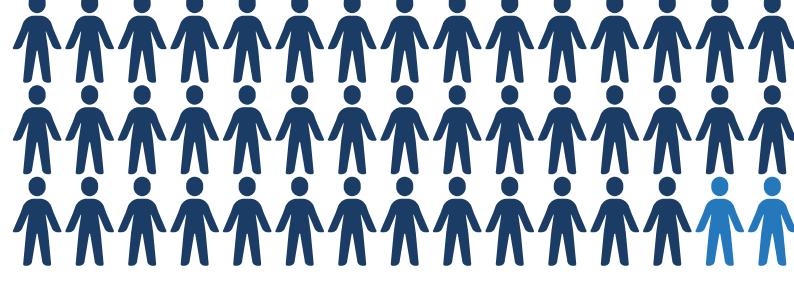




MAXIMIZING ATTENDEE ENGAGEMENT

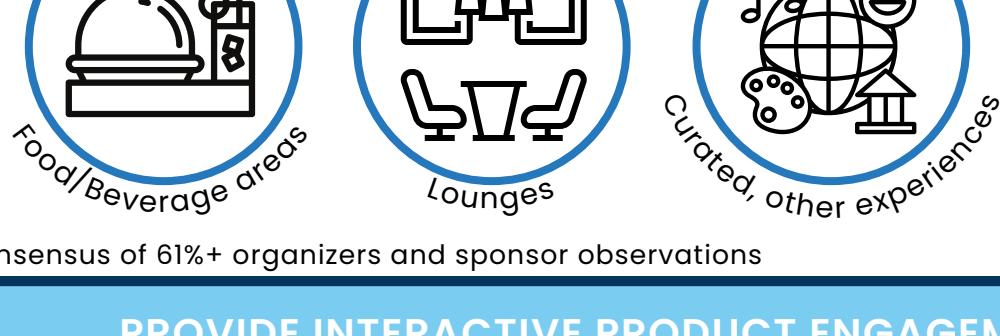


ATTENDEE ENGAGEMENT: THE SECRET WEAPON 96% OF EXHIBITORS USE TO ACHIEVE THEIR GOALS!

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



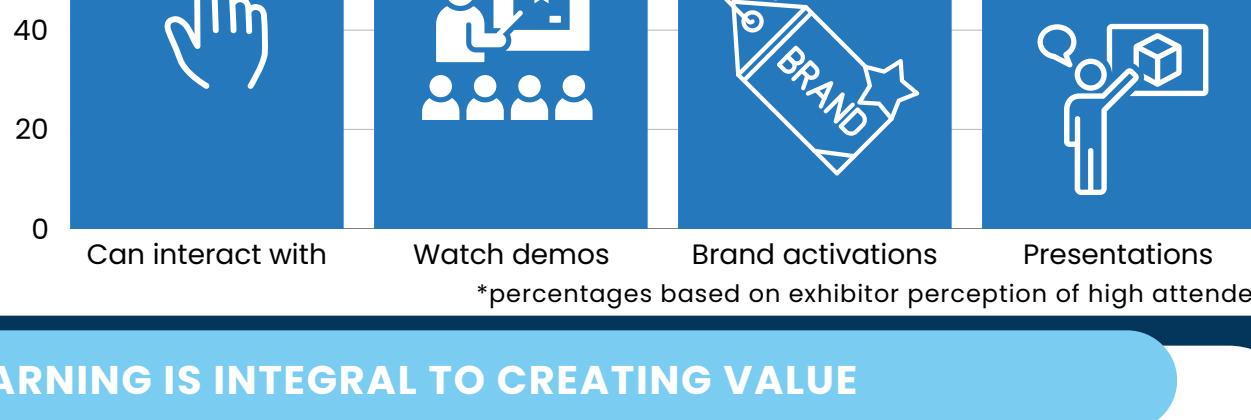
Download Part 5 for full details

*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



Download Part 6 for full details

*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



Download Part 7 for full details

EVALUATE OUTCOMES TO FUTURE-PROOF



Tracking attendee counts and behaviors, 86%

Download Part 8 for full details



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.