

GAME CHANGER: AI FOR EXHIBITIONS

GAME CHANGER FOR EVERYTHING AS WE KNOW IT

2.29.24



Image: 123RF.com

AGENDA

Who is using ChatGPT?

What are we hearing about today?

Experimental Application-
Graphics

Practical Application- Text

CLOSING



INTRODUCTION

IS AI A BIG DEAL?

How Many Here Have NOT Heard of ChatGPT?

How many have tried it or have an account?

How many are using AI daily?

I'm going to focus on OpenAI's ChatGPT because they are first to market.



AI GOOD NEWS

- Microsoft CoPilot
 - Designer, Companion
- Bard has added graphics. Anyone hear about Gemini?
- ChatGPT Mentions (paid only) has added multiple AI Bots in a single session. (Agents)
- Figure AI, Microsoft & ChatGPT investing \$500,000,000 smart robotics, BMW
- Medical use of AI. Neurolink and many others!
- ChatGPT for Self-Diagnosis



AI GOOD NEWS

"being the voice of the counter-narrative — that AI isn't doom and gloom, that the future isn't dystopian and post-apocalyptic, but that it is bright and full of more joy and less suffering," Zack Kass said.

AI NEWS



Image: 123RF.com

- Scientists are very close to turning on computing model with the same number of synapses as the human brain.
- Former OpenAI Exec Predicts AI Could Be Last Thing Humans Ever Invent (Zack Kass)
- "beyond anything we're prepared for."
Sam Altman CEO OpenAI
- AI uses 15 times the power (OpenAI)
- AI risk must be treated as seriously as climate crisis, says Google DeepMind chief

INTRODUCTION

IS AI A BIG DEAL? How about AI integrated Bots?

ELI Training Video



Hi, I'm Susan with Eli.



ELI™

EVENT LOCATION INTELLIGENCE

INTRODUCTION

IS AI A BIG DEAL? How about AI integrated Bots?



INTRODUCTION

IS AI A BIG DEAL? How about AI integrated Bots?

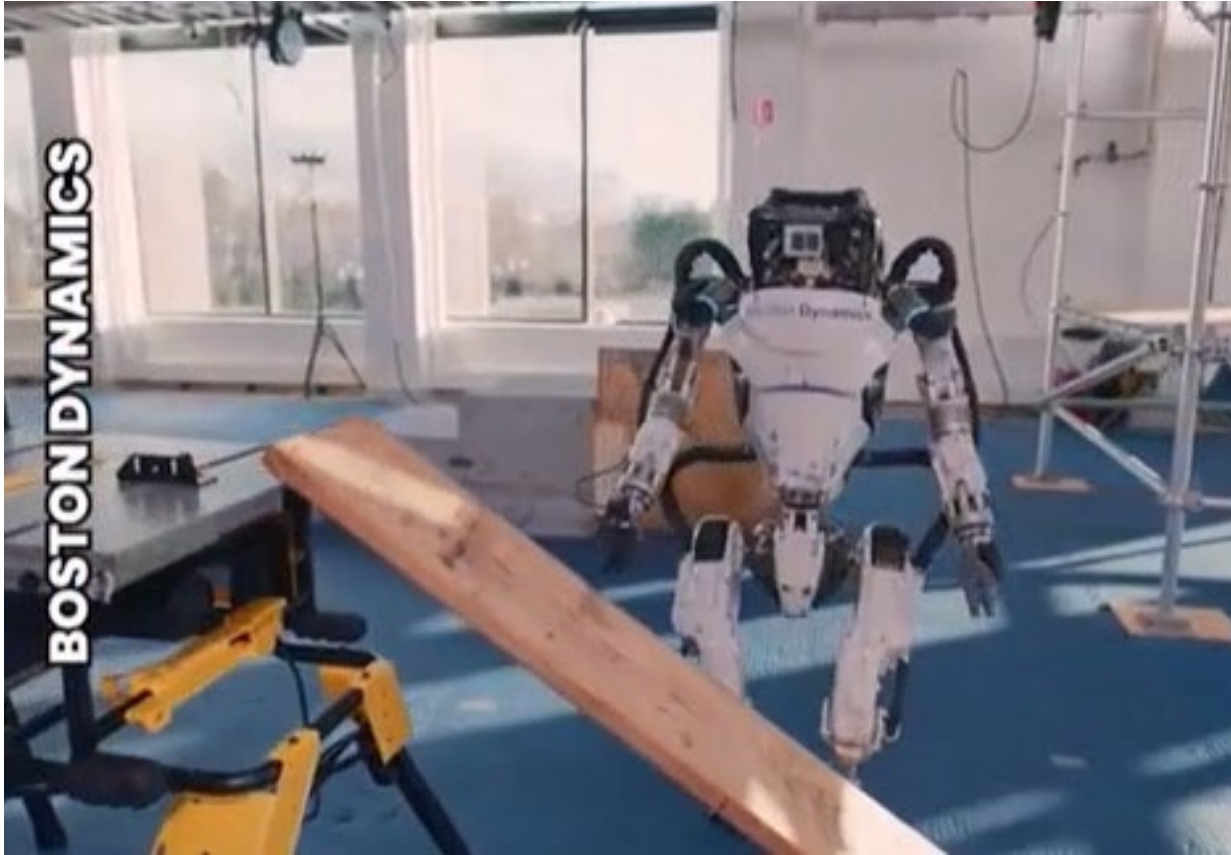


Image: 123RF.com

INTRODUCTION

IS AI A BIG DEAL? How about AI integrated Bots?



Investors

News

Events & Presentations

Stock Info

Financial Info

Governance

Investor Resources

Press Release Details

[VIEW ALL NEWS](#)

NVIDIA Partners With Foxconn To Build Factories And Systems For The AI Industrial Revolution

October 17, 2023

NVIDIA AI, DRIVE AV, Isaac Robotics and Omniverse Platforms Set Foundation for Foxconn AI and Robotics Systems to Accelerate Digitalization of World's Industries

SANTA CLARA, Calif., Oct. 17, 2023 (GLOBE NEWSWIRE) -- NVIDIA today announced that it is collaborating with Hon Hai Technology Group (Foxconn) to accelerate the AI industrial revolution.

Foxconn will integrate NVIDIA technology to develop a new class of data centers powering a wide range of applications — including digitalization of manufacturing and inspection workflows, development of AI-powered electric vehicle and robotics platforms, and a growing number of language-based generative AI services.

Announced in a fireside chat with NVIDIA founder and CEO Jensen Huang and Foxconn Chairman and CEO Young Liu at Hon Hai Tech Day, in Taipei, the collaboration starts with the creation of AI factories — an NVIDIA® GPU computing infrastructure specially built for processing, refining and transforming vast amounts of data into valuable AI models and tokens — based on the NVIDIA accelerated computing platform, including the latest NVIDIA GH200 Grace Hopper™ Superchip and NVIDIA AI Enterprise software.

Foxconn is also developing its smart solution platforms based on NVIDIA technologies:

- Foxconn Smart EV will be built on [NVIDIA DRIVE Hyperion™ 9](#), a next-generation platform for autonomous automotive fleets, powered by [NVIDIA DRIVE Thor™](#), its future automotive systems-on-a-chip.
- Foxconn Smart Manufacturing robotic systems will be built on the NVIDIA Isaac™ autonomous mobile robot platform.
- Foxconn Smart City will incorporate the NVIDIA Metropolis intelligent video analytics platform.

image: i23nr.com

INTRODUCTION

IS AI A BIG DEAL?



YES

Technology + Work Shift

Microsoft Invests \$10 Billion in ChatGPT Maker OpenAI

Microsoft Pours \$10 Billion Into ChatGPT Maker OpenAI



WATCH: Microsoft is investing \$10 billion in OpenAI. Bloomberg's Abigail Doolittle reports on "Bloomberg The Open." Source: Bloomberg

By [Dina Bass](#)

January 23, 2023 at 8:06 AM CST Updated on January 23, 2023 at 4:03 PM CST

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Microsoft Corp. is investing \$10 billion in OpenAI, whose artificial

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What The Heck Is Price of Eggs?

Technology
Microsoft Invests ChatGPT Maker C

INTRODUCTION

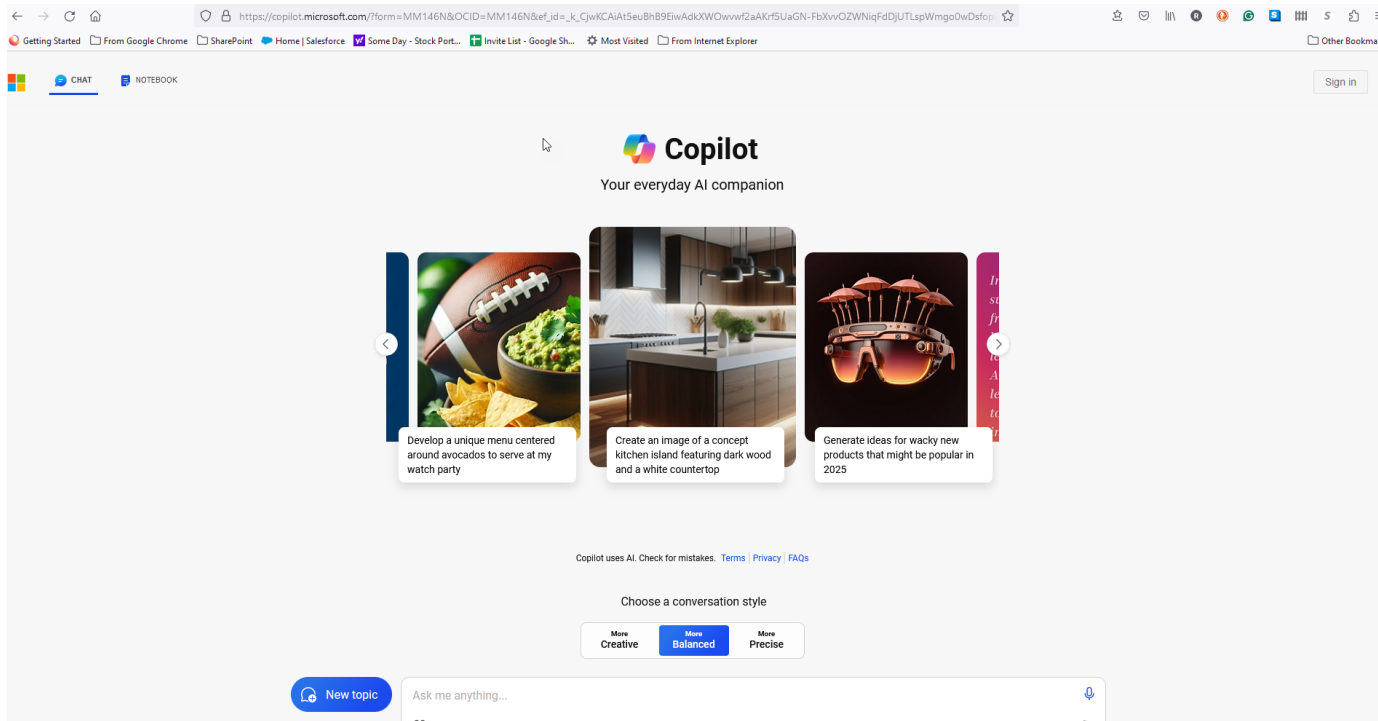
Why IS AI A BIG DEAL?

Hmmmm. Microsoft thinks that it is worth throw some money at ChatGPT.

INTRODUCTION

Why IS AI A BIG DEAL?

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Time to 1 million users



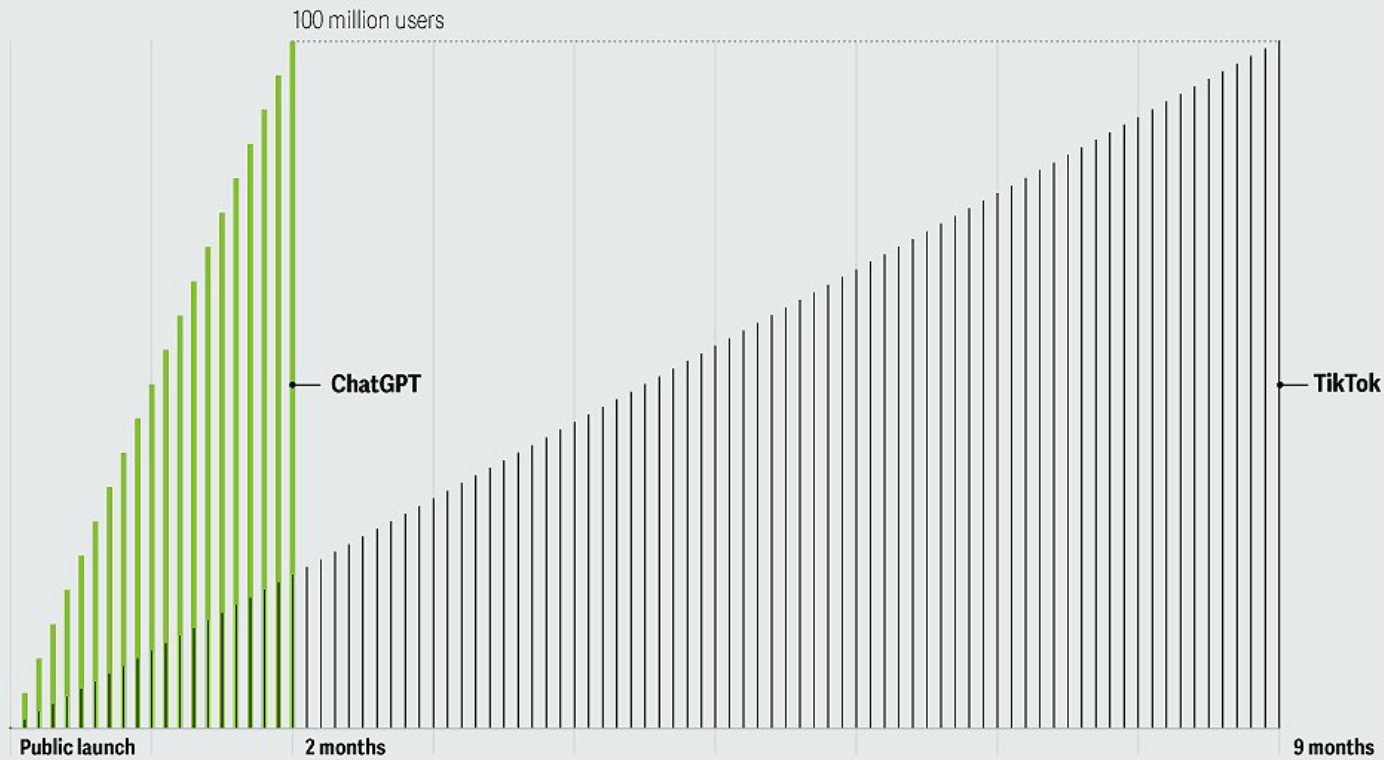
Exponential View via Linas Beliūnas

INTRODUCTION

Why IS AI A BIG DEAL?

Hmmmm. The fastest growing
technology **EVER!**

Generative AI interest and adoption soar



Note: Graphs are figurative and do not depict actual rates of growth.

Source: Krystal Hu, "ChatGPT sets record for fastest-growing user base—analyst note," Reuters, February 2, 2023.

Deloitte Insights | deloitte.com/insights

INTRODUCTION

Why IS AI A BIG DEAL?

Hmmmm. The fastest growing technology **EVER!**

Number of Users	100 million in January 2023
Daily Visitors	25 million
Total Website Visits	619 million
(Source: Similarweb)	

ChatGPT User Statistics 2023

Number of Users	100 million in January
Monthly Visitors	750 million

(Source: Similarweb)

ChatGPT User Statistics 2024

Number of Users	180 million users
Monthly Visitors	1.5 billion visits per month

Around 70% of ChatGPT's social media traffic comes via YouTube

Nearly 15% of ChatGPT's users are American

(Source: explodingtopics)

INTRODUCTION

Why IS AI A BIG DEAL?

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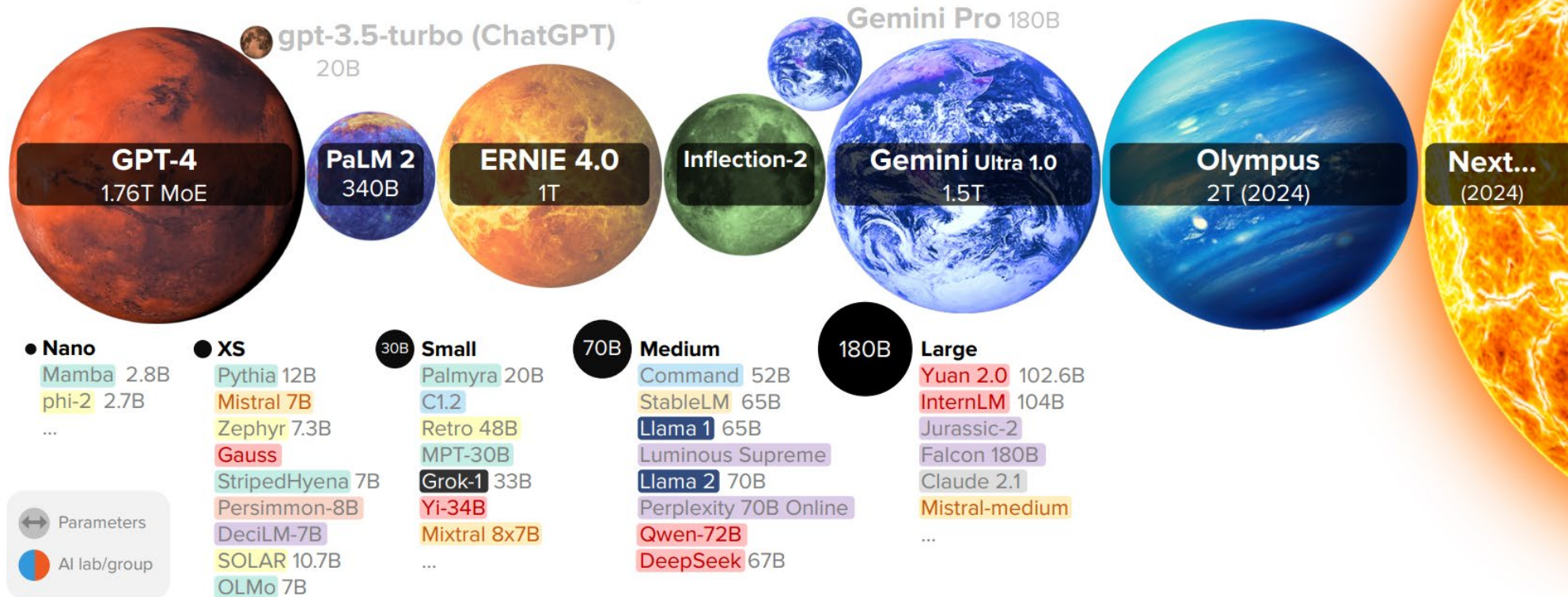
INTRODUCTION

Why IS AI A BIG DEAL?

COMPETITON

CHATGPT IS NOT ALONE

LARGE LANGUAGE MODEL HIGHLIGHTS (FEB/2024)



Sizes linear to scale. Selected highlights only. All models are available. All models are Chinchilla-aligned (20:1 tokens:parameters) <https://lifaichitect.ai/chinchilla/> All 200+ models: <https://lifaichitect.ai/models-table/> Alan D. Thompson. 2023-2024.

CHATGPT IS BIG ALREADY



PCMAG.COM

ChatGPT Passes Google Coding Interview for Level 3 Engineer With \$183K Salary

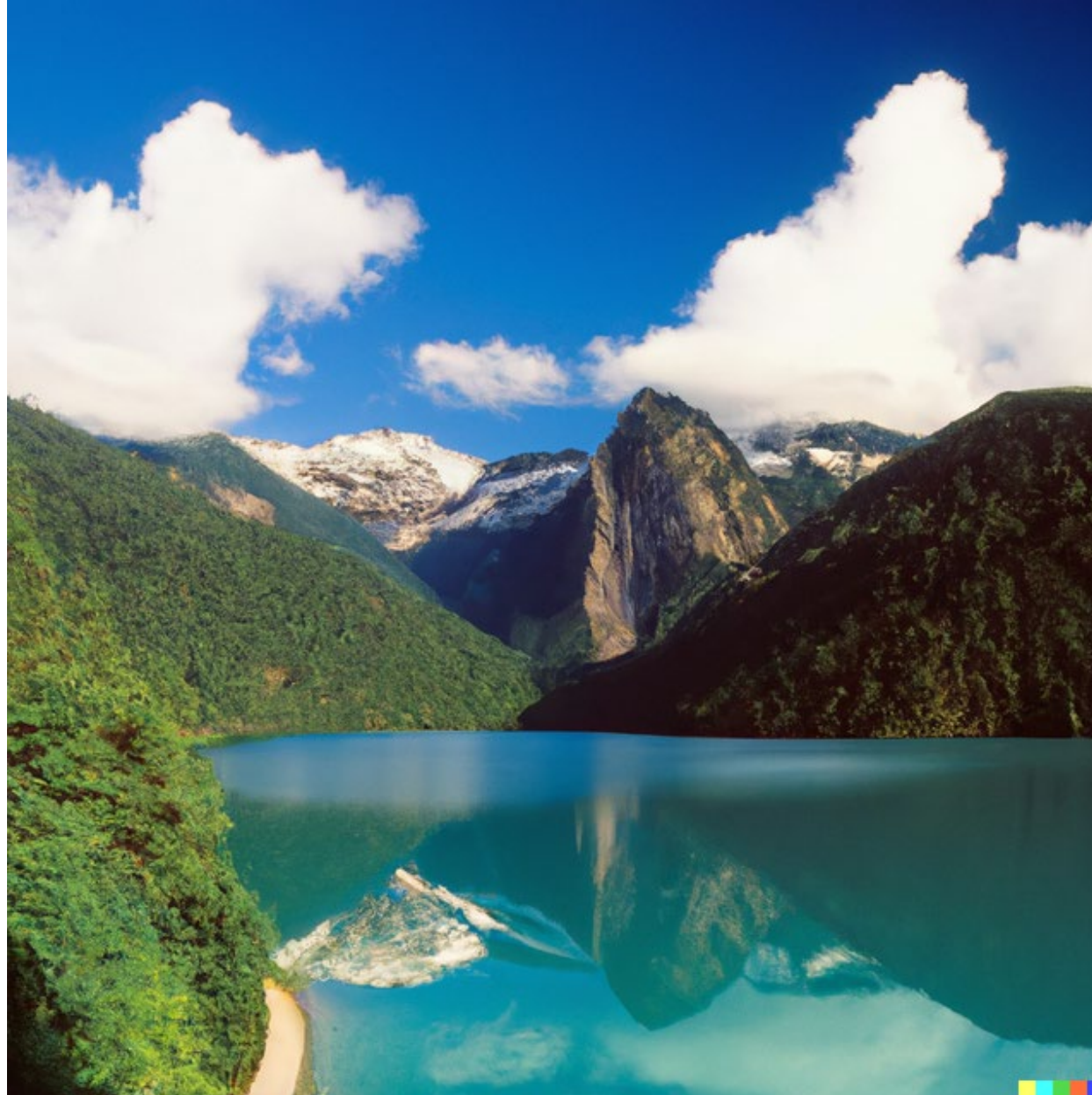
'Amazingly, ChatGPT gets hired at L3 when interviewed for a coding position,' reads a Google ...



LET'S LOOK AT THE GRAPHICS SIDE OF OPENAI (GPT'S PARENT) DALL-E

LET'S DIVE IN

LANDSCAPES



PORTRAITS



PIKACHU
SUPER HERO
WITH SOFT
FOCUS



WHAT WOULD THE KIDS LOOK LIKE IF KERMIT & PIGGY DID HOOK UP?

User

Can you create a photorealistic image of what the children of Taylor Swift and Travis Kelce would look like if they got married and had kids?

ChatGPT

I can't create or provide real or speculative images of private individuals or their potential children, including combining the features of public figures like Taylor Swift and Travis Kelce. If you have any other type of request or need assistance with a different question, feel free to ask!

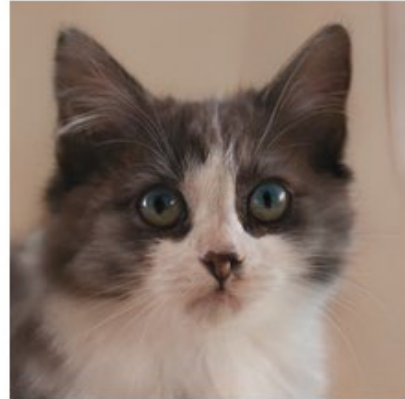


CORGIDUCK



JOHN LENNON CORGI





FLOCK OF CATS

FLYING CAT



FAT CAT



CAT IN SHINING AMOUR



CAT IN SHINING AMOUR



CRAZY CAT



AI CREATIVITY



AI CREATIVITY



AI CREATIVITY



AI CREATIVITY



AI CREATIVITY



Prompt: A stylish woman walks down a Tokyo street filled with warm glowing neon and animated city signage. She wears a black leather jacket, a long red dress, and black boots, and carries a black purse. She wears sunglasses and red lipstick. She walks confidently and casually. The street is damp and reflective, creating a mirror effect of the colorful lights. Many pedestrians walk about.

Prompt: Several giant woolly mammoths approach treading through a snowy meadow, their long woolly fur lightly blows in the wind as they walk, snow covered trees and dramatic snow capped mountains in the distance, mid afternoon light with wispy clouds and a sun high in the distance creates a warm glow, the low camera view is stunning capturing the large furry mammal with beautiful photography, depth of field.

Prompt: A movie trailer featuring the adventures of the 30 year old space man wearing a red wool knitted motorcycle helmet, blue sky, salt desert, cinematic style, shot on 35mm film, vivid colors.

Prompt: Drone view of waves crashing against the rugged cliffs along Big Sur's garay point beach. The crashing blue waters create white-tipped waves, while the golden light of the setting sun illuminates the rocky shore. A small island with a lighthouse sits in the distance, and green shrubbery covers the cliff's edge. The steep drop from the road down to the beach is a dramatic feat, with the cliff's edges jutting out over the sea. This is a view that captures the raw beauty of the coast and the rugged landscape of the Pacific Coast Highway.

Prompt: Historical footage of California during the gold rush.

Prompt: A cartoon kangaroo disco dances.

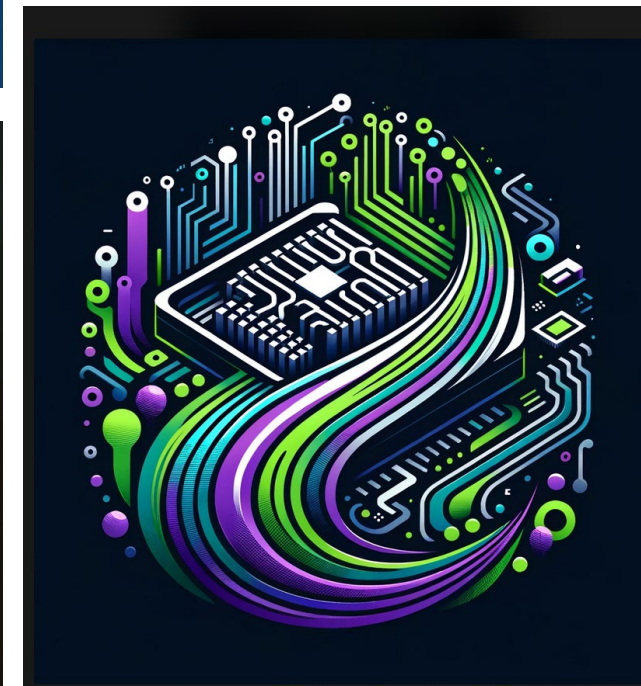
www.openai.com/SORA

AI CREATIVITY

BROCHURE DESIGN



LOGO DESIGN



BOOTH DESIGN

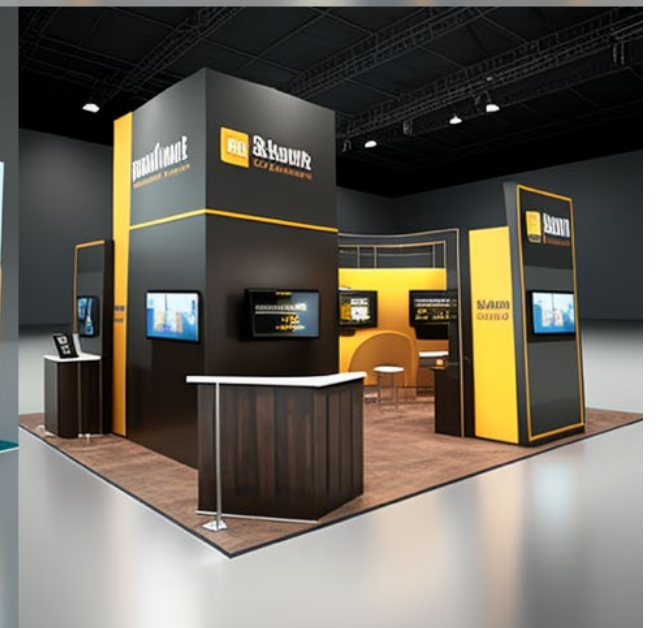
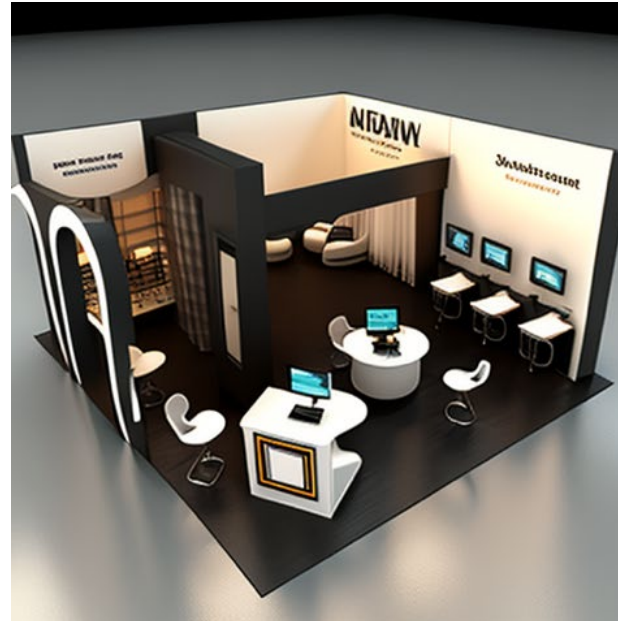


Image: Dan McNamara, Dall-e, danmc@mac.com



LET'S LOOK AT CHATGPT GENERATING CONTENT

LET'S DIVE IN

WHO ORGANIZED THE EVENT BETTER — HUMANS OR AI?

HUMANS FACED OFF
AGAINST AI IN AN
EVENT-PLANNING
COMPETITION AT PCMA
CONVENING LEADERS
2024



Image: PCMA Magazine

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2024

How could you compete with not knowing how to
use a phone

How do you compete with knowing a computer,
excel, word, etc.



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Image: PCMA Magazine

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CONVENING LEADERS
2024

I couldn't help but wonder whether there would have been a different outcome had the +AI teams had been more well-versed in the tech. Case in point: A recent paper published by researchers at The Wharton School and Cornell Tech shows that with minimal prompt engineering, AI produced higher-quality product ideas than elite university students.

* Magdalina Atanassovais digital media editor of Convene.





LET'S LOOK AT CHATGPT GENERATING CONTENT

LET'S DIVE IN

ME

**if you were a salesperson,
sell me a booth at a
tradeshow**

AI

Are you looking to take your business to the next level and reach new customers? Look no further, I have the perfect solution for you.

Exhibiting at a tradeshow is one of the most effective ways to showcase your products and services to a large and targeted audience. By purchasing a booth at the next tradeshow, you will have the opportunity to connect with potential customers, generate leads and increase brand awareness.

Our booth package is designed to provide you with everything you need to make the most of your tradeshow experience. Our team will work with you to design a customized booth that reflects your brand and message. You'll also have access to a variety of add-ons such as lighting and audio systems, interactive displays, and virtual reality experiences to make your booth stand out from the competition.

But it's not just about the booth, our team will also provide you with pre-show promotion, on-site lead generation and post-show follow-up to maximize your ROI. We will work with you to create a comprehensive marketing strategy that will help you achieve your business goals.

Don't miss this opportunity to connect with potential customers and increase your brand awareness. We will work with you every step of the way to ensure that your tradeshow experience is a success.

Don't hesitate to contact me to learn more and reserve your booth today. Let's make sure your business reach its potential.

ME

It's a good location and it is close to a big exhibitor

AI

That's great to hear! Being in a good location at a tradeshow can greatly benefit your business. By being close to a big exhibitor, you'll have the opportunity to attract some of their foot traffic to your booth as well. This can lead to increased visibility for your business and the potential for more leads and sales.

Furthermore, being in a good location means that it's more likely that attendees will come across your booth and have the opportunity to learn more about your products and services. This can help to increase brand awareness and generate leads.

Additionally, being close to a big exhibitor can also provide networking opportunities. You'll have the chance to connect with other businesses and establish potential partnerships or collaborations.

In short, by purchasing a booth at the tradeshow in a good location close to a big exhibitor, you'll have the opportunity to increase your visibility, generate leads, and establish valuable connections. Don't miss this opportunity to take your business to the next level. Contact me today to learn more and reserve your booth

ME

The booth buyer is a software company and the big booth is IBM

AI

That's an excellent opportunity for your software company! IBM is a well-known and respected brand in the technology industry, and being located close to their booth can help to attract potential customers who are interested in technology solutions.

As a software company, you will have the opportunity to showcase your innovative software solutions to a targeted audience of potential customers who are already interested in technology. By being located close to IBM's booth, you will have the opportunity to attract some of their foot traffic to your booth and demonstrate how your software solutions can complement IBM's offerings.

Additionally, being located close to IBM's booth can also provide networking opportunities with other technology companies and potential partners. This can help to establish valuable connections and collaborations in the industry.

Furthermore, IBM's presence at the tradeshow can also attract media attention, which can lead to more visibility for your software company.

In summary, being located close to IBM's booth at the tradeshow can be a great opportunity for your software company to showcase your innovative software solutions to a targeted audience, establish valuable connections and collaborations and increase visibility. Don't miss this opportunity to take your software company to the next level. Contact me today to learn more and reserve your booth.

ME

how do I encourage a poor performing salesperson to sell

AI

There are several strategies you can use to encourage a poor-performing salesperson to sell:

Set clear expectations and goals: Clearly communicate your expectations and set specific, measurable goals for the salesperson. This will give them a clear understanding of what is expected of them and what they need to do to succeed.

Provide training and resources: Make sure the salesperson has the necessary training and resources to succeed. This may include product knowledge, sales techniques, and access to tools and technology.

Give constructive feedback: Provide regular feedback to the salesperson, both positive and negative. This will help them understand what they are doing well and where they need to improve.

Offer incentives: Provide incentives for meeting or exceeding sales goals. This can help motivate the salesperson to put in the extra effort.

Create a positive work environment: Encourage a positive work environment where the salesperson feels supported and valued. A good work environment can help boost morale and improve performance.

ME

how do I encourage a poor performing salesperson to sell

AI

Lead by example: As a leader, you should lead by example and demonstrate to your sales team the importance of sales and good sales practices.

Provide regular check-ins: Have regular meetings or check-ins with the salesperson to discuss their progress and provide additional support or guidance.

Look for the root cause: Finally, try to understand the root cause of the poor performance, it could be lack of motivation, lack of support, lack of training, unrealistic expectations or other factors. Identifying the root cause can help you come up with a tailored solution.

It is important to remember that improving sales performance is a process that takes time and effort. Be patient and persistent in your efforts to help the salesperson improve.

AI Prompt Engineers Earn \$300k Salaries Forbes

PROMPT ENGINEERING

KMPG - Generative AI Technology Engineering - Prompt Engineer

Health insurance

Dental insurance

Job highlights

Identified by Google from the original job post

Qualifications

-

Minimum five years of experience developing solutions using AI, NLP and machine learning technologies; or experience as a senior associate (or higher) in external audit, internal audit or similar professional services; 1-2 years of experience building solutions with generative AI technologies

-

Strong programming skills in Python and experience implementing AI and machine learning libraries (e.g.

-

TensorFlow, PyTorch); Experience with generative AI technologies, including Lang Chain (or similar tools), vector databases, open source models

-

Strong understanding of AI principles and how they can be applied to solve business problems

-

Strong quantitative and analytical writing and communication skills coupled with strong critical thinking skills with ability to execute on the details; excellent communication skills, with the ability to present complex technical information to non-technical audiences

Responsibilities

-

Drive the development and evolution of an LLM agent framework for orchestrating AI-agent based solutions; design and develop effective prompts and prompt strategies for the solutions leveraging knowledge of audit and generative AI technology;

-

Drive the development and implementation of innovative generative AI solutions to enhance audit efficiency, improve data analysis, and risk assessment; ensure that solutions deliver tangible business value

4 more items

Benefits

-

Any offered salary is determined based on relevant factors such as applicant's skills, job responsibilities, prior relevant experience, certain degrees and certifications and market considerations

-

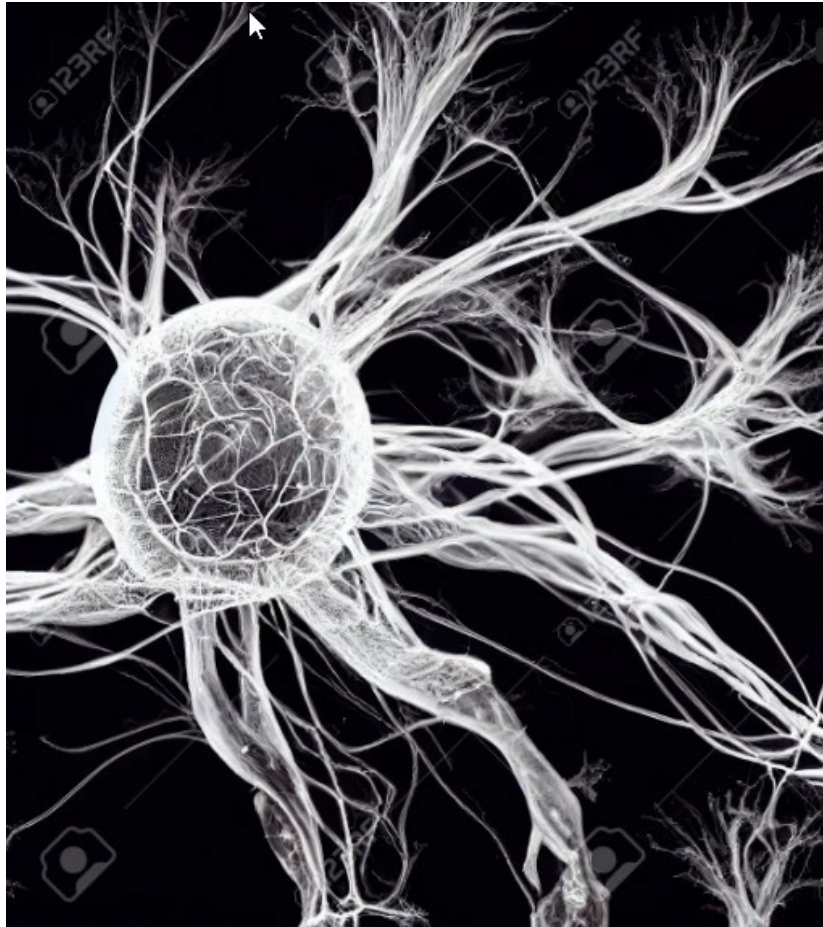
In addition, the firm is proud to offer a comprehensive, competitive benefits package, with options designed to help you make the best decisions for yourself, your family, and your lifestyle



BONUS SLIDE

LOOKING AHEAD

PROMPT ENGINEERING



ChatGPT Cheat Sheet

BUILT ESPECIALLY FOR CHATGPT

ROLES

This is a crucial aspect if you want the most out of ChatGPT, always assign it a role

- Adventurous Travel Guide
- Innovative Product Designer
- Knowledgeable Historian
- Skilled Chef de Cuisine
- Versatile Language Translator
- Supportive Life Coach
- Resourceful Project Coordinator
- Empathetic Counselor
- Creative Content Writer
- Skilled UX/UI Designer
- Expert Financial Advisor
- Tech-savvy Digital Marketer
- Insightful Market Researcher
- Strategic Business Analyst
- Experienced Wedding Planner
- Agile Agile Product Owner
- Professional Photographer
- Intuitive User Support Specialist
- Dynamic Event Organizer
- Strategic Supply Chain Manager
- Skilled Interior Designer
- Versatile Musician
- Knowledgeable Nutritionist
- Supportive Career Coach
- Resourceful Business Dev Manager
- Empathetic Therapist
- Creative Video Editor
- Analytical Data Scientist
- Innovative Product Manager
- Insightful Market Analyst
- Strategic HR Consultant
- Agile Agile Coach
- Professional Illustrator
- Intuitive UX Researcher
- Expert Legal Advisor
- Tech-savvy SEO Specialist
- Versatile Project Engineer
- Dynamic Social Media Manager

BONUS TIPS

- Define clear objectives.
- Assigning a role is very important to get the most out of chatgpt.
- Try to set restrictions and what to avoid always.
- Give as many details as you can but always try to keep them organized.
- Examples are a good way to give chatgpt an idea on how his answer should be.
- Plugins & Addons add more features, use that to your advantage.

RESTRICTIONS

Language: Use [TYPE] language.
Tone: Maintain a [TYPE] tone.
Sentence Length: e.g. Prefer concise sentences.
Style: Adopt a [TYPE] style.
Sources: e.g. Rely on reputable websites for information.
Names: Replace specific names with a variable placeholder like [Var: Name].
Output format: e.g. Provide the response in plain text format.

THE MAGIC PROMPT

The key to crafting the **MAGIC PROMPT** is simply by asking and creating an AI that can mimic the behavior of a specific professional or expert, this can greatly enhance its usefulness in providing tailored and specialized answers. By modeling the AI's responses after a professional, it can offer insights, advice, and information in a manner consistent with the expertise of that profession. This approach allows the AI to understand and address the specific needs and concerns of users, providing more accurate and relevant responses.

EXAMPLE #1

Act as a Professional Marketing Consultant...

EXAMPLE #2

You are a Professional Marketing Consultant...

EXAMPLE #3

You will be my Professional Marketing Consultant

STEPS TO BUILD YOURS

1. **Set the context:** Start by specifying the role you want ChatGPT to play. This helps set the expectations and provides a frame of reference for the generated responses.
2. **State the requirements:** Clearly state what you need from ChatGPT, such as a recommendation, solution, or answer. This helps narrow down the focus of the conversation.
3. **Define the task:** Describe the specific task or action that ChatGPT should perform. This provides clarity on the desired outcome.
4. **Provide details:** Specify any additional details or considerations that should be taken into account during the task.
5. **Mention restrictions:** Clearly state any limitations or restrictions that should be followed. This helps avoid generating responses that are not suitable or desired.
6. **Specify the desired format:** Indicate the format or structure in which you would like the final result to be presented. This ensures the generated output aligns with your expectations.
7. **Provide examples:** Include examples to give ChatGPT a reference point and help it understand the type of response you are looking for. This can improve the quality and relevance of the generated answers.

Remember, assigning ChatGPT a specific **role** and providing **clear instructions** through a well-constructed prompt increases the likelihood of obtaining **accurate and useful responses**.

Vocabulary	Description
Act as	The role/character: e.g. professional seo copywriter
Tones	How to speak: friendly, professional, funny...
Clarity	Be clear about what you want
Specify	Specify your needs without unnecessary additions
Details	Give organized details to cover all the prospects
Examples	Examples are important to get exactly what you want
Format	Try to show the format of the result you wish
Avoid	Always set which things it should avoid
Reality	Be realistic about what'll get, ai read your mind
Size	Set the size and number of words of the text you want
Score	Ask it to score its answer & give something that is a 10/10

CHATGPT CHECKLIST

- Understand ChatGPT Capabilities.
- Research Top Usefull Prompts.
- Analyze Available Cheat Sheets.
- Research Top Plugins and Add-ons.
- Understand the Basic Guidelines to use ChatGPT.
- Analyze and Build your Own Prompt Structure.
- Set Clear Steps to Build a Prompt.
- Experiment with Different Structures and Prompts.
- Research Available Result Formats.
- Understand how to Set Restrictions.
- Use GPT ChatBots Teams by assigning each to a role and giving one's result to the other one.
- Evaluate, Analyse & Provide Feedback on the Answers Generated by ChatGPT

WHAT'S NEXT?

- Use your knowledge to your advantage
- Complete your tasks with ease
- Offer your knowledge/Expertise as a service online
- Don't stop learning, keep it up

CHROME AI EXTENSIONS

- AnyPicker
- Calendly
- Otter.ai
- Scalenut
- QuillBot
- ChatGPT
- AISEO
- Voila AI
- Compose AI
- Tactiq
- SwiftRead
- Grammarly
- Perplexity AI
- Jasper AI

GPT AI

TONES

- Friendly
- Thrilling
- Exciting
- Adventurous
- Innovative
- Cutting-edge
- Trendsetting
- Revolutionary
- Pioneering
- Trailblazing
- Industrious
- Progressive
- Established
- Stable
- Consistent

WRITING STYLES

- Professional
- Informative
- Educational
- Fact-based
- Testimonial
- Comparative
- Benefit-focused
- Solution-oriented
- Storytelling
- Humorous
- Emotional
- Inviting
- Commanding
- Casual
- Conversational

FORMATS

- Table
- List
- Summary
- Plain text
- JSON
- HTML
- CSV
- XML
- Markdown
- Image
- Audio
- Video
- Bullet Points
- Spreadsheet
- Long Article

USEFULL PLUGINS

- Wolfram
- ScholarAI
- Zapier
- Data Interpreter
- Synthesia
- Notable
- Webpilot
- ChatWithGIt
- Avian
- Show Me Diagrams
- World Bank Data
- Telescope Labs
- AskYourPDF
- Quick Recal
- AI Tool Hunt

ChatBots

ChatGPT	SeaArt	InVideo	SEO Writing	Code Writing
Poe	Midjourney	Fliki	Copymatic	Replit AI
Claude	Stable Diffusion	Runway	Copy AI	CodeSquire
			HyperWrite	CodeWhisperer

CHATGPT CHECKLIST

WHAT'S NEXT?

CHROME AI EXTENSIONS



WHAT'S NEXT

LOOKING AHEAD

HANG ON FOR THE RIDE!!!



THANK YOU



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selling a sponsorship where the sponsor has budget constraints

When selling a sponsorship to a sponsor with budget constraints, it's important to focus on the value that the sponsorship can provide within their budget limitations. Here are some ways to do that:

1. Customization: Work with the sponsor to customize the sponsorship package to fit their budget. This could involve offering a smaller package or modifying existing options to better fit their needs.
2. Targeted Opportunities: Focus on the most relevant sponsorship opportunities for the sponsor's brand and objectives. This can help to maximize the impact of the sponsorship and ensure that the sponsor's resources are used most effectively.
3. Benefits Bundle: Bundle multiple sponsorship opportunities together to create a more comprehensive and cost-effective package. This can provide the sponsor with multiple benefits for a lower cost.
4. Co-Sponsorship: Offer co-sponsorship opportunities with other brands in the same industry or with similar interests. This can allow for the sharing of sponsorship costs and provide additional exposure to both sponsors.
5. Creativity: Think creatively to come up with new and unique sponsorship opportunities that fit the sponsor's budget. This could involve offering exclusive access to attendees, unique branding opportunities, or other creative ideas that will help the sponsor stand out. It's also important to provide the sponsor with data and insights on the expected return on investment (ROI) for their sponsorship. This can help to build confidence in the sponsorship opportunity and demonstrate that it is a worthwhile investment, even with budget constraints.

In summary, when selling a sponsorship to a sponsor with budget constraints, it's important to focus on customization, targeted opportunities, benefits bundling, co-sponsorship, and creativity. By offering tailored solutions that fit the sponsor's budget, providing ROI data, and highlighting the value of the sponsorship, you can help to secure a successful sponsorship agreement