

5 Proven Strategies to Drive Revenue

Exhibit Sales Roundtable – Lippman Connects
February 26
Arlington, VA

Dan Cole
Sr Director, Exposition Sales
AVIXA

Brittany Shoul
SVP, Revenue Strategy & Operations
MCI USA





#1.

IT'S NOT YOUR PARTY!

(and you can cry if you want to)

- It's for your audience, your members, your attendees, your exhibitors, your sponsors
- WIFM!
- **Quick exercise (2 minutes):**
Turn your show's selling point into a buyer's outcome.



#2.

Good Ideas have Constraints

- Ambition matters; realism wins.
- Constraints can spark clarity.
- **Quick exercise (2 minutes):** Share a time when you didn't have constraints and the idea failed.

#3.

ROI: Return on Involvement

- You as the Seller and your Involvement.
- Shifting exhibit/sponsor expectation from Return in Investment to Return on Involvement
- **Quick Exercise (2 minutes):** Where could you apply a “return on involvement v investment” concept with a customer or prospect?



#4.

The faster you need to go, the further ahead you need to LOOK

- Do you have strategic foresight?
- Forecast possibilities v. reacting to problems
- **Quick Exercise (2 minutes):** what is going to generate the most revenue for you event 5 years from now?



#5.

Start Poorly... but **START**

- Momentum beats perfection
- Perfect practice
- Quick Exercise (2 minutes): what is one thing you can change in the next 48 hours?



PUTTING IT ALL TOGETHER

Identify Strategic Blind Spots

Which strategy tends to be your personal blind spot?

Drive Immediate Change

What changes Monday morning?

CONTACT US:

Brittany Shoul

MCI USA

Brittany.Shoul@wearemci.com

<https://www.linkedin.com/in/brittanyshoul>

Dan Cole

AVIXA

dcole@avixa.org

<https://www.linkedin.com/in/dancole>



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