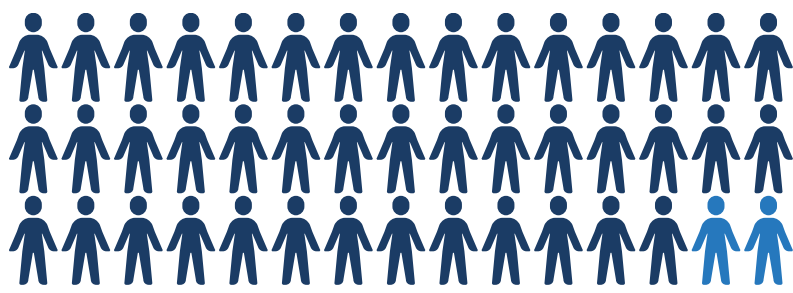


MAXIMIZING ATTENDEE ENGAGEMENT



ATTENDEE ENGAGEMENT: THE SECRET WEAPON 96% OF EXHIBITORS USE TO ACHIEVE THEIR GOALS!

ATTENDEE ENGAGEMENT GOALS



People



Product



Learning

POPULAR EXHIBITOR GOALS



Sales Leads



Brand Awareness



Relationship Mgmt.



Download
Part 3 for
full details

 50%+ exhibitors using the above goals say attendee engagement is highly effective in influencing them.

IN-BOOTH TACTICS

Who Attendees Want to See In-booth

Interactive Outperforms
Static Engagement



Hands-on or
1:1 demos



QR codes for
product info

Sales/marketing



83



Product Experts



79



Executives



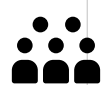
78



Peers



74



0 20 40 60 80 100
*percentages reflect high attendee use



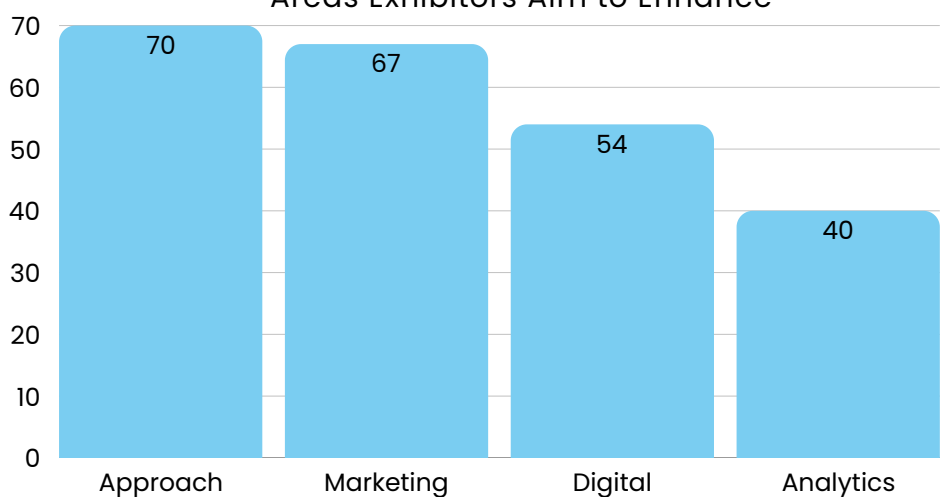
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LOOK TO THE FUTURE

 75% of exhibitors identify areas they aim to improve.

Areas Exhibitors Aim to Enhance


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USE DIGITAL TACTICS TO BOOST ENGAGEMENT



70% of exhibitors use digital tactics provided by organizers into their attendee engagement efforts.

50%+ of DIY
Marketing Users
rate these
efforts effective
in maximizing
attendee
engagement

Pre-show outreach to customers/prospects



influencer
marketing



calls

On-site outreach to customers/prospects



calls



texts



Download
Part 2 for
full details

*tactics reflect effectiveness
of attendee engagement