respondents were sampled predominantly from major Western markets, including Italy, UK, Germany, France, Spain, Poland, and the USA, supplemented by insights from additional countries to ensure broader applicability.

Demographic variables such as age, company size, job roles, and personality traits (using the Big Five model focusing specifically on introversion and extraversion) were gathered and utilized to conduct segmented analysis, providing depth and nuance to the insights derived from the data.



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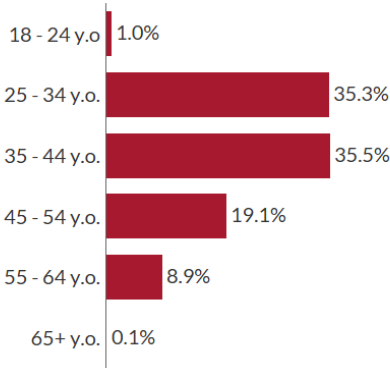


DEMOGRAPHIC PROFILE

Balanced Reach Across Ages and Roles

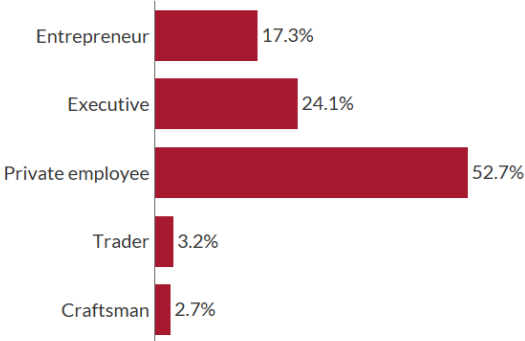
Age

The sample is strongly concentrated in the 25–44 age band, accounting for over 70% of respondents. This group reflects a prime working-age audience, suggesting the findings are anchored in active business perspectives. Minimal representation was seen among under-25s (1.0%) and over-65s (0.1%).



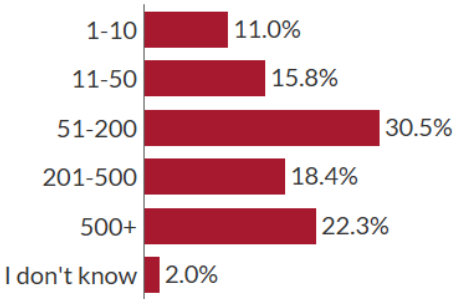
Job Role

Over half of respondents (52.7%) are private employees, with executives (24.1%) and entrepreneurs (17.3%) also strongly represented. This blend allows for insight into both operational and strategic viewpoints.



Company Size

Mid-sized firms (51–200 employees) are the most represented (30.5%), followed by large enterprises (500+, at 22.3%) and small firms (11–50 employees at 15.8%). This balance provides a useful lens into business dynamics across the spectrum.

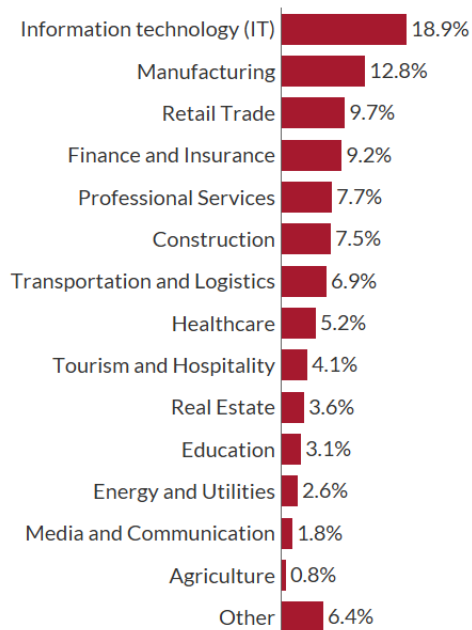


Industry Spread

Information Technology (18.9%) and Manufacturing (12.8%) are the dominant sectors, followed by Retail (9.7%) and Finance (9.2%).

The diversity across 14+ sectors supports multi-industry relevance, though lower presence in Agriculture (0.8%) and Media (1.8%) may limit conclusions for those niches.

Industry



Clustering Potential

The spread across age, role, and company size offers strong clustering opportunities for sub-group analysis. This will support more targeted insight extraction in the next stages.



GEOGRAPHIC REACH

Strong European Core, Global Touchpoints

Concentration in Key European Markets

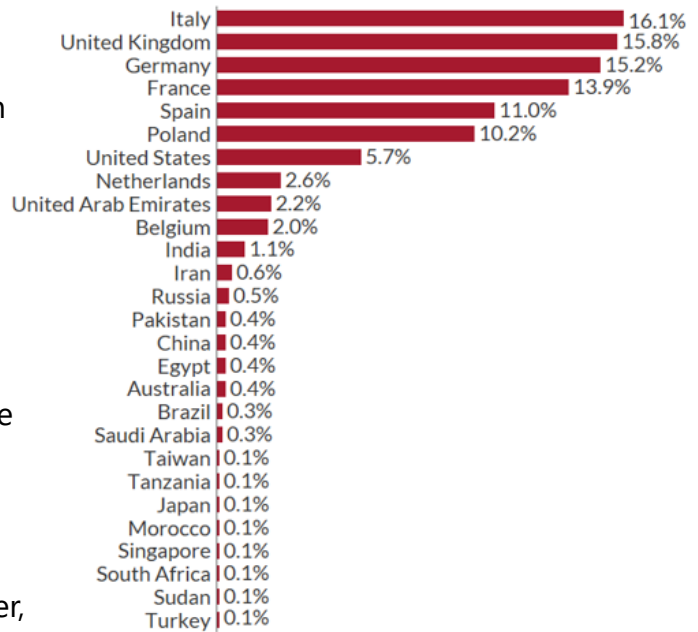
The majority of respondents come from five core European countries: Italy (16.1%), UK (15.8%), Germany (15.2%), France (13.9%), and Spain (11.0%).

Notable Secondary Presence

Poland (10.2%) and the United States (5.7%) round out the mid-tier contributors. Their presence extends the relevance of findings to both Eastern Europe and North America.

Broader Global Representation

Though individual percentages are lower, the sample includes participants from over 25 countries, spanning the Middle East (UAE, Saudi Arabia), Asia (India, China, Japan), Africa (Egypt, South Africa), and Oceania (Australia).



Implication for Insight Validity

The high concentration in major European economies allows for robust, country-specific analysis. At the same time, the broader geographic spread strengthens the applicability of findings to international strategy and regional comparisons.

DECISION-MAKER REACH

Strong Trade Show Experience and Purchasing Power

Participation Roles Skew Toward Visitors

Nearly half the sample (46.8%) participated as visitors in trade shows, while 36.5% reported dual roles (visitor and exhibitor). Only 16.7% were exclusively exhibitors.

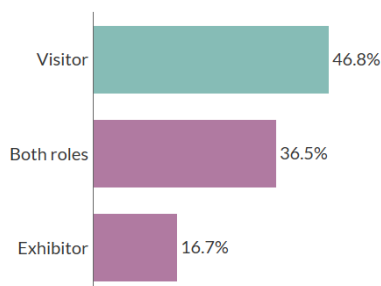
Exhibitors Include Key Business Owners

Among those with exhibitor experience, 44.1% are owners or general managers—reinforcing the strategic weight of this audience. Sales (30.7%) and product managers (20.1%) are also present, providing coverage across key decision-making functions.

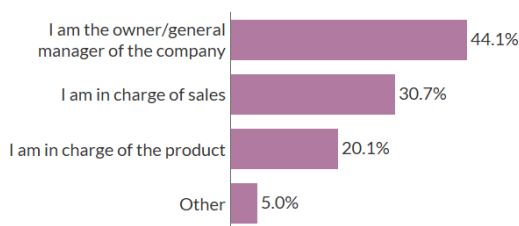
High Decision-Making Authority Among Visitors

A significant 92.1% of visitor respondents hold some degree of purchasing influence. Over half (54.8%) say they decide alone, and 37.3% decide jointly. This suggests high-quality leads and qualified conversations for exhibitors.

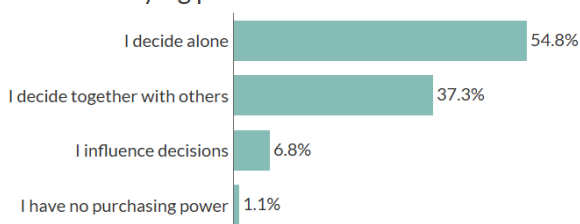
In the last three years, in what role did you participate in a trade show?



Exhibitors - role



Visitors - buying power



Implication

The dataset reflects a commercially valuable sample, with high levels of autonomy in purchasing and a mix of commercial and strategic roles among exhibitors. It's well-suited for understanding trade show ROI from both buyer and supplier perspectives.

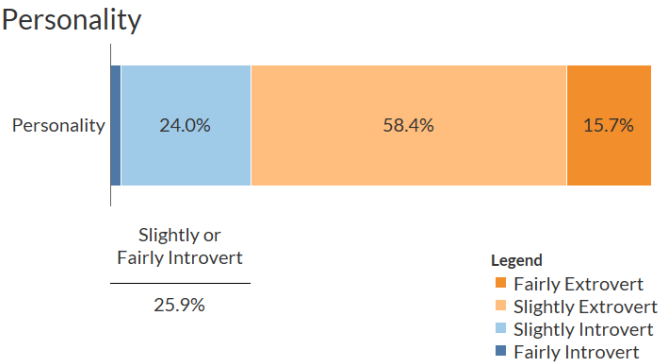


PERSONALITY PROFILES

Majority Slightly Extrovert, Minority Fairly Outgoing

Extroversion Skews Slightly

Nearly 60% of respondents identify as slightly extrovert, suggesting a generally social but balanced personality profile. Only 15.7% are classified as fairly extrovert, while just under 26% fall on the introverted end of the spectrum.



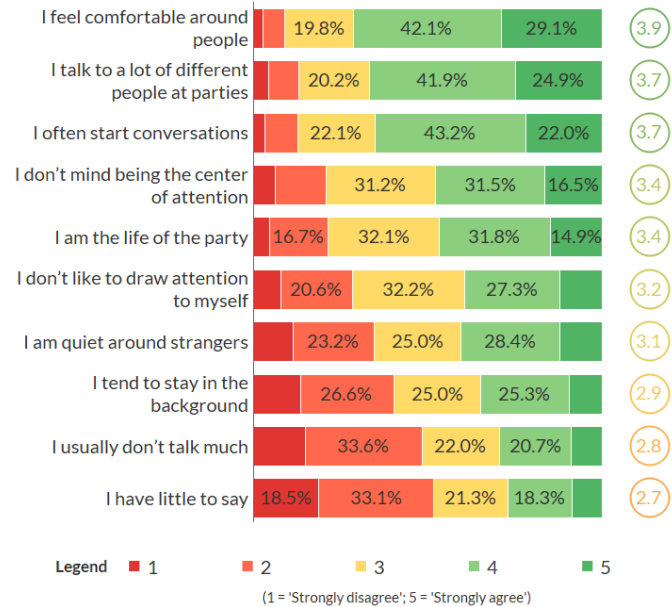
Social Comfort Is High, But Not Overwhelming

Respondents feel largely at ease in social settings:

- 71.3% feel comfortable around people
- 66.8% talk to different people at parties
- 65.2% say they often start conversations

However, agreement drops sharply on more assertive traits. Only 48.0% are comfortable being the centre of attention, and just 46.7% consider themselves “the life of the party”.

How much do you agree with the following statements?



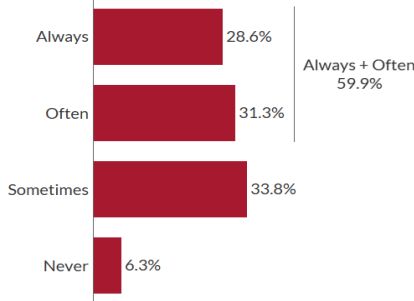
Implication

The dominant personality type is moderately social—engaged and open in interactions, but not highly expressive or attention-seeking. This suggests communication and networking environments should be energising but not overwhelming.

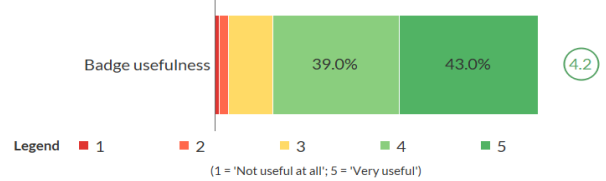
BADGE USE AND USEFULNESS

A Widely Adopted and Valued Tool

In your experience as a trade fair participant, how often have you used a badge?



In general, to what extent do you find the badge useful for trade fair participants?

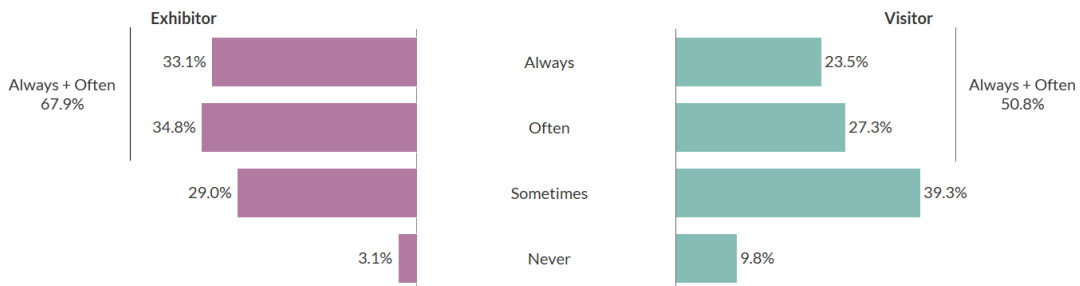


Overall Adoption and Perceived Value

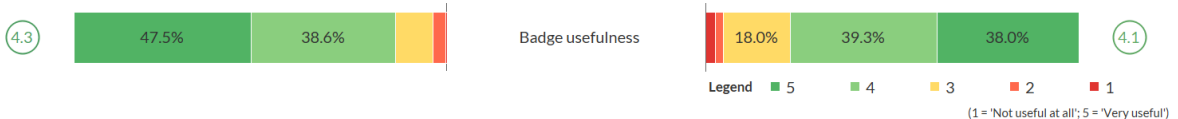
60% of participants report using badges "Always" or "Often" at trade fairs, and the perceived usefulness scores a strong average of **4.2 out of 5**, with **43% rating it as 'Very Useful'**. This confirms the badge as a relevant feature in the trade fair experience.

Role-Based Differences:

In your experience as a trade fair participant, how often have you used a badge?



In general, to what extent do you find the badge useful for trade fair participants?



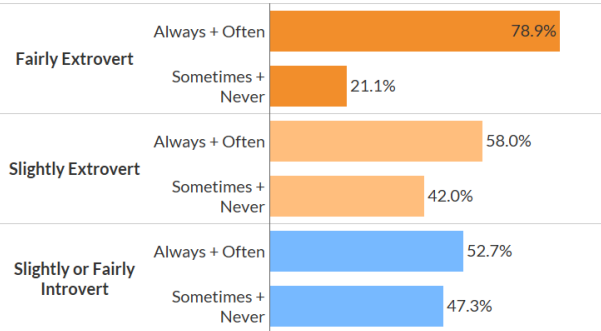
Exhibitors Drive Usage

- **Exhibitors** show the highest adoption: 68% use badges frequently, and their average usefulness rating is **4.3** with nearly **half (47.5%) rating it a 5**.
- **Visitors** are more varied in their usage: only 51% use badges regularly, and their average usefulness rating drops slightly to **4.1**.

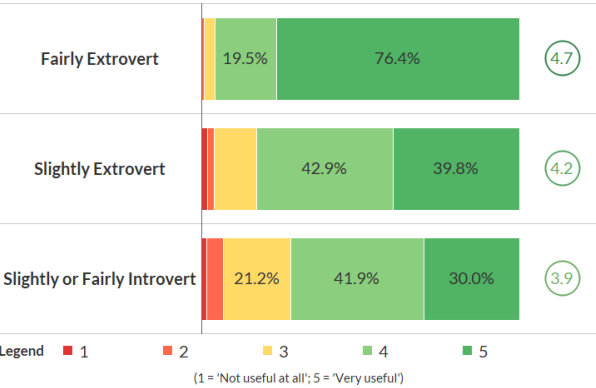


Personality Influence:

In your experience as a trade fair participant, how often have you used a badge?



In general, to what extent do you find the badge useful for trade fair participants?

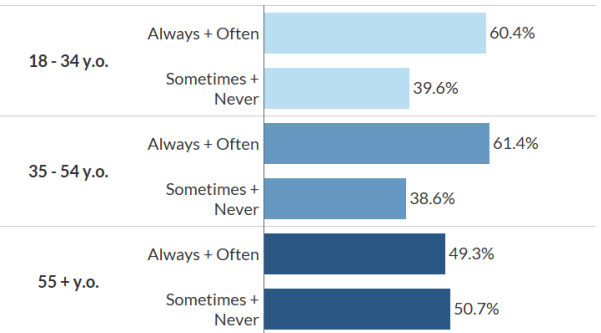


Extroverts Value Badges More

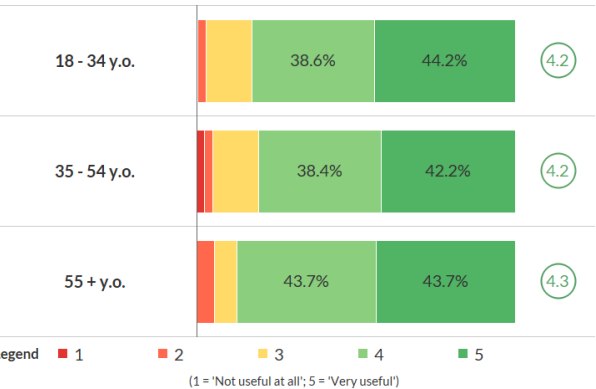
- **79% of Fairly extrovert** individuals use always or often the badge and they rate its usefulness **4.7**.
- Even those who are **slightly or fairly introvert** show solid engagement: **53% use badges frequently**, and they still assign a **3.9 usefulness score**.
- This suggests that regardless of personality type, the badge system supports engagement, though it is most appreciated by those who are more outwardly social.

Age Patterns:

In your experience as a trade fair participant, how often have you used a badge?



In general, to what extent do you find the badge useful for trade fair participants?

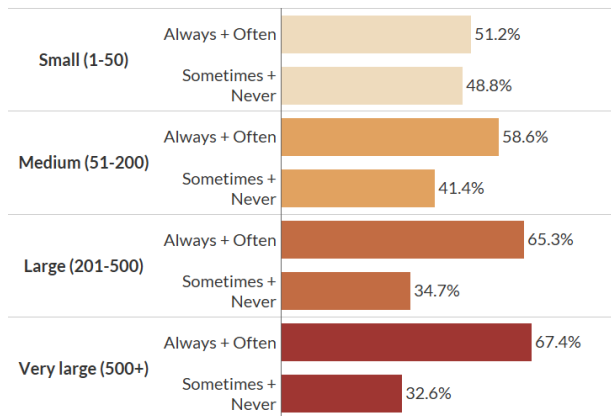


Younger Groups Use More, All Find It Useful

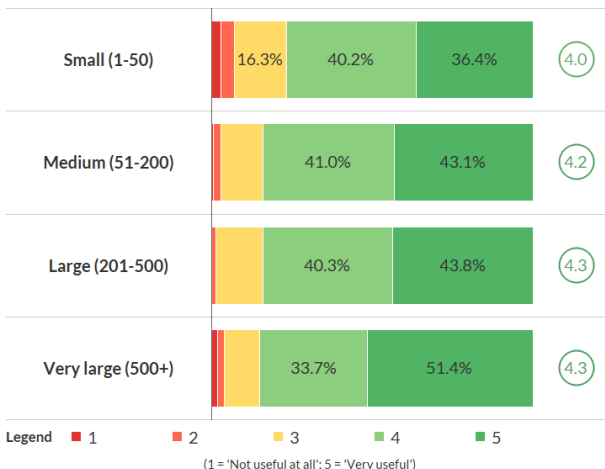
- Badge usage is highest among **35–54 year-olds (61.4%)** and **18–34 year-olds (60.4%)**.
- The **55+ group** is slightly less engaged (49.3% Always/Often), but shows the **highest perceived usefulness at 4.3**, indicating that while less habitual, the badge remains functionally appreciated across age groups.

Company Size:

In your experience as a trade fair participant, how often have you used a badge?



In general, to what extent do you find the badge useful for trade fair participants?

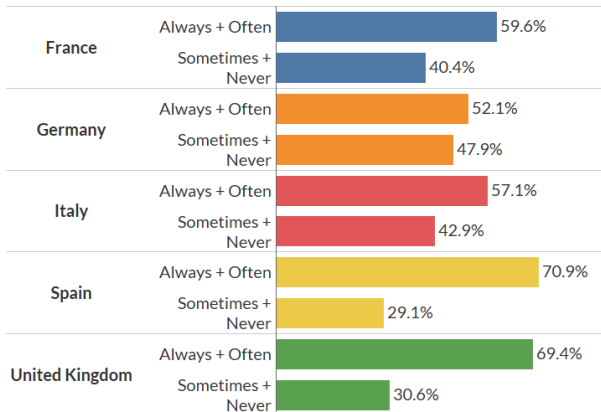


Use Increases with Scale

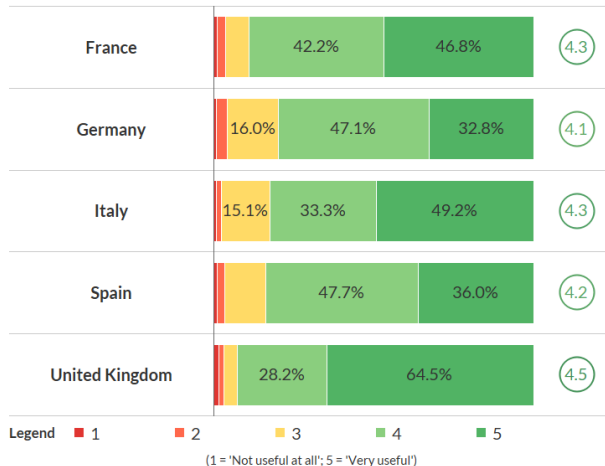
- Larger companies show stronger usage patterns: **500+ employees: 67%, 201–500 employees: 65%**
- Usefulness ratings also rise with company size, from **4.0 for small firms** to **4.3 for large enterprises**.
- This suggests the badge is particularly integral to larger, more complex organisations where structure and visibility are critical.

Country Differences:

In your experience as a trade fair participant, how often have you used a badge?



In general, to what extent do you find the badge useful for trade fair participants?



Strongest Perception in the UK

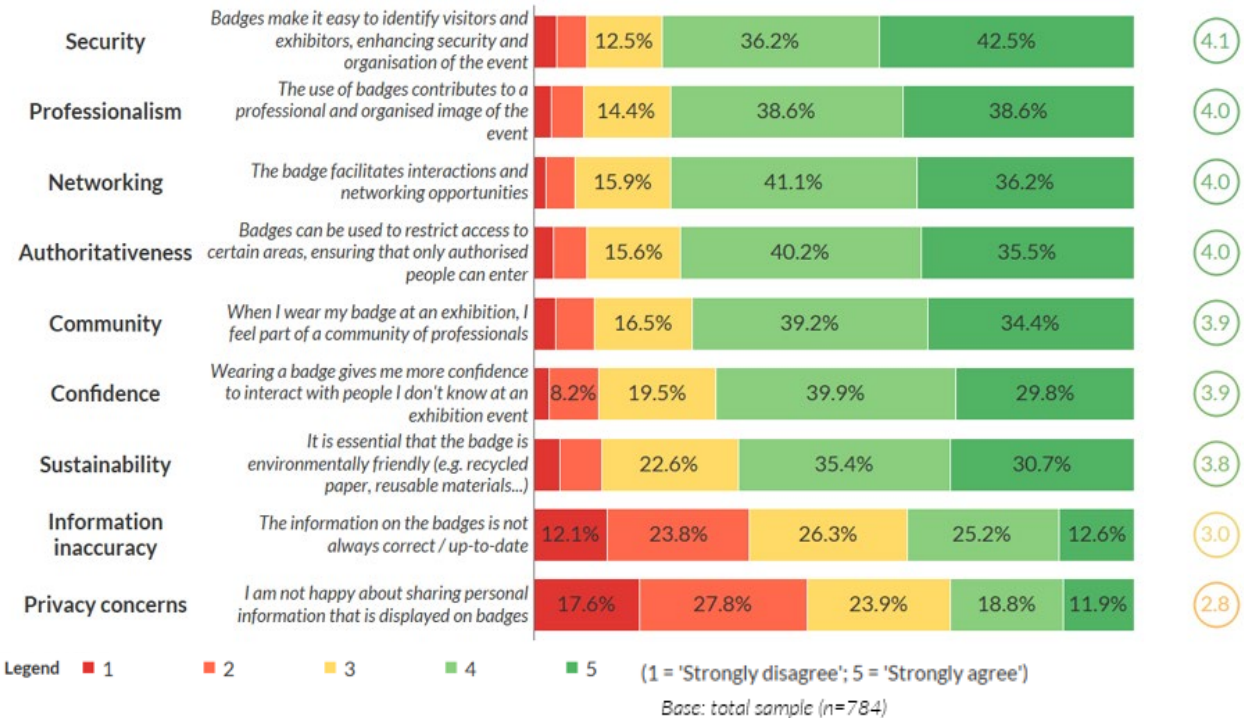
- **UK** stands out: **69% frequent usage**, and the **highest usefulness score of 4.5**, with **64.5% giving it a 5**.
- **Germany** shows the weakest score (4.1), despite moderate adoption (52%).
- **Italy, France, and Spain** cluster closely around the average, indicating widespread but nuanced acceptance across core markets.



BADGE PERCEPTIONS

Strong Functional Value, Minimal Concerns

Indicate for each one to what extent you agree or disagree.



Badges Support Core Event Functions

Respondents see badges as valuable tools for event delivery, with the highest agreement scores for:

- **Security (4.1):** 79% agree they help identify participants and improve safety.
- **Professionalism (4.0):** Badges are seen to support event organisation and brand image.
- **Networking (4.0):** They help initiate conversations and make interactions smoother.

Secondary benefits include **authoritativeness (4.0)**, community sense (3.9), and confidence building (3.9). Ratings indicate broad acceptance of badges as multi-functional.

Badges are not seen as a source of risk due to Information inaccuracy and Privacy concerns.

Role-Based Differences:

		Exhibitor	Visitor
Security	Badges make it easy to identify visitors and exhibitors, enhancing security and organisation of the event	4.1	4.1
Professionalism	The use of badges contributes to a professional and organised image of the event	4.1	4.0
Networking	The badge facilitates interactions and networking opportunities	4.1	4.0
Authoritativeness	Badges can be used to restrict access to certain areas, ensuring that only authorised people can enter	4.0	4.0
Community	When I wear my badge at an exhibition, I feel part of a community of professionals	4.1	3.8
Confidence	Wearing a badge gives me more confidence to interact with people I don't know at an exhibition event	4.0	3.7
Sustainability	It is essential that the badge is environmentally friendly (e.g. recycled paper, reusable materials...)	3.8	3.8
Information inaccuracy	The information on the badges is not always correct / up-to-date	3.2	2.9
Privacy concerns	I am not happy about sharing personal information that is displayed on badges	2.9	2.7

Exhibitors Slightly More Positive

Exhibitors score every statement equal to or higher than visitors. Notable contrasts:

- **Community feeling:** 4.1 for exhibitors vs 3.8 for visitors
- **Confidence:** 4.0 vs 3.7

This suggests exhibitors place greater value on the relational and reputational aspects of badges, possibly due to their higher visibility and stakeholder role.

Personality Influence:

		Fairly Extrovert	Slightly Extrovert	Slightly or Fairly Introvert
Security	Badges make it easy to identify visitors and exhibitors, enhancing security and organisation of the event	4.6	4.1	3.7
Professionalism	The use of badges contributes to a professional and organised image of the event	4.6	4.0	3.8
Networking	The badge facilitates interactions and networking opportunities	4.5	4.0	3.8
Authoritativeness	Badges can be used to restrict access to certain areas, ensuring that only authorised people can enter	4.4	4.0	3.7
Community	When I wear my badge at an exhibition, I feel part of a community of professionals	4.5	4.0	3.6
Confidence	Wearing a badge gives me more confidence to interact with people I don't know at an exhibition event	4.3	3.9	3.6
Sustainability	It is essential that the badge is environmentally friendly (e.g. recycled paper, reusable materials...)	4.2	3.8	3.5
Information inaccuracy	The information on the badges is not always correct / up-to-date	2.6	3.1	3.1
Privacy concerns	I am not happy about sharing personal information that is displayed on badges	2.1	2.9	2.9

Extroverts Drive Stronger Scores

Personality is a clear differentiator:

- **Fairly extroverts** consistently rate all items higher
- **Slightly introvert or fairly introvert** respondents are more cautious.

This spread suggests badge design and visibility may resonate more with confident, outgoing profiles.

Age Stability:

		18 - 34 y.o.	35 - 54 y.o.	55 + y.o.
Security	Badges make it easy to identify visitors and exhibitors, enhancing security and organisation of the event	4.1	4.1	4.2
Professionalism	The use of badges contributes to a professional and organised image of the event	4.1	4.0	4.1
Networking	The badge facilitates interactions and networking opportunities	4.1	4.0	4.1
Authoritativeness	Badges can be used to restrict access to certain areas, ensuring that only authorised people can enter	4.0	4.0	4.0
Community	When I wear my badge at an exhibition, I feel part of a community of professionals	4.0	3.9	3.8
Confidence	Wearing a badge gives me more confidence to interact with people I don't know at an exhibition event	3.9	3.8	4.0
Sustainability	It is essential that the badge is environmentally friendly (e.g. recycled paper, reusable materials...)	3.9	3.8	3.9
Information inaccuracy	The information on the badges is not always correct / up-to-date	3.1	3.0	3.1
Privacy concerns	I am not happy about sharing personal information that is displayed on badges	2.8	2.8	2.6

Perceptions Consistent Across Generations

There is minimal variation across age groups.

- **Security, professionalism, and networking** have the highest scores.

Company Size:

		Small (1-50)	Medium (51-200)	Large (201-500)	Very large (500+)
Security	Badges make it easy to identify visitors and exhibitors, enhancing security and organisation of the event	4.0	4.1	4.2	4.2
Professionalism	The use of badges contributes to a professional and organised image of the event	4.0	4.0	4.1	4.1
Networking	The badge facilitates interactions and networking opportunities	3.9	4.1	4.0	4.1
Authoritativeness	Badges can be used to restrict access to certain areas, ensuring that only authorised people can enter	3.9	4.0	4.0	4.2
Community	When I wear my badge at an exhibition, I feel part of a community of professionals	3.8	4.0	4.0	4.1
Confidence	Wearing a badge gives me more confidence to interact with people I don't know at an exhibition event	3.8	3.9	3.9	3.9
Sustainability	It is essential that the badge is environmentally friendly (e.g. recycled paper, reusable materials...)	3.8	3.8	3.8	3.9
Information inaccuracy	The information on the badges is not always correct / up-to-date	2.9	3.1	3.1	2.9
Privacy concerns	I am not happy about sharing personal information that is displayed on badges	2.7	2.8	2.9	2.7

Larger Firms See Greater Operational Value

Ratings increase with organisation size. This suggests badges are seen as essential in bigger, organisations where visibility and access control matter more.

Country Comparison:

		France	Germany	Italy	Spain	United Kingdom
Security	<i>Badges make it easy to identify visitors and exhibitors, enhancing security and organisation of the event</i>	4.2	3.9	4.2	4.1	4.5
Professionalism	<i>The use of badges contributes to a professional and organised image of the event</i>	4.0	3.9	4.2	4.0	4.5
Networking	<i>The badge facilitates interactions and networking opportunities</i>	4.1	3.8	4.2	4.0	4.5
Authoritativeness	<i>Badges can be used to restrict access to certain areas, ensuring that only authorised people can enter</i>	3.9	4.0	4.1	3.9	4.4
Community	<i>When I wear my badge at an exhibition, I feel part of a community of professionals</i>	3.9	3.7	4.1	4.0	4.4
Confidence	<i>Wearing a badge gives me more confidence to interact with people I don't know at an exhibition event</i>	3.9	3.6	3.9	3.9	4.4
Sustainability	<i>It is essential that the badge is environmentally friendly (e.g. recycled paper, reusable materials...)</i>	3.8	3.6	4.1	3.8	4.2
Information inaccuracy	<i>The information on the badges is not always correct / up-to-date</i>	2.8	3.2	3.2	3.1	2.9
Privacy concerns	<i>I am not happy about sharing personal information that is displayed on badges</i>	2.7	2.9	2.8	2.8	2.4

UK Leads on Perceived Value

Among the big 5 European countries:

- **UK** respondents show the highest agreement across all statements (avg. ~4.5 for top items).
- **Germany** has the lowest scores (avg. 3.8–3.9), especially on softer dimensions like community and confidence.



INFORMATION PRIORITIES

Company Identity Leads, Individual Data Secondary

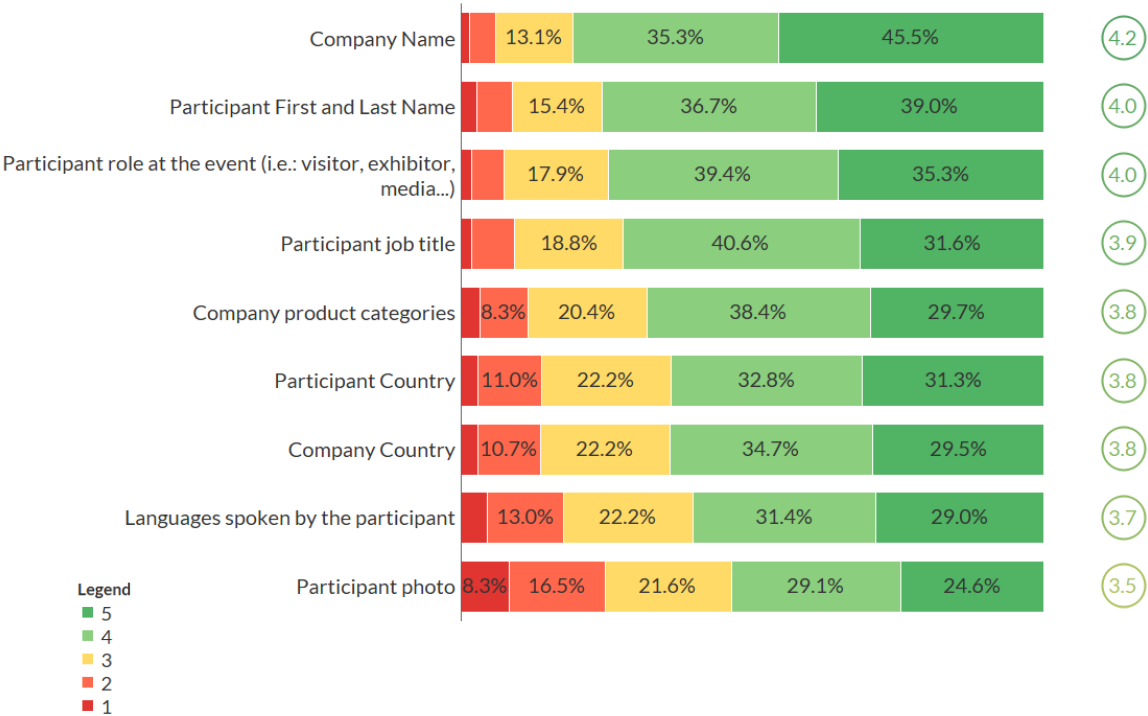
Top Priorities: Company and Name

The most valued item on the badge is the **company name (4.2)** — with nearly half (46%) rating it as “very important”. This is followed by **participant first and last name (4.0)** and **role at the event (4.0)**. These elements support visibility, clarity of purpose, and relationship building at first glance.

Second-Tier Information

Job title (3.9), product categories (3.8), and participant country (3.8) fall just below the top three but still carry practical relevance, especially for exhibitors looking to qualify leads quickly.

To what extent do you think the presence of the following items is important?



(1 = 'Not at all important'; 5 = 'Very important')

Role-Based Differences:

	Exhibitor	Visitor
Company Name	4.3	4.0
Participant First and Last Name	4.1	3.9
Participant role at the event (i.e.: visitor, exhibitor, media...)	4.1	3.9
Participant job title	4.0	3.8
Company product categories	3.9	3.7
Participant Country	3.9	3.7
Company Country	3.8	3.7
Languages spoken by the participant	3.7	3.6
Participant photo	3.6	3.3

Strategic Info Matters More to Exhibitors

Exhibitors consistently rate all badge items as more important than visitors.

Notable differences: **Company name:** 4.3 (exhibitors) vs 4.0 (visitors), **Job title:** 4.0 vs 3.8, **Product categories:** 3.9 vs 3.7.

This reflects exhibitors' need to assess attendee relevance efficiently — knowing who they are speaking to and what they represent is crucial in commercial settings.

Age Patterns:

	18 - 34 y.o.	35 - 54 y.o.	55 + y.o.
Company Name	4.1	4.2	4.2
Participant First and Last Name	4.1	4.0	4.1
Participant role at the event (i.e.: visitor, exhibitor, media...)	4.1	4.0	3.9
Participant job title	3.9	3.9	4.2
Company product categories	3.8	3.9	3.9
Participant Country	3.8	3.8	3.9
Company Country	3.7	3.8	3.9
Languages spoken by the participant	3.8	3.6	3.7
Participant photo	3.5	3.4	3.4

Broad Alignment with Slight Variations

Importance ratings are consistent across age groups. The **55+ segment** shows slightly higher appreciation for **job title (4.2)** and **participant country (3.9)** — possibly reflecting greater focus on hierarchy and origin. **Younger participants (18–34)** align closely, showing no major differences in information priorities.



NEGATIVE BADGE EXPERIENCES

Limited but Recurring, Mostly Practical

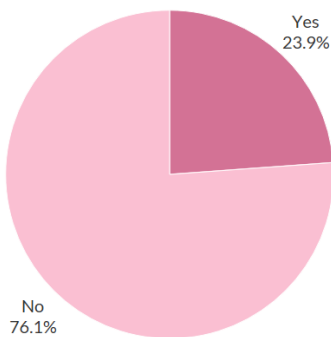
1 in 4 Report a Badge Issue

Overall, **23.9%** of participants report having encountered at least one negative badge-related experience. While this is a minority, it's still notable given the centrality of badges in trade fair operations.

Among those reporting issues, the most frequent problems are:

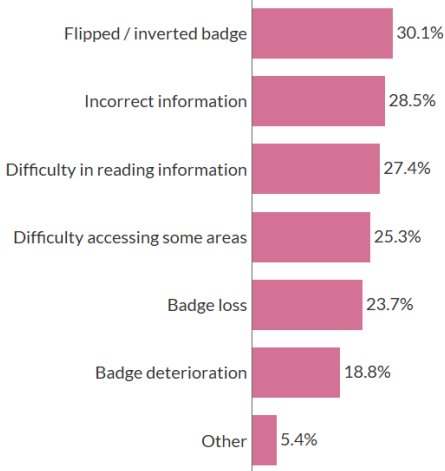
- **Flipped or inverted badge (30.1%)**
- **Incorrect information (28.5%)**
- **Difficulty reading the badge (27.4%)**

Regarding the use of the badge in trade shows, have you ever encountered a negative experience (either by yourself or other participants)?



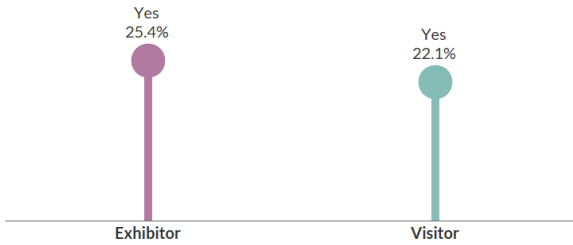
HAD EXPERIENCED NEGATIVE ISSUES:

What issues did you find?



Role-Based Differences:

Regarding the use of the badge in trade shows, have you ever encountered a negative experience (either by yourself or other participants)?



Exhibitors Encounter More Issues

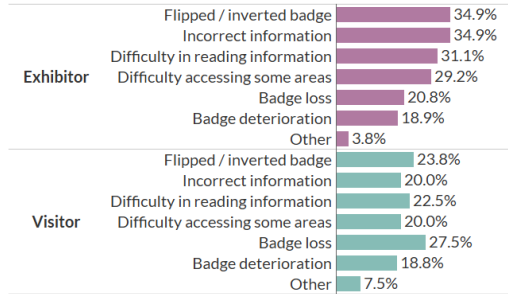
25.4% of exhibitors experienced a negative issue vs **22.1% of visitors**. Exhibitors report higher rates for **Flipped/inverted badges** and **incorrect info (both 34.9%)** and **Reading difficulties (31.1%)**

Visitors mention **badge loss more frequently (27.5%)**.

This difference suggests exhibitors' higher expectations and closer attention to visibility and clarity during interactions.

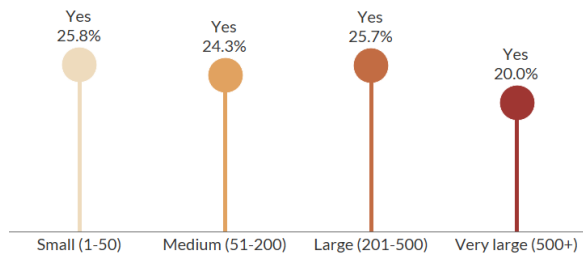
HAD EXPERIENCED NEGATIVE ISSUES:

What issues did you find?



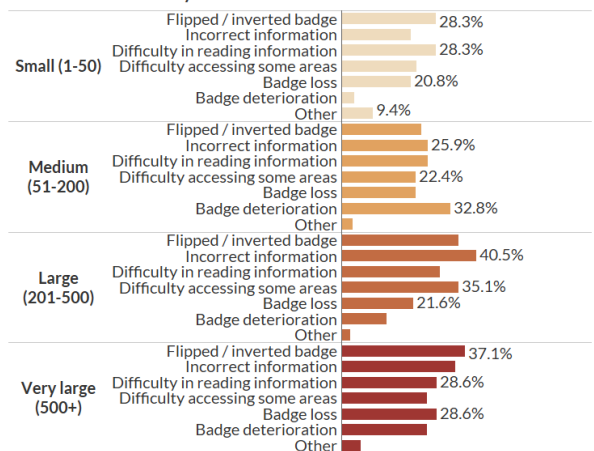
Company Size:

Regarding the use of the badge in trade shows, have you ever encountered a negative experience (either by yourself or other participants)?



HAD EXPERIENCED NEGATIVE ISSUES:

What issues did you find?



Larger Firms See Fewer Problems, but Complexity Plays a Role

Among those reporting issues, large companies tend to experience more complex problems:

- **Incorrect information (40.5%)** and **reading difficulties (35.1%)** spike in the 201–500 bracket.
- For 500+ companies, **flipped badges (37.1%)** and **badge loss (28.6%)** are the top concerns.



SENTIMENT WITHOUT BADGES

Disorientation and Friction Dominate

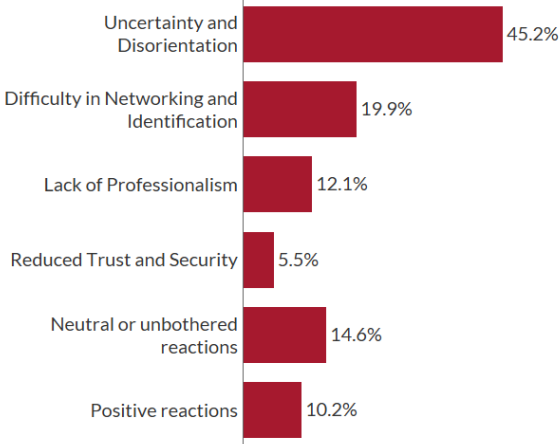
Nearly Half Feel Uncertain Without Badges

The absence of badges generates confusion for **45.2%** of participants. Respondents described feeling “lost”, “disorganised”, and unsure of others’ roles or status, making navigation and interaction more difficult.

Top Emotional Reactions

- **Uncertainty & Disorientation (45.2%)**
- **Difficulty in Networking and Identification (19.9%)**
- **Lack of Professionalism (12.1%)**
- Only **10.2%** expressed approval or comfort without badges.

How do you feel when you go to a trade show and no one is wearing a badge?



Role-Based Differences:

Exhibitors Feel the Impact Slightly More

- Exhibitors report **higher levels of uncertainty (46.6%)** and difficulty networking (20.7%) than visitors (43.7% and 19.0% respectively).

	Segment		Company size			
	Exhibitor	Visitor	Small (1-50)	Medium (51-200)	Large (201-500)	Very large (500+)
Uncertainty and Disorientation	46.6%	43.7%	43.3%	49.5%	42.4%	42.9%
Difficulty in Networking and Identification	20.7%	19.0%	23.8%	18.6%	18.2%	19.2%
Lack of Professionalism	13.7%	10.4%	11.6%	11.3%	12.9%	13.5%
Reduced Trust and Security	6.7%	4.1%	4.3%	5.4%	4.5%	7.7%
Neutral or unbothered reactions	12.8%	16.5%	17.1%	12.7%	14.4%	14.7%
Positive reactions	8.7%	11.7%	6.7%	10.8%	12.9%	10.9%

Company Size:

Larger Firms Expect More Structure

- Uncertainty peaks among participants from **medium-sized firms (49.5%)**, while **those in very large firms (500+)** show higher concerns around trust/security (7.7%).
- Despite company size, a consistent **42–45%** of professionals report confusion without badges — confirming the universality of the issue.



Personality Influence:

Personality Shapes Reaction Intensity

- **Fairly extrovert participants** are most affected:
 - 47.8% feel disoriented
 - 28.7% struggle to network without clear identifiers
 - **Slightly or fairly introverts** are less concerned overall but still show 46.4% uncertainty, with lower networking difficulty (15.7%).
- This suggests that while extroverts rely on social interaction and visible cues, even introverts are unsettled by the lack of clear role labelling.

	Fairly Extrovert	Slightly Extrovert	Slightly or Fairly Introv..	18 - 34 y.o.	35 - 54 y.o.	55 + y.o.
Uncertainty and Disorientation	47.8%	43.9%	46.4%	41.7%	47.6%	45.2%
Difficulty in Networking and Identification	28.7%	19.0%	15.7%	17.9%	19.9%	27.4%
Lack of Professionalism	16.5%	13.0%	7.2%	15.4%	10.4%	9.7%
Reduced Trust and Security	7.8%	4.5%	6.0%	6.7%	5.3%	1.6%
Neutral or unbothered reactions	5.2%	15.6%	18.7%	15.4%	14.3%	12.9%
Positive reactions	4.3%	11.1%	12.0%	11.7%	9.8%	6.5%

Age Differences:

Older Respondents Struggle More with Networking

- **Uncertainty** is high across all age groups (41.7% to 47.6%).
- **Difficulty networking** rises to **27.4% among those 55+**, up from **17.9% in the youngest group (18–34)**.
- Perceived lack of professionalism drops slightly with age, suggesting younger attendees may be more image-conscious about the event setup.

Country Comparison:

Spanish Respondents Most Affected

- **Spain** leads in disorientation (54.1%) and networking difficulty (29.7%).
- **France** and the **UK** show similar concern (44.9% and 41.9%), while **Germany** is least affected (37%).
- The **UK** stands out for its stronger emphasis on professionalism (17.9%) and security (10.3%).

These variations reflect differing cultural expectations around structure and formal identification in business contexts.

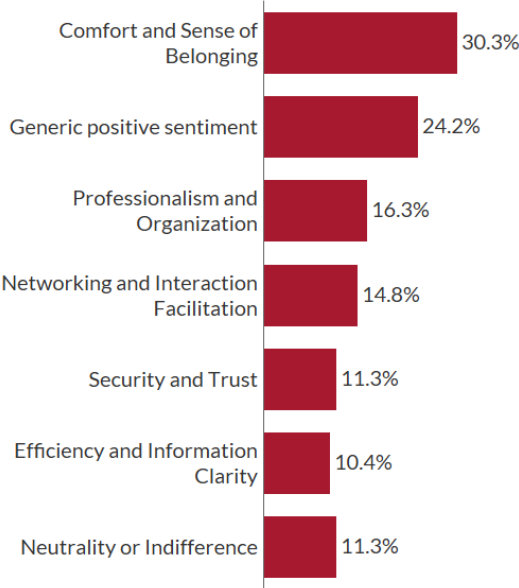
Big 5 Europe					
	France	Germany	Italy	Spain	United Kingdom
Uncertainty and Disorientation	44.9%	37.0%	49.0%	54.1%	41.9%
Difficulty in Networking and Identification	25.5%	18.5%	11.0%	29.7%	21.4%
Lack of Professionalism	9.2%	9.3%	17.0%	8.1%	17.9%
Reduced Trust and Security	4.1%	2.8%	4.0%	6.8%	10.3%
Neutral or unbothered reactions	17.3%	21.3%	13.0%	8.1%	9.4%
Positive reactions	6.1%	13.9%	9.0%	6.8%	9.4%



SENTIMENT WITH BADGES

Sense of Belonging and Structure

How do you feel when you go to a trade show and everyone is wearing a badge?



Strongest Reaction: Belonging and Integration

The most frequent emotional response when everyone is wearing a badge is a **sense of comfort and community (30.3%)**. Comments like *"part of the group"*, *"relaxed"*, and *"I feel among professionals"* suggest badges act as social glue, helping participants feel included and oriented in the event space.

Secondary Benefit: Positive Atmosphere and Professionalism

24.2% express general positive sentiment, often describing the event as *"well organised"* or *"serious"*.

Professionalism and structure are explicitly called out by **16.3%**, reinforcing the badge's role in elevating the perceived quality of the event.

Function Over Flash

Badges are also linked to **Networking support (14.8%)**, e.g., *"communication becomes easier"*, *"easier to network"* and **Security and trust (11.3%)**, where badges provide reassurance on identity and event control.

Role-Based Differences:

Exhibitor and Visitor score nearly identically for belonging ($\approx 30\%$).

However Exhibitors rate **professionalism** and **organisation** slightly higher (16.9% vs 15.6%)

	Segment		Company size			
	Exhibitor	Visitor	Small (1-50)	Medium (51-200)	Large (201-500)	Very large (500+)
Comfort and Sense of Belonging	30.6%	29.9%	26.7%	32.5%	28.8%	33.5%
Generic positive sentiment	25.6%	22.6%	28.5%	19.9%	28.0%	19.9%
Professionalism and Organization	16.9%	15.6%	15.8%	18.4%	15.2%	15.5%
Networking and Interaction Facilitation	14.9%	14.6%	15.8%	12.6%	12.9%	18.0%
Security and Trust	9.8%	13.1%	10.3%	12.1%	10.6%	12.4%
Efficiency and Information Clarity	11.2%	9.6%	10.9%	10.2%	9.1%	11.8%
Neutrality or Indifference	9.8%	13.1%	11.5%	10.2%	12.1%	12.4%

Company Size:

Medium and very large companies report the highest comfort levels (32.5% and 33.5%), suggesting the value of badges scales well in more complex organisational settings.

Trust and professionalism also hold steady across firm sizes, affirming the universal benefit.



Personality Differences

Fairly extrovert respondents are most positively impacted, with: 36% noting a sense of belonging, 24% citing easier networking, 16% pointing to increased trust. **Introverts** also respond positively, though with lower intensity. Their reactions still confirm the comfort and clarity badges bring.

	Fairly Extrovert	Slightly Extrovert	Slightly or Fairly Introv..	18 - 34 y.o.	35 - 54 y.o.	55 + y.o.
Comfort and Sense of Belonging	35.9%	29.9%	27.3%	28.8%	29.9%	38.7%
Generic positive sentiment	16.2%	26.8%	23.6%	27.2%	21.9%	25.8%
Professionalism and Organization	18.8%	16.0%	15.2%	19.8%	15.6%	6.5%
Networking and Interaction Facilitation	23.9%	11.1%	17.0%	13.6%	14.8%	19.4%
Security and Trust	16.2%	11.1%	8.5%	11.9%	12.1%	4.8%
Efficiency and Information Clarity	14.5%	8.8%	11.5%	9.1%	10.1%	17.7%
Neutrality or Indifference	3.4%	11.9%	15.8%	10.3%	12.9%	6.5%

Age Groups:

Older participants (55+) are the most likely to feel a sense of belonging (38.7%).

Country Comparison:

UK leads all markets in positive sentiment: **41.7%** feel a strong sense of belonging, **24.2%** cite generic positive reactions

Spain follows with 35.5% belonging mentions and a strong appreciation for networking support (20.8%)

Germany is more muted, with just **18.3%** citing comfort and 20.2% showing **neutral or indifferent responses**.

	France	Germany	Italy	Spain	United Kingdom
Comfort and Sense of Belonging	25.7%	18.3%	30.0%	35.5%	41.7%
Generic positive sentiment	20.8%	30.3%	19.0%	21.1%	24.2%
Professionalism and Organization	16.8%	11.0%	19.0%	17.1%	17.5%
Networking and Interaction Facilitation	12.9%	11.0%	9.0%	19.7%	20.8%
Security and Trust	12.9%	5.5%	17.0%	14.5%	10.0%
Efficiency and Information Clarity	6.9%	11.9%	7.0%	10.5%	11.7%
Neutrality or Indifference	11.9%	20.2%	12.0%	5.3%	4.2%





TO BADGE OR NOT TO BADGE?

Recommendations
based on the visitors
and exhibitors responses

Standardise Badge Visibility

- **Make badge wearing mandatory across all roles**
Clear identification supports comfort, navigation, and professionalism — especially for first-timers and international attendees.
- **Ensure badges are always visible and front-facing**
Use badge holders or lanyards that prevent flipping, as disorientation often stems from unreadable or hidden badges.

Tailor Messaging to Segment Needs

- **For exhibitors:** Emphasise professionalism, authority, and security
This group values badge presence for structured engagement and gatekeeping.
- **For extroverts:** Promote networking ease
Make badges feel like active tools for contact-making, especially for those inclined toward high interaction.
- **For introverts and younger attendees:** Emphasise clarity and orientation
These groups benefit from simplified interactions, so focus messaging on “easy to navigate, easy to connect.”

Reinforce a Sense of Belonging and Structure

- **Position badges as part of the event identity**
Use messaging like “*Show who you are*” or “*Part of the community*” to promote social inclusion and shared experience.
- **Highlight badges in onboarding and event signage**
Make badge visibility a norm from the start — this reduces early confusion and boosts perceived organisation.

Design for Clarity and Fast Recognition

- **Use large, legible fonts for names, roles, and company**
Participants want to recognise others quickly — discomfort rises when this takes effort.
- **Add role-based colour coding**
Subtle background shading (e.g., blue for visitors, red for exhibitors) helps attendees orient themselves without needing to ask.

Strengthen Trust and Reassurance

- **Highlight the security function of badges**
Use event communications to reinforce that visible identification supports a safe and controlled environment.
- **Train staff to model and reinforce badge usage**
Staff wearing well-designed badges sets the tone and builds confidence for participants to follow suit.

