



FROM INSIGHT TO IMPACT: HOW MAXIMIZING ATTENDEE AND EXHIBITOR ENGAGEMENT STATS CAN HELP CLOSE MORE DEALS

CONSULT, DON'T PRESCRIBE.

Uncover a client's KPI's, tailor a solution with a prospective exhibitor's goals, and reinforce it with these CEIR engagement insights.

Part 1

BE THE TRUSTED ADVISOR

Position as a partner by sharing part 1 of this series. It offers practical guidance to refine an exhibitor's in-booth approach to boost attendee engagement.



Part 2

HARNESSING THE POWER OF DIGITAL

Pull stats from this report to make the case for investments in digital and show services that best fit a client's needs.



Part 3

ALIGN WITH AN EXHIBITOR'S GOALS

Learn where attendee engagement tactics are most effective in positively influencing client goals. Use CEIR stats to justify the investments.



Part 4

EXHIBITOR FUTURE OUTLOOK

Exhibitors are looking to improve results. Use these insights to spark strategic conversations about exhibiting at the next edition and drive smarter decisions.



Parts 5-7

GET CREATIVE BEYOND THE BOOTH

Boost exhibitor outcomes with creative sponsorships beyond the booth. Explore the options with the highest attendee use in:

- Networking - Part 5
- Product Promotions - Part 6
- Learning - Part 7




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these Parts
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details**

