

360⁰ View: Attendee Acquisition Research Roundup

Research-based Insights and Benchmarks

Joe Federbush, President & Chief Strategist

Presented by

EVOLIO
marketing

EVOLIO Marketing

EVOLIO: FOUNDED IN 2015

JOE: 25+ YEARS MEASURING EXHIBITS & EVENTS GLOBALLY

1,850+ EVENTS AND EXHIBITS MEASURED

998,500+ ATTENDEE AND EXHIBITOR SURVEYS COMPLETED

50+ ATTENDEE, EXHIBITOR, AND SPONSOR BENCHMARKS

joef@evolio.co

+1 512 635 7477



JOE FEDERBUSH



EVOLIO_MARKETING



EXHIBIT AND EVENT STRATEGY, MEASUREMENT & SURVEYS

CORPORATE EVENTS

GLOBAL LARGEST INDUSTRY EVENTS

NICHE INDUSTRY EVENTS

SMALL INDUSTRY EVENTS

GLOBAL SPORTS AND ESPORTS

EVENT INDUSTRY EVENTS

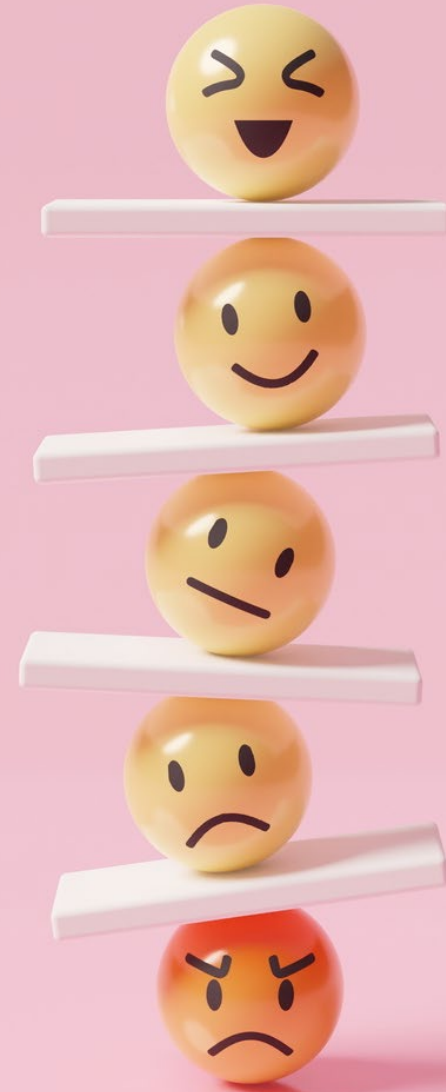
MAJOR BRANDS, EXHIBITORS, SPONSORS

ALL MAJOR INDUSTRIES AND GEOS

B2B AND CONSUMER MEASUREMENT



Feelings Aren't Facts®



Attendee Acquisition Strategy & Challenges Research

Wave 1: 129 responses; March – June 2025

Wave 2: 98 responses; October – November 2025

Wave 3: 67 responses, March 2026 (currently in the field)



Who's Behind the Data?

80%

Director level or higher.
higher.

Of which, 38% are Execs
Execs

63%

Associations/
Non-profits

33% Independents

54%

20+ Years
Experience

8% 5 or fewer years

58%

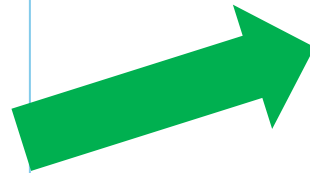
125K+ Sq Ft Shows

42% <125K sq ft

Top industries represented: Associations (27%), Technology/IT (23%), Business services (13%),
Heavy Machinery (13%), Building & Construction (13%), plus many others

Based on March 2026 preliminary data

Registration Fees are Increasing. Slightly.



8%
Average amount
of increase
compared with 2
years ago



88%

Offer registration fee
discounts to those who
register before a specific
date.

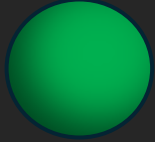
40%

Of attendees register
before discount expires.

Question: By approximately what percentage have the attendee registration fees increased?

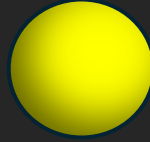
Based on March 2026 preliminary data

Attendee Landscape is Shifting



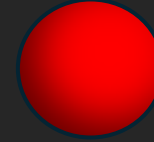
First-timers are up

64% report an increase in
new attendees (1st-timers)
25% remained the same
8% decreased



Repeats are trending down

Only 21% saw growth in
repeat attendees
58% remained the same
17% decreased



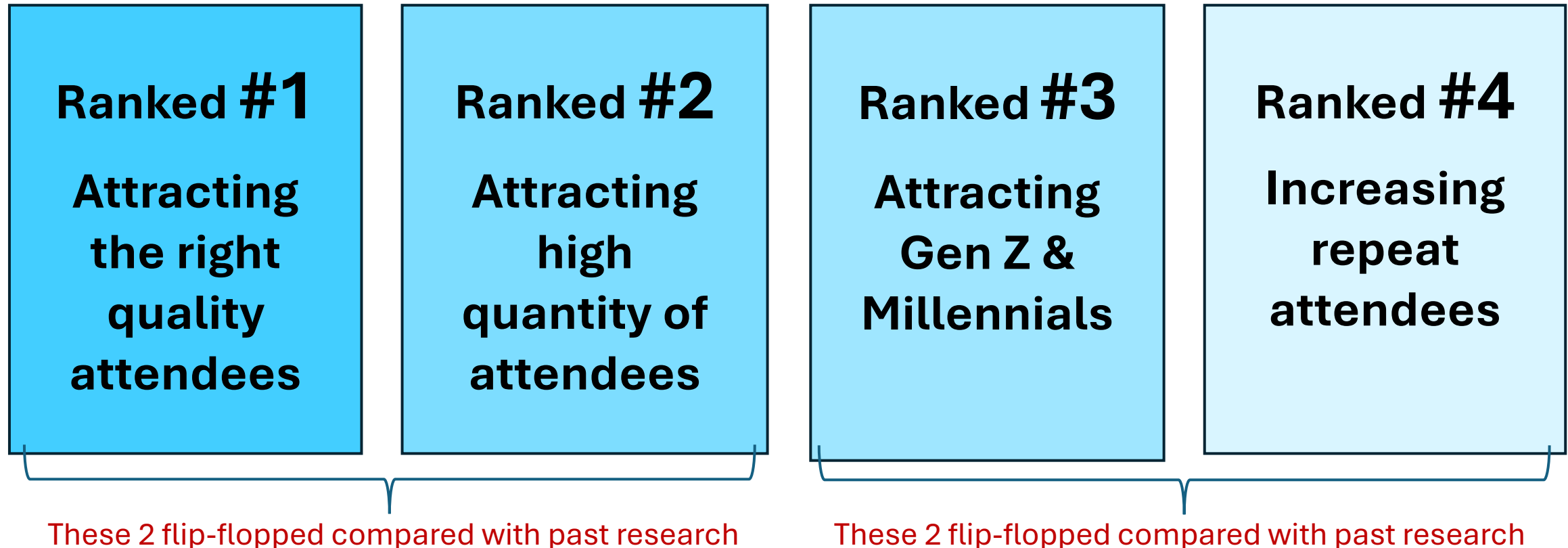
Fewer people per organization

42% reported fewer attendees sent
sent per organization
29% remain the same
8% increased
21% unsure

Question: Compared with 2 years ago, how has each of the following changed for your most recent largest event(s)?

Based on March 2026 preliminary data

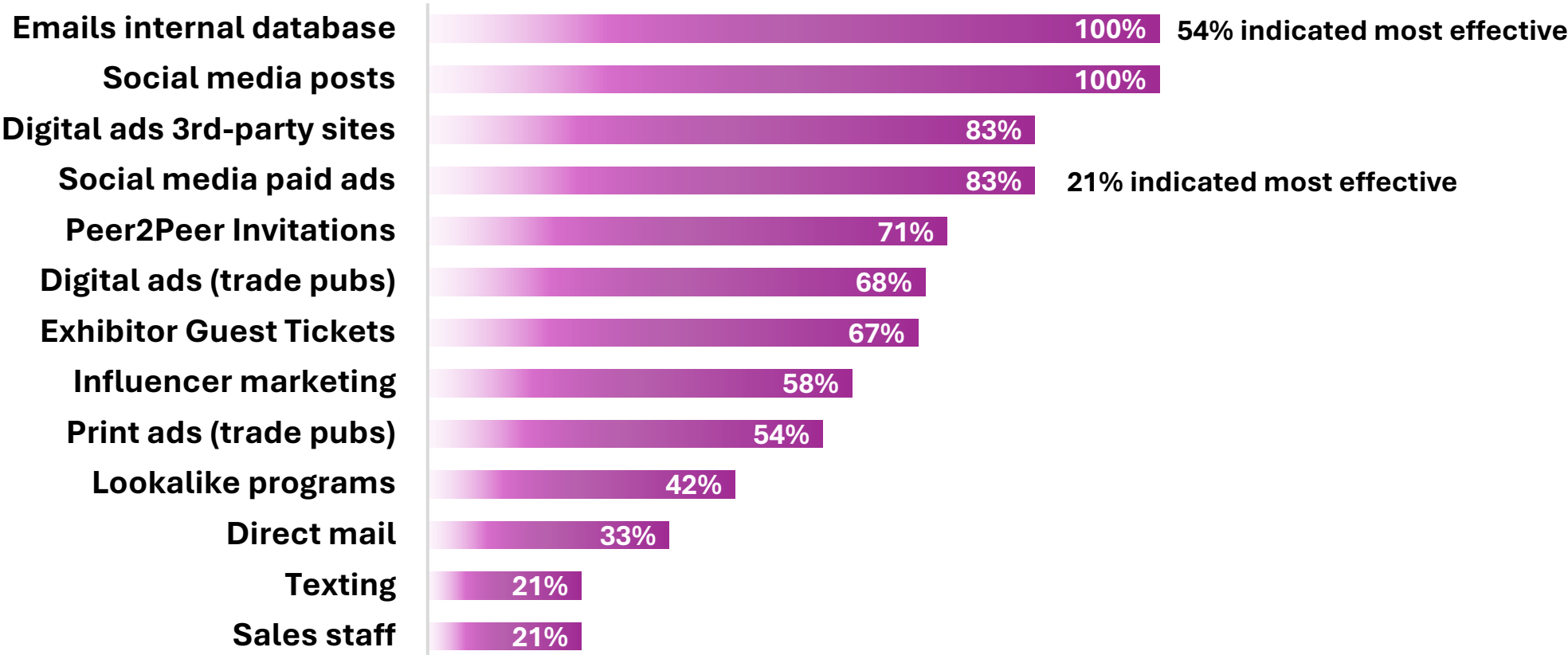
Greatest Attendee Acquisition Challenges (ranked)



Question: Rank order your top attendee acquisition challenges.

Based on March 2026 preliminary data

Marketing Tactics Used & Effectiveness



Question: What tactics are used for your attendee acquisition campaigns? Select all that apply. Which ONE is most effective?

Based on March 2026 preliminary data

The Problem with Email Campaigns

83%

Not getting
through
corporate
firewalls

50%

Not a good method
to reach younger
generations

46%

Reporting is not
accurate
(open rates, deliverability)

57%

Do NOT vary attendee
acquisition efforts based
on attendees' age.

55%

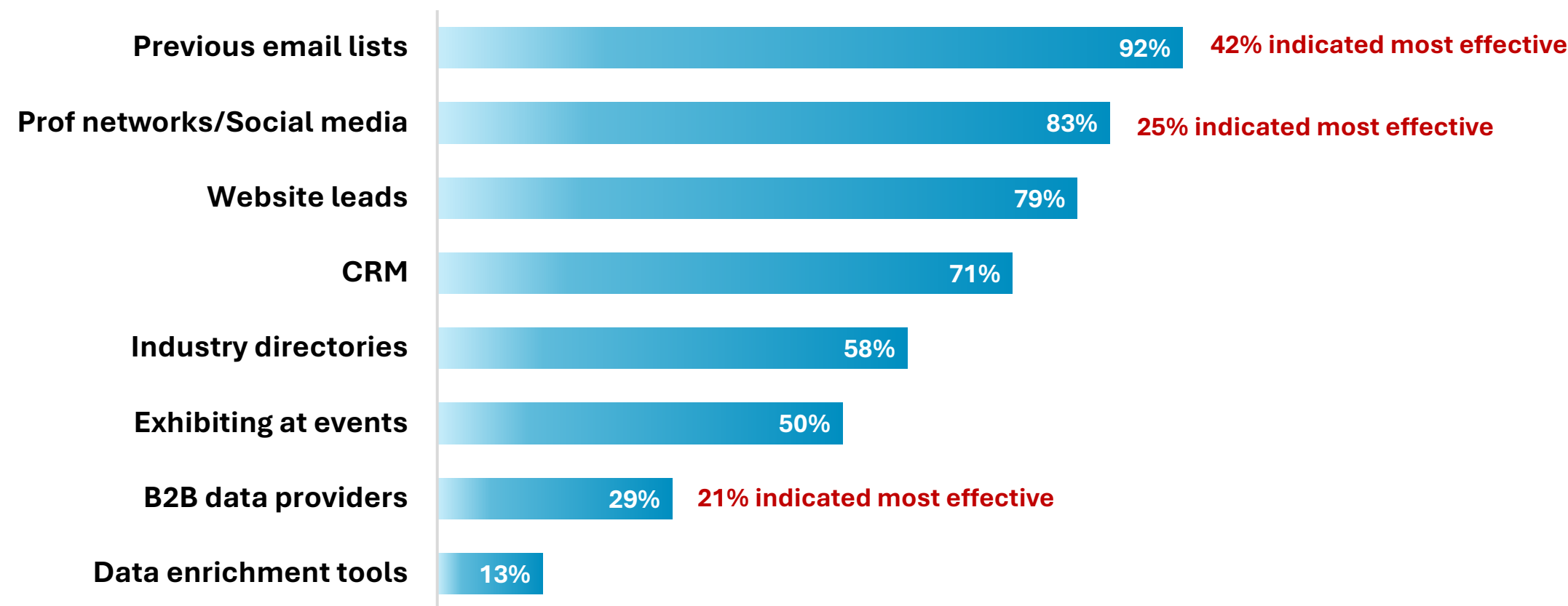
Do NOT ask how
attendees prefer to
receive communications,
or are unsure.



Question: Which of the following challenges have you experienced recently with email marketing campaigns? Select all that apply.

Based on March 2026 preliminary data

Sources for Building Prospect Lists



Question: Which of the following sources or tools do you use to build attendee prospect lists? Select all that apply. Which ONE is most effective?

Based on March 2026 preliminary data

Most Important Event KPIs



Attendee KPIs

96% Total # attendees
71% # of new attendees



Financial KPIs

96% Total event revenue
75% Exhibit & sponsorship sales
33% New sponsorship sales revenue



Exhibit-related KPIs

83% Total # exhibiting companies
54% Net sq ft exhibit space
54% Number of new exhibiting companies

Question: What KPIs (key performance indicators) does your organization use to measure the success of your event(s)?

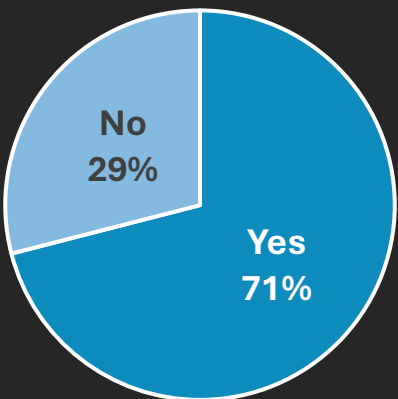
Based on March 2026 preliminary data



How are **you**
utilizing **AI**
for your
attendee
acquisition
efforts?

Using AI for Tradeshows & Events

Do you currently use AI for your events?



For how long?

17%	< 6 months
29%	6 to 12 months
13%	1 to 2 years
13%	More than 2 years

Was 18% in the 2025 study

Event improvements as a result of using AI

35%	Too soon to tell
47%	Improved marketing effectiveness
12%	Increased revenue
12%	Increased attendance/ Less attrition
12%	Increased attendee sat.
12%	Increased attendee quality

Approximate percentage of time saved per week by using AI

29%

Was 19% in the 2025 study

Question: How long have you been using AI to aid in your event(s)?

Based on March 2026 preliminary data

How AI is Being Used for Tradeshows & Events

HIGHER USAGE	Writing and content creation	88%
	Marketing, including digital, social media, PR	59%
	Feedback collection and analysis	53%
	Support and customer service (i.e., agent, chatbot)	41%
MEDIUM USAGE	Personalized attendee experiences	24%
	Design and graphics	29%
	Networking and matchmaking	29%
	Language translation and accessibility	20%
	Predictive analytics for attendee behavior	20%
	Predictive analytics	18%
LOWER USAGE	Budget and Forecasting Automation	12%
	Reporting and ROI Measurement	12%
	Registration	6%
	Predictive Analytics: Attendee Behavior	6%

What AI tools do you use?



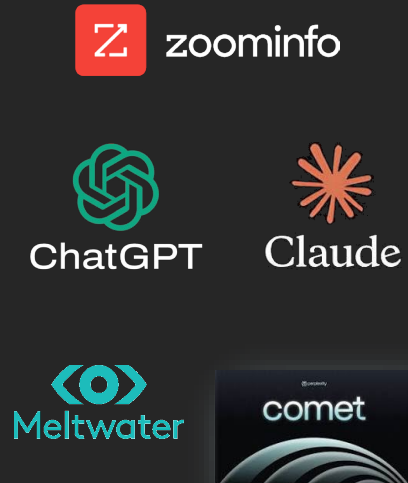
Based on March 2026 preliminary data

EVOLIO's Example of AI Tech Stack Usage

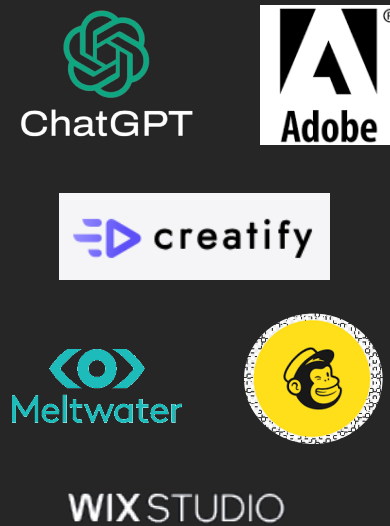
HIGH QUALITY CONTACT LISTS & LIST ENRICHMENT



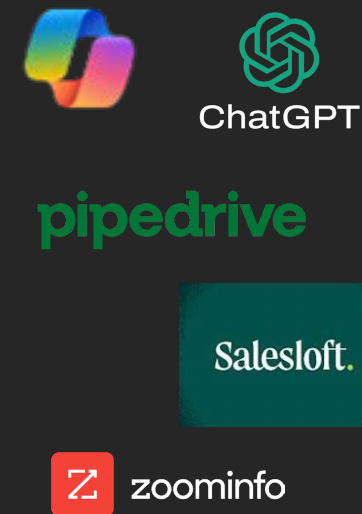
RELEVANT BRAND SCOOPS, INTENT, AND NEWS



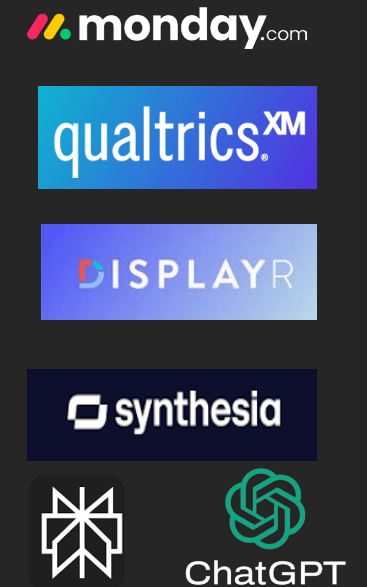
MARKETING & SOCIAL MEDIA CONTENT, DISTRIBUTION, TRACKING



CRM, SALES CONTENT, DISTRIBUTION, TRACKING



RESEARCH, TRAINING AND OPERATIONS



AI Case Study #1: Shifts in Attendee Profile and Quality



Attendee Quality and Exhibitor ROI Dilemma

LARGE TRADESHOW | 40,000+ Attendees | Multi-city rotation

SITUATION:

- **Decreasing loyal attendees:** Decreased by 12% over the past 10 years (loyal attendees are those who attend 3 out of every 5 shows, tend to be decision-makers, senior-level, existing customers)
- **Increasing under 35-year-olds:** Now make up almost 45% of the audience. Mostly 1st-timers, not loyal/repeat, low/no buying role/not decision-makers
- **Exhibitor ROI is decreasing:** ROI + SQLs have decreased by over 90% over the past 10 years. Value remains strong. Outlook: Decreasing investments, changing strategy & fewer staff.

Attendee Quality and Exhibitor ROI Dilemma

LARGE TRADESHOW | 40,000+ Attendees | Multi-city rotation

PLAN: DEVELOP NEW KPIS, PERSONAS, AND TRACKING FOR TARGETED ATTENDEE ACQUISITION CAMPAIGNS

- **Target the right growth:** Identifies which segments and **personas** have the highest buyer authority and budget so acquisition can prioritize “high-buyer” growth, not just volume.
- **Sharpen messaging and offers:** Enables tailored value propositions (shortlist, demos, meetings, implementation support) that convert high-**BDI** prospects and retain them YoY.
- **Balance next-gen with ROI:** Tracks under-35-year-old & loyalist growth alongside buyer density so campaigns can **expand future pipeline** without diluting exhibitor-relevant audience quality.

What it is: A 0-100 score estimating how buyer-rich an attendee audience is by blending purchase authority and spend capacity.

What BDI answers

- If an exhibitor speaks with 100 random attendees, how likely are those conversations to include people who can decide or strongly influence purchases and represent meaningful budget?
- BDI combines two exhibitor-critical signals: (1) attendee purchase authority and (2) spend capacity. BDI is used as an audience quality KPI to track whether the show is attracting enough real buyers, not just more people.

How it is calculated

- Authority score (0-100): Approve = 100, Specify = 75, Evaluate/Recommend = 50, No role = 0.
- Spend score (0-100): convert budget bands to midpoints, apply log scaling, then normalize to 0-100 instead of using dollar values.
- Blend the two with authority weighted more heavily because decision power matters more than raw budget size.

$$\text{SpendIndex} = 100 \times (\text{SpendRaw} - \min(\text{SpendRaw})) / (\max(\text{SpendRaw}) - \min(\text{SpendRaw}))$$

$$\text{BDI} = (\text{weighted values}) 0.65 \times \text{AuthorityScore} + 0.35 \times \text{SpendIndex}$$

How to interpret it

- Higher BDI = higher concentration of commercially valuable attendees (buyers with budgets).
- Track both average BDI and the share of high-BDI attendees (for example, % with BDI ≥ 60).

Why it matters

- Attendance can rise while exhibitor ROI falls if buyer density drops.
- BDI gives [event name] a credible audience-quality KPI to support exhibit sales, renewal confidence, and planning across cities and cycles.

What BDI does NOT measure

- It does not show whether exhibitors actually met the buyers who were present.
- It does not measure pipeline created, revenue influenced, or renewal rates.

Recommended companion metrics

- Buyer Access Index: appointments, qualified meetings, scan-to-qualified rate.
- High-buyer %: Approve or Specify AND budget ≥ \$500k.
- Exhibitor Positive ROI % and lead-quality metrics.

Board-level use

- Use BDI to balance growth in Under-35 attendance while protecting and growing the buyer core.

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AI Case Study #2: How your prospects use AI to identify event to consider attending.



AI-Assisted Attendee Event Selection Analysis

- **Use AI (ChatGPT & Gemini) as Event Scouts:** Ask "What events should I attend for [industry]?" and get instant curated recommendations.
- **Zero-Click Search Behavior:** Users get answers directly in AI responses without visiting event websites. They never see your site unless AI surfaces it, and they want to visit it.
- **AEO Makes You “AI Discoverable”:** *Answer Engine Optimization* (AEO) ensures your event details (dates, location, themes, exhibitors, tracks) appear in AI-generated results and recommendations, while traditional SEO mainly drives traffic to your site.

ATTENDEE POV: AI PROMPT EXAMPLE

I am a _____ looking for trade shows and
job title & job description

conferences to attend _____ to address issues and
dates and Locations

challenges, such as _____. I want
detailed description of issues and challenges faced regularly

to learn about _____, and
topics you find interesting

_____. What events do you recommend?
other activities you want to do

Put your response in a table with the event name, dates, location, registration fee(s), major exhibitors/sponsors, education tracks, parties, and networking activities, and the reasons & rationale for why I should attend each one.

TRADE SHOW MADLIBS

AGES
12+



A FILL-IN-THE-BLANKS GAME
ABOUT EXHIBITS AND EVENTS

ATTENDEE POV:

An AI Prompt

I am a **business technology leader (CTO/CIO)** seeking **trade shows and conferences** to attend this **summer and fall in the US** to address the issues and challenges my organization faces, such as **running my business more efficiently using Microsoft, Azure, and Microsoft partner solutions**. I want to learn specifically about **security, AI edge-to-cloud, and AI digital transformation**. I want to **build my network and connect with like-minded people**. What events do you recommend? Put your response in a **table with the event name, dates, location, registration fee(s), major exhibitors/sponsors, education tracks, parties, and networking activities, and the reasons & rationale** for why I should attend each one. Before answering, **what 5 questions do you have for me?**

Before narrowing the list, these are the 5 questions that matter most:

1. **What is your primary outcome for attending?** Choose the one that matters most: practical implementation ideas, vendor/partner discovery, peer networking, executive strategy, or team upskilling.
2. **How Microsoft-centric do you want this list to be?** Should it lean heavily toward Microsoft-first events and partner ecosystem conferences, or include broader CIO/security/AI events as long as they are relevant to Azure, Microsoft security, edge-to-cloud, and digital transformation?
3. **Which of your three priority themes should drive the shortlist?**
Please rank these: **security**, **AI edge-to-cloud**, **AI digital transformation**. That ranking will significantly change the mix.
4. **What event format and depth do you prefer?** For example: an executive strategy conference, a practitioner-heavy technical event, a partner expo, a smaller peer forum, or a mix. A CTO/CIO looking for peer exchange usually needs a different event mix than someone optimizing for hands-on Azure and security content.
5. **What are your constraints?** Give me your realistic boundaries for:
 - * travel radius or preferred US regions/cities
 - * budget level
 - * number of events you want to attend
 - * whether you are attending solo or bringing team members
 - * whether you want summer only, fall only, or both

Once you answer those five, I'll turn it into a targeted recommendation set rather than a generic conference list.

AI-Assisted Event Analysis

Thought for 3m 11s >

Based on your criteria, this is the tightest 4-event shortlist. It balances executive strategy, Microsoft ecosystem depth, partner access, and team upskilling without drifting too far into generic tech conferences.

Event	Dates	Location	Registration fee(s)	Major exhibitors / sponsors	Education tracks	Parties / networking	Why this belongs on your shortlist
TechMentor & Cybersecurity Live! @ Microsoft HQ	August 3 to 7, 2026 TechMentor +1	Microsoft Headquarters, Redmond, WA TechMentor +1	Super early bird: \$2,825 for 5-day, \$2,325 for 4-day, \$1,825 for 3-day. Early bird: \$2,925 / \$2,425 / \$1,925. Standard: \$3,225 / \$2,725 / \$2,125. Optional hotel package: \$900 to \$1,500. Team discounts start at 3+ attendees. TechMentor +1	The public 2026 sponsor roster is not clearly published in the indexed event pages yet, but the event explicitly includes sponsors, exhibitors, a sponsor reception presence, and exhibitor raffles. TechMentor +1	AI for IT Professionals, AI in Cybersecurity, Azure Public/Hybrid/Operations, Microsoft 365 Operations & Identity, Security for IT Professionals, Red Team, Blue Team, Threat Intelligence, PowerShell/Automation/DevOps. TechMentor	Welcome Reception with drinks, hors d'oeuvres, raffle and networking bingo; optional Seattle waterfront night; optional Mariners game outing. TechMentor +1	Best fit for your security priority. This is the strongest Microsoft-adjacent option for a CIO/CTO who wants to connect security leaders, AI governance, Azure ops, and operational modernization in one place. It is more practitioner-oriented than a pure executive summit, making it an ideal bring-the-team event, especially for infrastructure, security, and identity leaders. The fact that it is at Microsoft HQ materially improves the quality of Microsoft-insider access. TechMentor
TechCon 365 + PWRCON + DATAON Seattle	August 24 to 28, 2026 Microsoft 365 C... +1	Seattle Convention Center, Seattle, WA Microsoft 365 C... +1	Current prices: Diamond \$2,795, Platinum \$2,295, Gold \$1,695, Workshops-only \$1,425, Monday-only \$795, Tuesday-only \$795. Microsoft 365 C...	Public sponsor page exists, but the indexed pages do not surface a clean 2026 sponsor roster. The event does confirm a Sponsor Expo, Solution Showcases, and Ask Microsoft Anything. Microsoft 365 C... +1	Across the three co-located conferences: Microsoft 365, Teams, SharePoint, OneDrive, Copilot, Power Platform, Azure data, Microsoft Fabric, SQL, Power BI, plus cross-track session mixing. The event advertises 185+ sessions and workshops. Microsoft 365 C... +1	Sponsor Expo, Solution Showcases, Ask Microsoft Anything, keynote sessions, and cross-conference attendee mixing. Microsoft 365 C... +1	Best fit for team upskilling tied to business efficiency. This is a practical Microsoft-ecosystem event on the list for improving operational efficiency, with Microsoft 365, Power Platform, and Copilot. It is less "boardroom strategy" and more "hands-on" for those who should we deploy, govern, automate, and optimize next?" Business architects, M365 owners, data leaders, and Power Platform stakeholders. Microsoft 365 C... +1
The Cloud & AI Summit 2026	September 30 to October 2, 2026 The Cloud and AI... +1	Ameristar Casino and Convention Center, St. Charles, MO The Cloud and AI... +1	All-Access pass \$900. Early bird code reduces price to \$700 for the first 100 attendees through April 30, 2026. Group pricing for 10+ drops to \$810/person. Hotel bundle \$720 for 3 nights, or official room block from \$179/night. The Cloud and AI...	Sponsor roster is not yet announced publicly; the official sponsor page says sponsors are "coming soon." The event does promise sponsor exhibits and networking areas with leading companies in the Azure ecosystem. The Cloud and AI... +1	Pro Code, Low Code, Cloud Operations, AI, Data & Analytics, Security, DevOps. Topics explicitly include Azure Arc, governance, landing zones, Azure OpenAI, Azure AI Foundry, Copilot Studio, AI agents, Sentinel, Defender, Intune, Purview, Entra ID, Zero Trust, Kubernetes, Terraform, and Bicep. The Cloud and AI...	Attendee party and networking event, sponsor exhibit access, networking areas, breakfast and lunch included each day. The Cloud and AI...	Best fit for your edge-to-cloud + AI digital transformation interest. This is the cleanest thematic match to your stated interest in AI, cloud operations, security, governance, DevOps, and enterprise architecture. It is also the best value on the list by a wide margin. It is a strong solo or small-leadership-team event if you want to connect with the ecosystem without the noise of a mega-conference. The Cloud and AI... +1
Community Summit North America 2026	October 11 to 15, 2026 Community Su... +1	Gaylord Opryland Resort & Convention Center, Nashville, TN Community Su... +1	Single all-access pass \$1,199. Group rates: \$1,019.15 for 2 to 4, \$959.20 for 5 to 11. Community Su...	Very large Microsoft partner ecosystem. The event site says 300+ partner sponsors. Publicly listed sponsors include Alithya, ArcherPoint, Avalara, ClickLearn, ENAVATE, eOne Solutions, Insight Works, Rand Group, RSM, Solver, Truvio, Vertex, Yooz, and many more. Community Su... +1	500+ sessions focused on AI, Dynamics, Dynamics 365, Power Platform, finance & accounting, IT, operations, and systems administration; also Academy classes and AI/Copilot-adjacent programming. Community Su... +1	Opening reception, show floor, and a night at the Grand Ole Opry. Community Su...	Best fit for Microsoft-partner discovery and business-process transformation. This is the strongest event here if your goal is to connect with the business more efficiently through Microsoft plus partner ecosystem. It is less about deep Azure platform engineering and more about finding proven partner-led approaches for AI, Copilot, operational excellence, ERP/CRM/process modernization, and adoption. This is the strategic networking event on the list because the partner ecosystem is unusually high. Community Su... +1

WHO? WHEN? WHERE?

WHY?

Event	Dates	Location	Registration fee(s)
TechMentor & Cybersecurity Live! @ Microsoft HQ	August 3 to 7, 2026 TechMentor +1	Microsoft Headquarters, Redmond, WA Microsoft +1	Super early bird: \$2,825/day. Early bird: \$2,925 / \$2,125. Optional hotel start at 3+ attendees.
TechCon 365 + PWRCON + DATACON Seattle	August 24 to 28, 2026 Microsoft 365 C... +1	Seattle Convention Center, Seattle, WA Microsoft 365 C... +1	Current prices: Diamond Workshops-only \$1,425 Microsoft 365 C...
The Cloud & AI Summit 2026	September 30 to October 2, 2026 The Cloud and AI... +1	Ameristar Casino and Convention Center, St. Charles, MO The Cloud and AI... +1	All-Access pass \$900. If first 100 attendees then drops to \$810/person; room block from \$179.
Community Summit North America 2026	October 11 to 15, 2026 Community Su... +1	Gaylord Opryland Resort & Convention Center, Nashville, TN Community Su... +1	Single all-access pass \$959.20 for 5 to 11. Community Su...

Recommended mix for you

If attending 3 events:

1. Cloud & AI Summit for edge-to-cloud + AI transformation
2. TechMentor & Cybersecurity Live! for security + identity + operational resilience
3. Community Summit North America for Microsoft partner ecosystem, business efficiency, and executive networking [The Cloud and AI...](#) +2

If attending 4 events:

Add TechCon 365 / PWRCON / DATACON as the dedicated team-upskilling event. It fills the gap between executive intent and practical rollout. [Microsoft 365 C...](#) +1

Best role split

Attend solo

Community Summit North America for partner discovery, strategy, and peer networking

Cloud & AI Summit if you want a tighter, more architecture-led AI/Azure agenda

Bring team

TechMentor & Cybersecurity Live! for security, identity, and operations

TechCon 365 / PWRCON / DATACON for Microsoft 365, Power Platform, data, and Copilot execution

Bottom line

If the goal is to leave fall 2026 with sharper strategy, stronger Microsoft relationships, and clearer execution paths, the strongest overall sequence is:

August: TechMentor @ Microsoft HQ
Late August: TechCon 365 Seattle
Late September: Cloud & AI Summit
October: Community Summit North America

That sequence gives you security first, then operational enablement, then Azure/AI architecture, then partner-led transformation.

I can turn this into a one-page event selection memo with a scoring model you could use to justify which 2 to 4 events get approved.

       Sources

Parties / networking

Welcome Reception with drinks, hors d'oeuvres, raffle and networking bingo; optional Seattle waterfront night; optional Mariners game outing. [TechMentor](#) +1

Sponsor Expo, Solution Showcases, Ask Microsoft Anything, keynote sessions, and cross-conference attendee mixing. [Microsoft 365 C...](#) +1

Attendee party and networking event, sponsor exhibit access, networking areas, breakfast and lunch included each day. [The Cloud and AI...](#)

Opening reception, show floor, and a night at the Grand Ole Opry. [Community Su...](#)

Why this belongs on your shortlist

Best fit for your security priority. This is the strongest Microsoft-adjacent option for a CIO/CTO who wants to connect security, AI governance, Azure ops, and operational modernization in one event. It is more practitioner-oriented than a pure executive summit, an ideal bring-the-team event, especially for infrastructure, and identity leaders. The fact that it is at Microsoft HQ materially improves the quality of Microsoft-insider access. [TechMentor](#)

Best fit for team upskilling tied to business efficiency. This is a practical Microsoft-ecosystem event on the list for improving an organization actually operates with Microsoft 365, Power Platform, data, and Copilot. It is less "boardroom strategy" and more "how should we deploy, govern, automate, and optimize next?" for architects, M365 owners, data leaders, and Power Platform stakeholders. [Microsoft 365 C...](#) +1

Best fit for your edge-to-cloud + AI digital transformation agenda. This is the cleanest thematic match to your stated interest in AI, cloud operations, security, governance, DevOps, and enterprise architecture. It is also the best value on the list by a wide margin. It is a strong solo or small-leadership-team event if you want to avoid the noise of a mega-conference. [The Cloud and AI...](#)

Best fit for Microsoft-partner discovery and business efficiency. This is the strongest event here if your goal is to find the business more efficiently through Microsoft plus partner-led approaches. It is less about deep Azure platform engineering and more about finding proven partner-led approaches for AI, Copilot, operational ERP/CRM/process modernization, and adoption. This is the strategic networking event on the list because the partner ecosystem is unusually high. [Community Su...](#) +1

AI Case Study #3:

Use AI to assist in your attendee acquisition strategy



AI Assistance on creating a great prompt

Help me write a detailed prompt regarding attendee acquisition for my upcoming event, CLEANPOWER (<https://cleanpower.org/expo/>). There is a lot of good information on the site, including attendee profile information. I need to develop a strategy to grow the audience. To get started on helping me create an awesome prompt, here's what I've got so far...Acting as a tradeshow executive and strategist for attendee acquisition, I'm looking to grow my show and identify new attendee segments. Can you help me create a strategic plan to increase attendance for my 2026 show and a 5-year plan for future events?

Based on our current attendee numbers and profile information, I am looking for the following DEEP RESEARCH regarding my show

- Increasing current attendance by 10% next year and a total of 25% over the next 5 years
- Identify the most critical issues and challenges faced in the clean energy industry.
- What are some emerging attendee segments to identify?
- What other competitive events could my attendees attend, or prospective attendees go to, instead of my event? Local? Regional? National?
- What attendee segments may be missing that we should be marketing to?
- How do I retain attendees?
- How do I get companies to send more people without disrupting their business by having them out of the office?
- How do I position my event as a must-attend, justifying the time and expense for them to attend?
- Who are the "Sweet spot" attendee profiles I should use ZoomInfo, Apollo.ai, Seamless.ai, or Clay.com to identify to build my marketing lists?
- What are the best sources to market my event to (print, digital, social media, local advertising, etc.)? Can you create a marketing plan for me covering those sources, indicating estimated costs/budget?

ChatGPT can make mistakes. OpenAI doesn't use Joe Federbush's Workspace workspace data to train its models.



A 21-page, extremely detailed strategy document was created



SAMPLE DATA FOR ILLUSTRATIVE PURPOSES

Table of Contents

1. Executive goals, KPI dashboard, and growth math
 2. What the market is telling CLEANPOWER right now
 3. Current audience, missing segments, and where growth should come from
 4. Critical issues and challenges CLEANPOWER should solve through content and positioning
 5. Competitive event landscape and substitution risk
 6. How to position CLEANPOWER as a must-attend event
 7. Getting more people from the same company without disrupting operations
 8. Retention blueprint for 2026 and beyond
 9. Sweet-spot account profiles and list-building guidance
 10. Marketing channel architecture and media plan
 11. Social, content, and demand-generation engine
 12. 12-month campaign calendar for CLEANPOWER 2026
 13. Programs and offers built to hit the growth targets
 14. Measurement framework: the EVOLIO show-organizer research model adapted to CLEANPOWER
 15. Proposed attendee survey learning agenda for CLEANPOWER
 16. Proposed exhibitor and sponsor survey learning agenda for CLEANPOWER
 17. KPI table for executive reporting and board review
 18. Execution governance and decision cadence
 19. Open items and data still needed to sharpen the plan
 20. Final strategic read
- Appendix A. Research basis and source notes

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1. Executive goals, KPI dashboard, and growth math

Board-level goal statement

CLEANPOWER should be managed as a category-expansion growth initiative, not a standard attendance marketing program. The event already has scale. The next stage is to grow the right audience mix, increase decision-maker density, improve attendees-per-company, and prove event value through disciplined measurement.

KPI	2025 planning base	2026 target	2030 target	Why it matters
Total attendance	9,000	9,900	11,250	Primary scale outcome tied to market relevance and exhibitor value
Net-new attendees	n/a	30%-35%	35%-40%	Shows whether growth is incremental or portfolio-expanding
Companies sending 3+ staff	Directional	18%	30%	Increases revenue efficiency and decision-maker density
Director+ / decision-maker mix	Official site notes 70% involved in final purchasing decisions	Maintain 70%+ purchasing influence while broadening roles	Increase C-suite / VP / director density in priority segments	Protects exhibitor ROI while expanding the market
Hosted meetings / high-value business interactions	Directional	60% of target accounts engaged in formal networking or meetings	70%+	Shifts positioning from conference-only to business platform
Attendee value score	New metric	>=4.2 average	>=4.3 average	Measurement anchor for ROI/ROX/ROE framework
Exhibitor ROI score	New metric	>=4.1 average	>=4.25 average	Determines retention, pricing power, and upsell strength

Growth math based on the official 2025 scale

Year	Attendance target	Absolute growth	Cumulative growth vs. 2025	Implication
2025 base	9,000	-	-	Planning baseline only
2026	9,900	+900	+10%	Requires both incremental share-of-wallet and new-segment capture
2027	10,260	+360	+14%	Growth becomes harder unless retention and company team size improve
2028	10,620	+360	+18%	Content and positioning must expand beyond the traditional supply-side base
2029	10,935	+315	+21.5%	Growth depends on corporate buyers, grid stakeholders, and investment audiences
2030	11,250	+315	+25%	CLEANPOWER is operating as the clean energy market-making platform, not just the industry reunion

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Retention strategy, target accounts, and account-based marketing list-building guidance

SAMPLE DATA FOR ILLUSTRATIVE PURPOSES

Tactic	How it works	Why it helps	Operational note
programming	agenda	perception	

Sweet spot team-selling narrative

Do not ask companies to send more people just because there is more to see. Ask them to send a cross-functional team because deployment and procurement are now cross-functional decisions. That reframes attendance from a travel expense into a coordination advantage.

8. Retention blueprint for 2026 and beyond

Lifecycle stage	Objective	Most important action	Measurement cue
First-time attendee	Deliver immediate proof of value	Role-based agenda, matchmaking, and post-show follow-up assets	Value score, likelihood to return, attended-meetings count
Second-year attendee	Move from exploration to business outcome	Hosted meetings, curated small-group events, targeted content invites	Business-outcome score, number of relevant contacts made
Multi-year attendee	Turn into advocate and internal recruiter	Bring-a-colleague incentives, advisory opportunities, speaker pathways	Referral source, team registrations from same company
Lapsed attendee	Reacquire with relevance	Reactivate around new themes such as AI power demand or grid execution	Reactivation rate, message resonance by reason-for-return

Retention offers to consider

- Role-based agenda planners delivered 4-6 weeks before the show.
- Post-show implementation packs that summarize top sessions, supplier categories, and key actions.
- Priority rebooking and 2027 fast-pass offers for attendees who complete the post-event survey.
- Segment-specific communities or webinars during the year to maintain engagement with buyer, investor, utility, and data-center audiences.

9. Sweet-spot account profiles and list-building guidance

Use account-based marketing for the highest-value organizations rather than relying only on broad registration campaigns. The goal is to build a named-account universe for high-potential prospects and then run coordinated outreach across email, LinkedIn, partnerships, exhibitors, and direct sales touches.

Target cluster	Ideal company profile	Titles to target	Signals / filters	Reason to prioritize
Corporate buyers	Fortune 1000 or large middle-market firms with material electricity demand and public sustainability goals	Head of Energy, VP Sustainability, Energy Procurement Lead, Director of Decarbonization	Net-zero goals, ESG reporting, power-intensive footprint, PPA activity, manufacturing or logistics scale	High exhibitor value and strong strategic relevance
Data centers / hyperscalers	Hyperscalers, colocation firms, site selectors, infrastructure developers, large cloud ecosystem partners	Director of Energy Strategy, Head of Infrastructure, Site Selection Lead, Power / Utilities Manager	Expansion announcements, campus development, utility negotiations, regional load-growth markets	Fast-growing segment with strong storytelling power
Utilities / transmission	IOUs, co-ops, munis, ISOs / RTOs, T&D service firms	Transmission Planning, Resource Planning, Grid Modernization, Reliability, Interconnection	Capacity planning, transmission investment, data-center load exposure, storage and reliability programs	Essential for grid narrative and sponsor value
Private capital	Infrastructure funds, PE firms, project finance groups, strategic investors, lenders	Partner, Principal, Investment Director, Managing Director, Project Finance	Energy transition mandate, infrastructure focus, deal activity, financing role	Raises board-level weight and business-development value
Industrial energy users	Manufacturing, chemicals, logistics, heavy industry, large campus operators	VP Operations, Energy Manager, Utilities Lead, Procurement	High load, resilience focus, electrification, decarbonization roadmaps	Adds new buyer class and practical urgency

Practical sourcing stack

Platform	Best use	What to pull	Activation note
ZoomInfo	Named-account build and title-based lists	Company size, industry, tech stack, titles, emails, phone	Strong for initial ABM universe and enrichment
Apollo	Volume outreach and sequence execution	Contacts, sequences, job titles, buying signals	Useful for scaled outbound and testing narratives
Clay	Signal-based enrichment and workflow automation	Hiring, news, funding, expansion, custom fields	Best for trigger-based campaigns to priority accounts
Seamless.ai	Supplemental contact discovery	Direct dials, emails, company contacts	Use as a fill-in source, not sole source of truth
ACP member / exhibitor / historical	Warmest acquisition pool	Past registrants, member companies, sponsors, exhibitors	Should be the highest-priority source for efficient growth

Event positioning, messaging strategy, and team attendance growth tactics

SAMPLE DATA FOR ILLUSTRATIVE PURPOSES

Event	2026 timing / location	Primary overlap with CLEANPOWER	What it can steal	How CLEANPOWER should respond
RE+	Nov 16-19, Las Vegas	Large North American clean-energy audience across solar, storage, hydrogen, EV, microgrids, wind	Broad industry attendance, exhibitor budget, sponsor dollars	Own the utility-scale and market-shaping narrative, not just product discovery
ACP Siting & Permitting Conference	ACP portfolio	Community engagement, siting, environmental compliance	Niche policy / permitting specialists	Use ACP cross-promotion rather than internal cannibalization
Regional utility / storage / hydrogen conferences	Throughout year	Focused vertical content	Specialists who prefer narrow technical communities	Use role-based agendas so specialists can see a clear path through CLEANPOWER
Corporate sustainability / climate-tech forums	Various	Procurement, climate strategy, buyer networking	Corporate buyers and ESG leaders	Reframe the event for buyers around execution, price stability, and reliability

Competitive implications

- CERAWEEK is not a direct substitute for most attendees, but it competes aggressively for executive mindshare, premium sponsors, and media oxygen.
- DISTRIBUTECH is a real threat for grid, reliability, and utility-operations stakeholders unless CLEANPOWER presents those topics as front-and-center rather than peripheral.
- RE+ remains the largest North American clean-energy tent and competes for broad exhibitor budgets and general category attention, especially in solar and storage.
- ACP should treat other ACP conferences as portfolio feeders. Cross-sell and sequence them; do not allow them to appear like fragmented alternatives.

6. How to position CLEANPOWER as a must-attend event

Core positioning shift

From	To	Practical meaning for marketing
A clean-energy conference	The market-making platform for the U.S. energy transition	Lead with outcomes, decisions, and partnership value
A place to hear about wind, solar, storage, and transmission	A place to solve the hardest deployment, demand, and infrastructure problems	Frame content around business challenges
A good networking event	Where buyers, developers, investors, utilities, and suppliers meet to accelerate decisions	Use hosted meetings, roundtables, and curated introductions as proof
A broad industry gathering	The one week where the ecosystem converges	Show the benefit of cross-segment exposure rather than only niche depth

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Messaging pillars by audience			
Audience	Primary promise	Proof point to emphasize	Sample message
Corporate buyers	Find executable clean-power pathways and supplier options	PPA content, buyer networking, utility-scale market intelligence	Turn clean-power ambition into procurement action.
Utilities / transmission	Solve grid expansion and reliability problems with the right cross-industry partners	Transmission, storage, reliability, and data-center load sessions	Where the future grid gets practical.
Investors	See where capital can move next and with whom	Deal-flow discussions, market intelligence, buyer presence	Meet the projects, partners, and demand signals that matter.
Developers / suppliers	Stay in the center of the market and reach the buyers that now matter most	Show scale, purchasing influence, and hosted meetings	Do business where the ecosystem converges.
Data centers / hyperscalers	Understand how clean power, storage, and grid strategy support expansion	Power-demand narrative, infrastructure content, utility access	Powering AI starts with energy strategy.

High-impact creative angles

- Where power demand, clean generation, transmission, storage, and capital meet.
- The event for leaders who need to build, buy, finance, move, or manage energy at scale.
- Powering AI, industrial growth, and the next generation of U.S. electricity demand.
- More than a conference: meetings, buyer access, market intelligence, and execution pathways in one week.
- If your business is touched by clean-power deployment, the right people will be in Houston.

7. Getting more people from the same company without disrupting operations

Tactic	How it works	Why it helps	Operational note
Team bundles	3-, 4-, and 5-person registration packages with escalating savings or add-on value	Makes group travel feel intentional and budgetable	Use packages to steer different roles, not just discount volume
Split-schedule plans	Publish suggested role-based agendas so not every attendee is out for the full event	Reduces time-away friction	Especially relevant for operations, utility, and technical teams
Manager approval kits	One-page justification templates tied to role, content, and expected outcomes	Speeds internal sign-off	Include meeting goals, sessions, and post-event action plan
Recorded-session access	Selective replay access bundled with in-person registration	De-risks conflicts and missed content	Keep it a support tool, not a substitute product
Department-based invitations	Encourage a company to send procurement + engineering + policy + business development together	Reinforces that the event solves cross-functional problems	Useful for priority accounts
Hosted buyer / executive	Give senior leaders a reason to attend while staff handle broader	Raises average attendees per account and value	Pair with concierge scheduling

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Marketing channels, budget allocation, and acquisition strategy planning overview

SAMPLE DATA FOR ILLUSTRATIVE PURPOSES

Platform	Best use	What to pull	Activation note
attendee data			

10. Marketing channel architecture and media plan

A robust attendee-acquisition plan for a show of this size should blend owned demand, partner amplification, named-account outreach, high-intent paid media, and credibility channels. Paid media should support the strategy, not carry it alone.

Recommended channel roles

Channel	Primary job	Best audiences	Key offer / asset	Working cadence
Email / marketing automation	Convert and reactivate	House file, exhibitors, lapsed attendees, partners	Early-bird, role agendas, team bundles, meeting programs	Always-on with intensifying waves
LinkedIn organic + paid	Awareness, retargeting, ABM precision	Corporate buyers, utilities, investors, executive roles	Thought leadership, buyer programs, segment-specific invites	Always-on thought leadership + paid bursts
Google Search	Capture intent	Prospects searching for event, topic, registration, conference, grid or procurement content	Registration, buyer guides, agenda, hosted meetings	Heavier near registration windows
Trade media	Credibility and niche reach	Utility, power, clean-energy, finance, data-center and industrial audiences	Sponsored content, newsletters, event announcements	6-12 weeks before major registration pushes
Partner marketing	Borrow trust and audience	Associations, ACP network, exhibitors, media, sponsors	Co-branded invites, member offers, content swaps	Quarterly pushes plus launch windows
Retargeting / programmatic	Stay visible and finish conversions	Known site visitors, engaged list segments	Registration reminder, agenda release, social proof	Mid- and late-funnel
Field / sales outreach	Close high-value accounts	Top named accounts and strategic sponsors	VIP passes, hosted meetings, team packages	Prioritized monthly

Directional attendee acquisition budget scenarios

Scenario	Planning spend	When to use it	Expected emphasis
Lean	\$250,000-\$325,000	Strong historical demand, rich house file, heavy exhibitor support	Higher dependence on owned media, partnerships, and lapsed-attendee reactivation
Recommended	\$375,000-\$525,000	Balanced growth push with meaningful new-segment acquisition	Healthy mix of paid media, trade media, ABM, creative, and partner marketing
Aggressive	\$575,000-\$775,000	Board-backed expansion play with substantial segment diversification and	More ABM, content production, custom programs, and larger paid-media coverage

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Scenario	Planning spend	When to use it	Expected emphasis
		executive recruitment goals	

Recommended budget split for the recommended scenario

Channel / cost center	Budget share	Illustrative dollars on \$450K	Purpose	Notes
LinkedIn paid + creative support	28%	\$126,000	ABM precision, executive targeting, retargeting, audience expansion	Highest-quality B2B targeting; control spend tightly by segment
Email / automation / list hygiene / deliverability	12%	\$54,000	House-file conversion and reactivation	May be lower if existing stack is already funded elsewhere
Trade media sponsorships / newsletters / native content	14%	\$63,000	Credibility and targeted reach into utility, clean-power, and industrial audiences	Verify rate cards and audience overlap
Google Search	10%	\$45,000	Capture intent around registration, agenda, and segment themes	Use tight keyword clusters and dedicated landing pages
Partner / association co-marketing funds	8%	\$36,000	Unlock distribution through associations, buyers groups, and industry communities	Often higher ROI than pure paid media
Programmatic / retargeting	8%	\$36,000	Stay visible to engaged traffic and known prospects	Keep frequency disciplined
Content production / thought leadership assets	10%	\$45,000	Buyer guides, AI-energy briefs, transmission explainers, case stories	Critical for credibility with new segments
Sales enablement / hosted buyer recruitment / concierge outreach	6%	\$27,000	Top-account conversion support	Could sit under events or sales instead of marketing
Contingency / optimization reserve	4%	\$18,000	Shift toward what is performing	Do not fully commit at launch

Media planning notes by channel

- LinkedIn is likely the most expensive paid channel but also the cleanest for senior B2B targeting. The channel should be used surgically around audience clusters, not as broad awareness spray.
- Google Search should prioritize high-intent queries around registration, event category, agenda, and key problem areas such as transmission, procurement, storage, and AI energy demand.
- Trade media should be selected for segment fit, not just reach. Utility and T&D media can help expand grid audiences; finance and data-center outlets can extend executive reach.
- Partner marketing is often underused. Associations, exhibitors, sponsors, and ACP community channels can materially lower cost per qualified registration.

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What data do you have (or need) to identify attendee growth opportunities?

What tools will you use (or need) to reach different segments?



Look at your site and posts from your attendees' perspectives. Benefits? UVP? Why should they attend?



Responsive design for web, tablet, mobile – including registration



Easy to find tradeshow and conference dates, fees, exhibit hours, tracks/ topics, venue, transportation, and hotel details



Exhibit hall floorplan: App & web



How user-friendly is your registration form, and how actionable is your data?

Questions?

Connect with us to explore how EVOLIO can transform your event investments into measurable business outcomes.

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Joe Federbush

President



Joe.Federbush@evoliomarketing.com

+1 512 635 7477



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