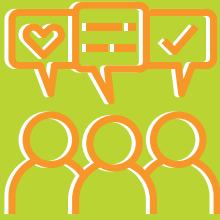


**IAEE Show
Organizer BUZZ
20 May 2022**

Key Takeaways

Join us on the 3rd Friday of each month!

HAVE ATTENDEE HABITS CHANGED?



- Moving forward attendees may continue to register later in the registration cycle.
- Attendees are watching travel costs closely.

HAVE SPONSOR AND/OR EXHIBITOR HABITS CHANGED?

- Sponsors and exhibitors are making decisions to participate closer to an event.
- Non-exhibitors/non-registered companies are wanting to interact with attendees offsite and not take part in the official event.



WHAT ARE YOU DOING DIFFERENTLY FOR YOUR ATTENDEE JOURNEY?

- Hold raffles to bring back the crowd into the exhibit hall. Hand out raffle tickets at all educational events, entering the exhibit hall, registration, and other associated events. Have an area for attendees to turn in their raffle tickets on the show floor (which could be a sponsorship opportunity).
- Pop-up areas on the show floor – leaving people guessing what you're going to have each day. This could be changed daily and push notifications sent to attendees.
- Other ways to keep attendees on the show floor: entertainment, live music,
- speaker signing, and live art displays that tie into your show.

