



**2017 MATSO Program | 7-9 March 2017**

**Las Vegas Convention Center, N-227/229**

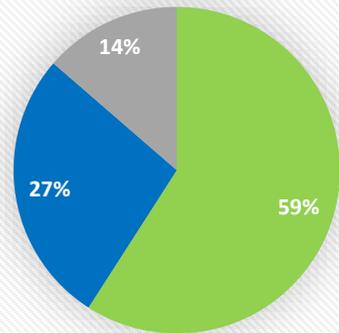
**Las Vegas, Nevada**

**Host Event: CONEXPO-CON/AGG 2017**

**Produced by: Association of Equipment Manufacturers**

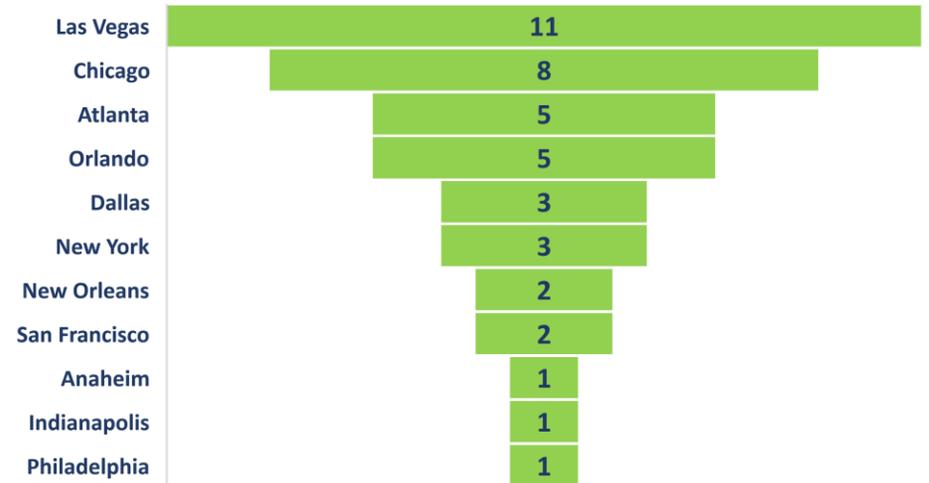
**Show Size of Attendees - NSF**

*Total Represented in the Room - 12,694,600 NSF*



■ 200,000-500,000 ■ 500,001-750,000 ■ Over 750,000

**Program Attendees Produce Shows in These Cities**



# REPORT

<b>PROGRAM PARTICIPANTS</b>	
<i>Sponsor Representatives</i>	<i>Presenters</i>
<ul style="list-style-type: none"> <li>▪ <b>Bear Analytics</b> – Eric Mistic, VP of Business Development and Co-Founder</li> <li>▪ <b>Centerplate</b> – Richard Ginzel, VP of Operations</li> <li>▪ <b>Cox</b> – Wi-fi provider</li> <li>▪ <b>Experient</b> – Terence Donnelly, CMP, CEM, Strategic Sales Executive</li> <li>▪ <b>Las Vegas CVA</b> – Chris Meyer, CEM, CMP, VP of Global Business Sales</li> <li>▪ <b>Louisville CVB</b> – Angi VanBerg, CEM, VP of Trade Show Sales</li> <li>▪ <b>Kentucky Exposition Center</b> – Dave Patrone, Director of Sales</li> <li>▪ <b>The Sands Expo &amp; Convention Center</b> – Tyler Stewart, VP of Convention Sales</li> </ul>	<p><b>Emcee's:</b> Kelly Kilga, CEM; Camille Stern</p> <p><b>Session Presenters:</b></p> <ul style="list-style-type: none"> <li>▪ <b><i>Augmenting the Personalized Show Experience Through Emerging Technologies</i></b>, Derek Woodgate, President, The Futures Lab</li> <li>▪ <b><i>Networking Exchange</i></b>, Kelly Kilga, CEM</li> <li>▪ <b><i>Accelerating Event ROI via Advanced Data Analytics</i></b>, Joe Colangelo, CEO and Co-founder, Bear Analytics</li> <li>▪ <b><i>Events as Data Integrators – Enriching Attendee and Exhibitor Experience with Data</i></b>, Aleksander Levental, Co-founder &amp; CEO, Feathr</li> <li>▪ <b><i>City Working Group – Las Vegas</i></b>, Kelly Kilga, CEM</li> </ul>
<i>Attendees (29)</i>	
<p><b>Mark Bogdansky</b>, Auto Care Association  <b>Kim Broome</b>, National Association of Broadcasters (NAB)  <b>Sacha Carey, CEM</b>, Water Environment Federation  <b>John Catalano, MBA</b>, Society of Manufacturing Engineers (SME)  <b>Sandy Chapin, CEM</b>, Semiconductor Equipment &amp; Materials Int'l (SEMI)  <b>Jo Dickson</b>, Penton – Natural Products Expo West  <b>Jessica Finnerty, CEM</b>, Auto Care Association  <b>Ashley Fisher, CEM</b>, National Association of Broadcasters (NAB)  <b>Tom Gattuso, CEM</b>, Specialty Equipment Market Association (SEMA)  <b>Tiffany Hale</b>, National FFA Organization  <b>Mary Pat Heftman</b>, National Restaurant Association (NRA)  <b>John Jaworski, CEM</b>, Radiological Society of North America (RSNA)  <b>Kelly Kilga, CEM</b>, NPES &amp; Graphic Arts Show Company, Inc. (GASC)  <b>Sean Lenahan, CEM</b>, National Association of Home Builders (NAHB)  <b>Bob McLean, CPA</b>, Promotional Products Association International (PPAI)</p>	<p><b>Justin McVaney</b>, National Association of Broadcasters (NAB)  <b>Meg Meyer</b>, National Association of Home Builders (NAHB)  <b>Denise Miller</b>, National Association of Home Builders (NAHB)  <b>Lorri Monty, CEM</b>, Specialty Equipment Market Association (SEMA)  <b>Jennifer Morris</b>, National Restaurant Association (NRA)  <b>Nath Morris</b>, U.S. Poultry &amp; Egg Association  <b>Kevin Murphy, CEM, Consumer Technology Association (CTA)</b>  <b>Lexy Olisko</b>, Specialty Graphic Imaging Association (SGIA)  <b>Art Paredes</b>, Semiconductor Equipment &amp; Materials International (SEMI)  <b>Barbara Powell</b>, IEEE PES Transmission &amp; Distribution Conf. &amp; Expo  <b>Ronald Rosenbaum</b>, ASIS International  <b>Susan Schwartz, CEM</b>, ConvExx  <b>Camille Stern</b>, SPARGO, Inc. – ASCO Annual Meeting  <b>Leigh Walls, CEM</b>, National Association of Convenience Stores (NACS)</p>

## Day 1 – Wednesday, 8 March

EXHIBITIONS DAY – 6-7 June; Washington D.C. – Carrie Ferenac, CNTV & IAEE Advisory Committee Chairperson; Mark Bogdansky, Auto Care Association



Ms. Ferenac and Mr. Bogdansky spoke to the group about the importance of attending [Exhibitions Day](#), 6-7 June; Washington D.C., to build awareness of the economic impact of large shows and advocate for the industry with federal legislators and other policy influencers on Capitol Hill. Ms. Mary Pat Heftman has attended in the past and added her support to MATSO organizations participating.

## HOST EVENT REPORT – Led by Michelle Sanford, CEM, and Sara Mooney, CEM, Association of Equipment Manufacturers

The CONEXPO-CON/AGG team provided a brief overview of the show and some of the new elements that MATSO could experience.

### Event Overview

#### Largest CONEXPO-CON/AGG ever!

- 2,871 total exhibitors
- 2,835,563 NSF of displays and equipment (65 acres or 49 football fields)
- 474,777 SF of temporary structures (eight football fields)
- 143 education sessions (10 tracks including the Technology - *new*)

### Some Fun Facts

- 4 shows move in and out during installation
- 250 million pounds of equipment
- 100 million pounds of display materials
- Total lifting capacity of all hoists are 1,072,000 pounds
- Outdoor booth power is supplied with 52 generators (enough power to support 930 standard homes)
- Enough feed cable distributed to go up and down the Las Vegas strip 8,754 times
- 42.2 miles of aisle and booth carpet

### New Elements

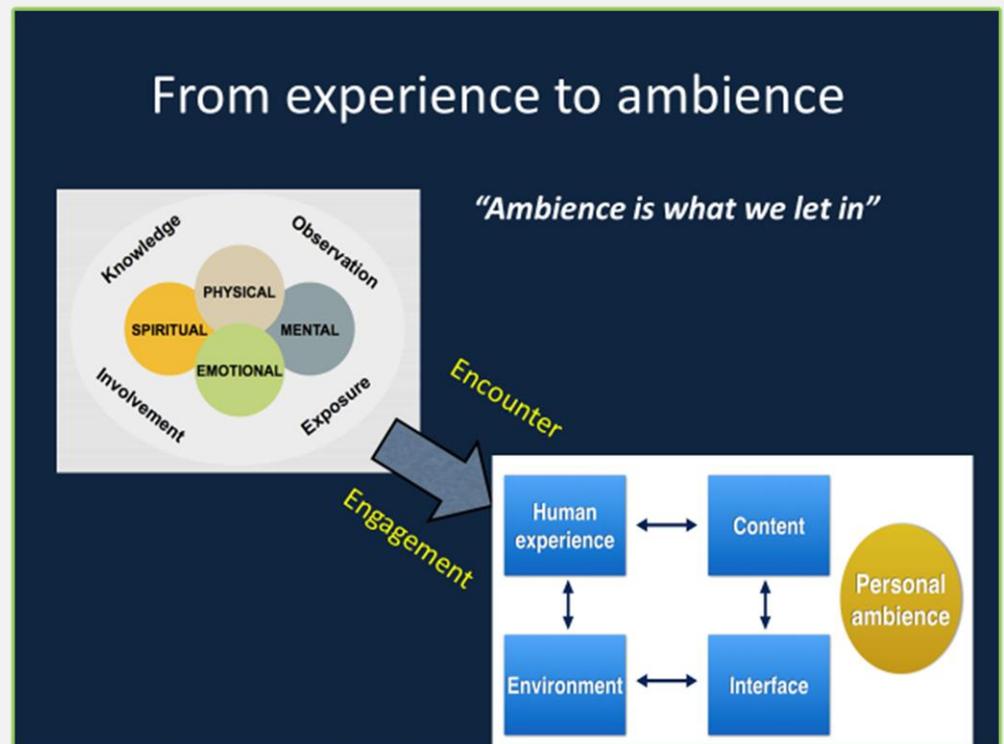
- Restructured registration fee (based on a pricing analysis)
- New Badge Pack (beacon in badge)
  - Monorail pass
  - Shuttles (important to communicate value of shuttle as part of registration price)
  - Tech Experience
  - Discounts – bars-lounges
  - All hall-show floor experience
- Learning programs – additional cost
- Experience bundles – additional cost



The presentation described how emerging technologies and experiential events will help develop our ability to embrace concepts such as personal ambience, engagement and multisensory experiences. *(The full presentation deck is available on IAEE MemberLink MATSO Community – Library)*

**Show Design to Optimize Personal Ambience**

- **The Remix lifestyle** (the extended self)
  - Multiple identities
  - New archetypes
  - Real virtuality
  - Nomadic, non-linear
  - Reconfigurable lives,
  - Collaborative
  - Upskilling
- Personal data driven/attendee profiling (events designed to be adaptive to personal aesthetics, imagination, moods and emotions)
  - Body>Data>Space (you are the experience)
  - AI – artificial intelligence (plus wearable AI), agents and expert systems
  - Adaptive digital media
  - Situation awareness and behavioral identities
  - Facebook moments
- **Multi-sensory engagement**
  - Combining sensation with imagination
  - From experience to ambience
  - Understanding sensation
  - Infusing Interactive narrative with a sense event
  - Full body immersion
- **New spatial narratives**
  - Changing/adaptive environments-projection mapping
  - Perspective mapping
  - Augmented affect and atmospheres
  - 5D sensory enhanced environments/immersion/simulation
  - Displays in the sky
  - 3D holographic effects
  - Interactive VR-Being the story



- Shared creative artifacts
- **New materials and display design**
  - Smart materials and active coatings
  - Changing face of displays
  - Renewable resources
  - Embedded and dynamic lighting
  - 3D reactive cinema hubs with Dolby-Atmos audio
  - Programmable displays
  - Interactive annotated environments
- **Multi-platform marketing**
  - Multimedia convergence
  - Motion control product demonstrations with artificial reality (AR)
  - Playable objects
  - Interactive 3D marketing
  - 360-degree 3D VR video
  - Computational videography



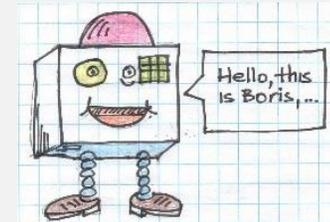
## NETWORKING EXCHANGE – Led by Kelly Kilga, CEM

### Email Messaging

- Too many emails still being sent – one solution offered was to personalize the message to the user keeping in mind demographics are changing.
- How many is too many - three-four per week was the most common response. One-two per week was acceptable; although it was noted it depends on what the message is in reference to and how far out from an event it is. Sponsor and exhibitor communications become more important the closer the event is.
- Still the most effective method of delivery; it was mentioned that direct mail seems to be making a comeback.
- Some events are combining housing and registration to minimize messaging.

### Attendee Privacy

- Attendees are asking why you are collecting their information and what it will be used for.
- Call campaigns to alumni, sophomore groups, special event messaging are ok in moderation. **NO ROBO-CALLS!**
- Opt in choice continues to be important for attendees – if people agree to give up their personal data, they need to get a personalized experience.



### Text Messaging

- Is anyone using text messaging? Many businesses are asking for mobile numbers.
- It is currently acceptable in Asia but not in the U.S.
- Many participants feel it will be more acceptable in the future as millennials move through the workforce.

### Renting/Providing Mailing Lists

- Varied response from those in the room about providing attendee lists – most do not provide email addresses just mailing addresses.
- It was noted if renting/selling the lists, have marketing departments research what lists cost per name to not undervalue the information you have.

## Day 2 – Thursday, 9 March

### LAS VEGAS HOST CITY WELCOME & UPDATE – Chris Meyer, CEM, CMP, Vice President of Global Business Sales, LVCVA

Chris Meyer welcomed the MATSO group and provided an update and expected timeline on the expansion plans for the convention center.

#### Plans:

- Adding 600K sq. ft. hall where Diamond Lot is now
- Adding 250-300K sq. ft. of meeting space
- Connecting whole facility
- Will expand footprint by acquiring more land for parking

#### Timeline:

**Phase 1** – Complete (Diamond Lot creation).

**Phase 2** – Design and plan next phase of construction, hold focus groups, present plan for funding in April 2017, finalize plan in May with construction of new hall complete by December 2020. No word on how that will affect which shows. Groups will have 12 months notice.

**Phase 3** – Renovate existing space by 2022.

### ACCELERATING EVENT ROI VIA ADVANCED DATA ANALYTICS – Joe Colangelo, Bear Analytics

This session was a case study highlighting the success the National Association of Home Builders (NAHB) achieved by unlocking the secrets hidden in their data for the International Builders Show and their member database using Bear Analytics. Co-presenters: Meg Meyer, VP, Marketing and Customer Service and Denise Miller, AVP, Digital Strategy & Trade Show Marketing, NAHB

#### THE CASE

- 1) Moving the Builder's Show to Orlando after **4** consecutive years in Las Vegas.
- 2) Exhibition floor growth was accelerating faster than attendee audience growth – *wanted to maintain the balance on both sides of the aisle.*
- 3) Membership database was a challenging environment to market from – *data being held hostage!*
- 4) Needed to better understand their event attendees and how to **nurture** their loyalty to the event.

#### ANALYTIC PROCESS

##### **Immediate Findings & Benchmarks**

- Highest value individuals/companies
- Core vs. non-core registration – who actually matters to exhibitors
- Compound Annual Growth Rate across different factors such as registration type
- Verified vs. Unverified across different factors such as registration types and membership status
- Registration Revenue across registration types
- Average registration revenue by registration type

##### **Developed NAHB Persona Booklets to Segment Audience**

Segmentation can include job level, business description, product interest, age, buying power and loyalty, recency, timing, geography and revenue.

- Suggested targeted messaging based on identified personas – *who people are and how to speak to them*

### IBS 2017 Stats

**58,000**  
Attendees

**565,000**  
NSF

**160+**  
Education Sessions

**1,500**  
Manufacturers  
and Suppliers

- Who to target in order to improve loyalty – *focused on loyal core*
- Anticipated registration timing based on persona – *strike while the iron is hot*

**Smart Lists Developed to Identify Priority Targets for NAHB (clean, usable data, built for marketing)**

- Top targets for telemarketing campaign with phone numbers
- Individuals who are NAHB’s Most Loyal patrons
- Abandoned contacts for suppression from cost-intensive marketing endeavors

**Predictive Analytics**

- Predictive Reporting – consuming client registration, exhibition, and/or marketing data to understand pacing against goals, historical performance, and in key demographic or audience segments.
- Dedicated Analyst Identifying Opportunities – weekly analyst briefs helping guide client through to the insights that matter and the areas of focus for the next week.
- Weekly List Development – Data access/list management to ensure segmenting prospects and suppressing already converted individuals is simple and straightforward.

**OUTCOMES**

- 1) Headed into the year with a strong understanding of attendee base which will impact messaging and timing for the 2018 show.
- 2) Being able to track whether personas are registering when expected and, as a result, the ability to make marketing adjustments in real-time.
- 3) Tracking over and under-performing markets during the sales cycle will allow for quick reaction and adjustment as needed.
- 4) Anticipating more sleep as a result!



**EVENTS AS DATA INTEGRATORS – ENRICHING ATTENDEE AND EXHIBITOR EXPERIENCE WITH DATA – Aleksander Levental, Feathr**

**THE EVENT IS THE FOCAL POINT OF YOUR RELATIONSHIP WITH OUR AUDIENCE, NOT THE BEGINNING, MIDDLE AND END AS IT IS TREATED NOW**

**What We’re Talking About**

- What digital, data, and analytics really mean to an event and how it encompasses more than 2-4 days of activity.
- How to generate value for your attendees, exhibitors, and sponsors by integrating and leveraging data.
- Executing today versus prepping for the future.

**Why We’re Talking About It**

- The future is already the present. The present is being treated like the past. And the **mega-future** is going to be even more complicated.
- The way attendees engage with you, your exhibitors, your sponsors is already significantly different than what most of us are ready for.
- Things which previously seemed impossible or were reserved for the NSA are now commonplace – and they actually produce value.

**Data Integrators**

- Google – first there was “search”
- Facebook – then there were “likes”
- Before both were your events

#### Communications Differentiators in 2017

- **Accuracy** *not* Volume - the right message, to the right person, at the right time
- **Personalization** *not* Creative Wit
- **Relationships** *not* Brand Loyalty
- 

Your exhibitors have all of the same marketing challenges you have.

#### EVENT COMPANIES CAN BE THE MOST COMPREHENSIVE MARKETING CHANNEL THEIR EXHIBITORS HAVE

- The first step to leveraging your data is to start building your assets (and knowing what data is).
- Data is the asset you use to generate a fact or report – NOT the report itself.
- Data needs to be ALIVE, SEARCHABLE, CONNECTED.
- Data Platforms: CRM Data; Behavioral Data, Query/Filter/Segmentation, Connect to Channels, or Push to Platforms

#### Event Marketing

- Communicate on your attendee’s schedule **accurately** - *instead of scheduling email blast on a specific day, set a range and deliver the email 30 minutes after they come to the site.*
- Use the information they give you to **personalize** your message – *if you have already asked what they are interested in – make sure you don’t send them information they don’t care about.*
- Ask for more information, evolve your relationship – *make sure they’re benefiting from engaging with you over time.*

#### Event Sponsorship

- Recognize your exhibitors’ challenges and your advantages – *sell them a vision of integrated, outcome-based marketing. Sell them the same marketing resources you use for yourself.*
- The event is the focal point of your exhibitor’s marketing with you, not the beginning, middle and end – *build campaigns around branding, lead generation, engagement, content and thought leadership.*
- **Don’t sell them your list!**

#### Event Design

- Let your attendees co-create the event with you – *respond to data during the building of the event, not just after.*
- Start with profiles and cohorts. Walk before you run.
  - *How many different groups and categories are there?*
  - *Are they all well served by one reception, one floor?*
  - *Do all your exhibitors really want to see all of them?*

#### YOU ARE NO LONGER AN EVENT ORGANIZER. YOU’RE A DATA COMPANY THAT PUTS ON EVENTS.

**LAS VEGAS CITY WORKING GROUP DISCUSSION – Led by Kelly Kilga, CEM**

**Convention Center Expansion/Upgrade - *the following concerns were expressed:***

- How will the building closures affect shows? (similar to experiences in Atlanta and Chicago)
- Why was there no feedback asked for from organizers?
- Is there a timeline for organizers of affected shows to be notified?
- What happens to the project if there is another economic downturn? Will the money still be there?
- Better communication is needed. LVCVA needs to designate one point of contact for these questions and regular updates need to be provided.

*Discussion included:*

- Focus groups were convened during the planning phase.
- LVCVA is calling all their key accounts that will be affected by the expansion.
- Shows that have not located in Las Vegas will likely want to get on a waiting list.
- Bathrooms need updating.

**Centerplate Experience**

- Mixed feeling on service – staffing seems to be lacking and people are coming and going.
- From those who have had shows since Centerplate began in January 2017, communication is the main challenge
- When a vendor is the exclusive for a venue, the venue should ensure they provide quality service (especially when organizers report an issue)

**OTHER DISCUSSION**

**Future MATSO Programs**

- Hosted program locations – continue to search for more unique events as models (C2 was suggested)
- Atlanta was suggested for a city working group report at 2017 Expo! Expo!
- Data continues to be a current topic
- The changing tradeshow model should be one of the next important topics that MATSO explores

**Next Steps to Further Define MATSO Purpose**

- Will MATSO take the lead in communicating challenges to city representatives?
- What does the structure of the city working group look like moving forward?
- How are messages communicated to the group?
- Are we an advocacy group or a sharing group?

**Connect with your MATSO network between meetings**

- [MemberLink](#) (IAEE’s online members-only forum)
- LinkedIn Group – [Apply here](#)
- [MATSO webpage](#)

**Future MATSO Programs**

- Expo! Expo! – San Antonio, TX; 28-30 November 2017
- 2018 Program – Location to be announced

Thank you to our sponsors and host!

