



MAXIMIZING ATTENDEE ENGAGEMENT



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

BALANCE YOUR NETWORKING OFFERINGS

97% of organizers offer networking options and **55%** of exhibitors have sponsored them in the last 2 years.

Networking Options with Highest Attendee Use



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*based on consensus of 61%+ organizers and sponsor observations

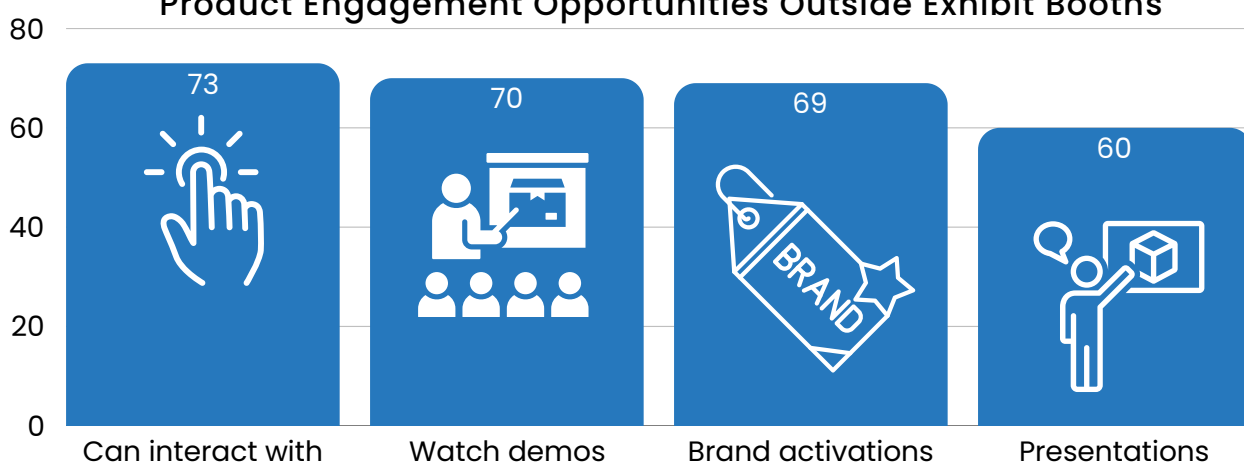
PROVIDE INTERACTIVE PRODUCT ENGAGEMENT AREAS

90% of organizers offer product engagement options and **58%** of exhibitors have sponsored them in the last 2 years.

Product Engagement Opportunities Outside Exhibit Booths



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*percentages based on exhibitor perception of high attendee use

LEARNING IS INTEGRAL TO CREATING VALUE

80% of organizers offer learning options and **50%** of exhibitors have sponsored or participated as a speaker in the last 2 years.

Most Popular Topics and Session Lengths



45 mins.

Hot trends
Professional development
New products



30 mins.

Hot trends
New products



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EVALUATE OUTCOMES TO FUTURE-PROOF



Tracking attendee counts and behaviors, 86%



Sentiment assessment, 80%



Feedback from exhibition staff, exhibitor and attendee advisory committees, 75%

Top Three Metrics to Evaluate Attendee Engagement Outcomes

90% of organizers evaluate the outcome of attendee engagement offerings.



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