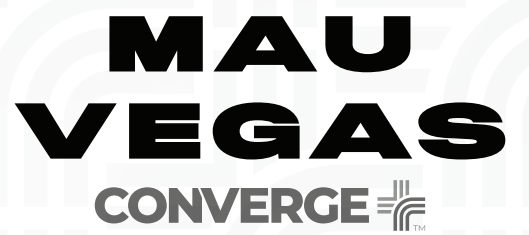


# CONVERGE+ AT MAU VEGAS

START EARLIER. CONNECT BETTER. FOLLOW UP SMARTER.



**MAU DELIVERS THE AUDIENCE.** Converge+ turns that audience into sales momentum — before, during, and after the event.

## WHAT CONVERGE+ DELIVERS

- ✓ Earlier access to the right buyers
- ✓ More meaningful conversations
- ✓ Clear, prioritized post-event follow-up
- ✓ Owned, CRM-ready leads you can act on with confidence

## BEFORE MAU: BUILD PIPELINE BEFORE THE DOORS OPEN

### CONVERGE+ ACTIVATE

Reach registered MAU attendees weeks before the show — so you arrive already known, already relevant, and already in conversation.

#### WHY IT MATTERS

- Invite and connect with customers before their calendars fill up
- Focus outreach on attendees based on your ICP
- Engage buyers while competition is still low (privacy-first)

#### DESIGNED FOR QUALITY

- Privacy-first, masked identities until engagement
- Credit-based outreach ensures intentional contact
- Limited availability creates a clear head start

» **Bottom line:** You show up with momentum — not catch-up.

## DURING MAU: TURN WARM LEADS INTO REAL CONVERSATIONS

### MAU VEGAS MOBILE APP

Once MAU begins, conversations continue naturally onsite.

#### WHY IT MATTERS

- Carry pre-event context into in-person meetings
- Capture meaningful interactions as they happen
- Manage conversations, meetings, and connections in one place

» **Bottom line:** No restarting. No lost context. Just better conversations.

## AFTER MAU: KNOW EXACTLY WHO TO FOLLOW UP WITH — AND WHY

### CONVERGE+ INSIGHTS

Not every conversation matters equally. Converge+ helps you see the difference.

#### WHY IT MATTERS

- Owned, unmasked leads from real interactions
- Visibility into engagement quality and fit
- CRM-ready data for confident, timely follow-up

» **Bottom line:** Less guesswork. Faster action. Better ROI.

	WHAT'S INCLUDED
<b>AVAILABILITY</b>	Limited to select sponsors to protect the attendee experience
<b>PRICING</b>	\$2,500 add-on to existing sponsorship packages
<b>PRE-EVENT OUTREACH CREDITS</b>	<ul style="list-style-type: none"> <li>• 200 email credits</li> <li>• 1 reminder email included</li> <li>• (1 credit = 1 targeted email)</li> </ul>
<b>ACCESS WINDOW</b>	<p><b>CONVERGE+ ACTIVATE:</b> Begins 4 weeks pre-event</p> <p><b>CONVERGE+ INSIGHTS:</b> Available for 60 days post-event</p>
<b>SALES ENABLEMENT CAPABILITIES</b>	<ul style="list-style-type: none"> <li>• Targeted pre-event outreach to registered attendees</li> <li>• Onsite lead capture via badge scanning</li> <li>• Post-event lead scoring, segmentation, and export</li> <li>• CRM-ready reporting for follow-up and ROI analysis</li> </ul>

## WHY CONVERGE+

- ⚙ Visibility before the event.
- ⚙ Connection during it.
- ⚙ Clarity after.

» **CONVERGE+** helps ensure every MAU interaction works harder for your business.