

7 Quiz Questions for Trade Show Pros

A Reality Check for Event
Pros



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Roundtable

We're All Guessing

A Little Too Much

Are big-name speakers actually engaging audiences?

Are booth visitors connecting or just killing time?

Surveys and anecdotal feedback leave blind spots.





Show Floor Quiz

1. Ideal Booth Placement

- a** Entrance
- b** Back



Show Floor Quiz

Results

People walked by the booths
at the front **without** stopping



Show Floor Quiz

2. Best Exhibit Day

- a** First
- b** Second



Show Floor Quiz

Results

People spend **more time** in booths on the second day.



Show Floor Quiz

3. Impact of Station Placement

What is the ideal location for booths in relation to food stations?

- a Perimeter
- b Outside



Show Floor Quiz

Results

Attendees went to the food stations **without** visiting booths



Show Floor Quiz

4. Ideal Location for Breakouts

- a** Show Floor
- b** Rooms



Show Floor Quiz

Results

Long walks from the breakouts to the expo hall **killed** the energy.



Show Floor Quiz

5. The Value of a Lounge

What's a better metric to prove sponsorship value for a branded lounge?

- a** Number of badge scans
- b** Amount of foot traffic



Show Floor Quiz

Average visitor sentiment

Results

High traffic doesn't equal positive brand association.

When you quantify the experience by measuring positive sentiment, it allows you to prove which sponsorships create genuine positive energy and justify a premium price.



Show Floor Quiz

6. The Smart Exhibitor's Choice

A major exhibitor cuts 20% of their event budget. What's the deciding factor for the shows they keep?

- a** Lowest price
- b** Highest value



The Smart Exhibitor's Choice

Neither

Results

The new deciding factor is performance data.

Exhibitors are now demanding objective ROI metrics to justify their spend.

Shows that provide concrete engagement analytics are the ones that make the cut.



Show Floor Quiz

7. Premium Location

Where is the most valuable sponsorship real estate on the trade show floor?

- a** The main entrance pathway
- b** Next to the show floor education stages



The Smart Exhibitor's Choice

The data often reveals a "hidden gem"

Results

Zenus heatmaps can show that a quieter corner near the coffee station has longer dwell times and more positive sentiment than the high-traffic main aisle.

This uncovers new, high-value sponsorship inventory.



Show Floor Quiz

Bonus

An exhibitor didn't get the leads they expected on day one. Which was the reason why?

- a** Bad show
- b** Bad design



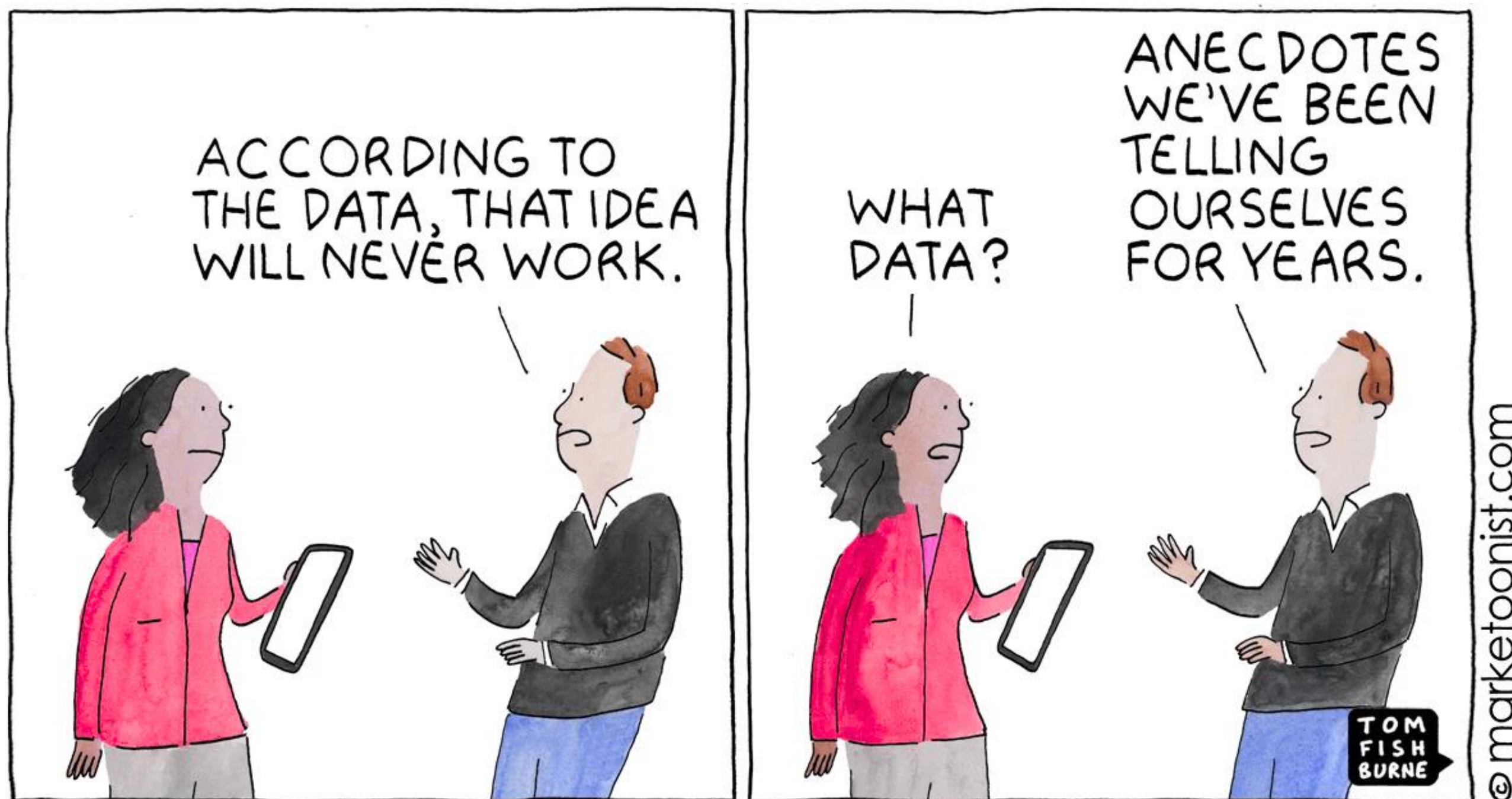
The Truth is Not Binary

A tweak to the design would have changed the results.

Results

The top performing booths (for booth visits) for this show all had unobstructed parameters.

Every other element of this design could likely have stayed the same except one part and the results would have improved.



From Gut Feelings to Ground Truth

- We don't need to rely on assumptions
- Behavioral data fills in the blind spots
- What you think you know might not be all true and almost nothing is A or B / Black or White.



Questions?

Please contact us or visit our website!



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