zenus

AI-Powered Data to Satisfy Your Appetite for Insights

Lippman Connects | Exhibit Sales Roundtable

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Exhibitor Concerns: Leads and Engagement

Challenge 1

Concerns about the number of leads captured

Challenge 2

Anecdotal feedback and requests for better conversations

Why do they feel this way?

Exhibitors lack auxiliary metrics that paint the complete picture of their performance.

Lead count

What about

- Aisle Traffic?
- Number of Visitors?
- Engagement?
- Time spent?

Organizers need to provide metrics like the following.

Aisle traffic and booth visits for each zone

Dwell time and attendee energy

Average number of leads captured

Additional data and metrics paint a better picture of the show value.

Reporting Data

Each exhibitor receives a report based on their booth location. These reports include key statistics and recommendations.

Awareness

Number of Aisle Impressions

Traffic

Number of Booth Visits

Opportunities

Average Number of Leads Scanned

Engagement

Dwell Time and Attendee Energy

Boost Revenue

Retention

Demonstrate ROI to facilitate renewals

Easy Add-On

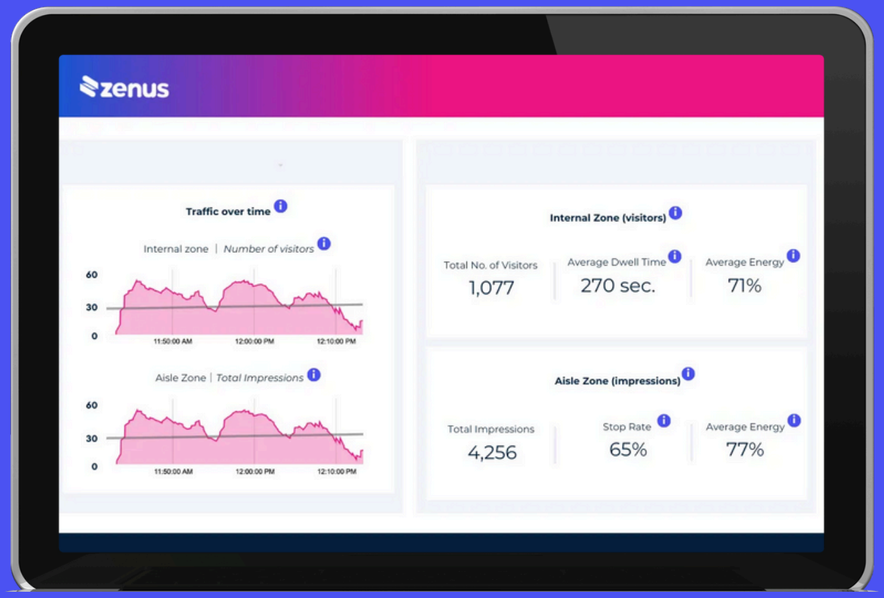
Justify price changes and offer new packages

Stand-Out

Differentiate to gain new exhibitors

The event sales team has informed conversations with sponsors and exhibitors to facilitate renewals and add new accounts.

Simple Process. Big Impact.



The information is also available via a real-time dashboard.

Pre-show

Review the floor plan to determine sensor placement.

On-site

An AI sensor is set up every few booths to collect data.

The sensors analyze traffic, dwell time, and energy.

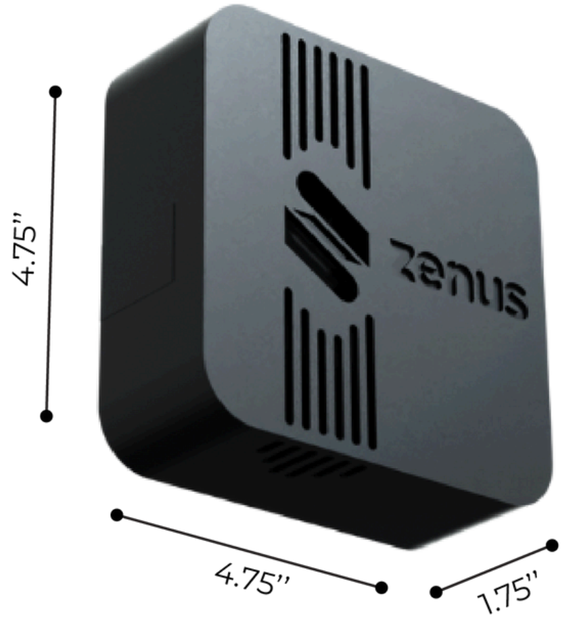
Post-show

Zone reports and insights are shared with exhibitors.

An internal report is privately provided to the organizer.

Deployment Logistics

Installation takes 12-15 minutes when a (regular) power socket is available



Key Specifications

- Zenus AI Box & High-Resolution Sensor
- 4G internet / WiFi connectivity
- 1-2 Megabytes per hour transmitted
- Offline mode with backups and database auto-sync
- Alerting system with email and text notifications
- Uninterrupted Power Supply (UPS) for up to 1-hour of operation

Trusted.
Safe.
Ethical.

No personally identifiable information is captured.

Video is never recorded, stored, or transmitted.

All data is aggregated and anonymized to comply with GDPR and CCPA.

CLARION EVENTS

informa

ASCRS
FOR SURGEONS, FOR YOU

acep

imex america

IAEE
Exhibitions and Events Mean Business

pcma

DELL

Google

EY

NORTHSTAR meetings group

Freeman

Meta

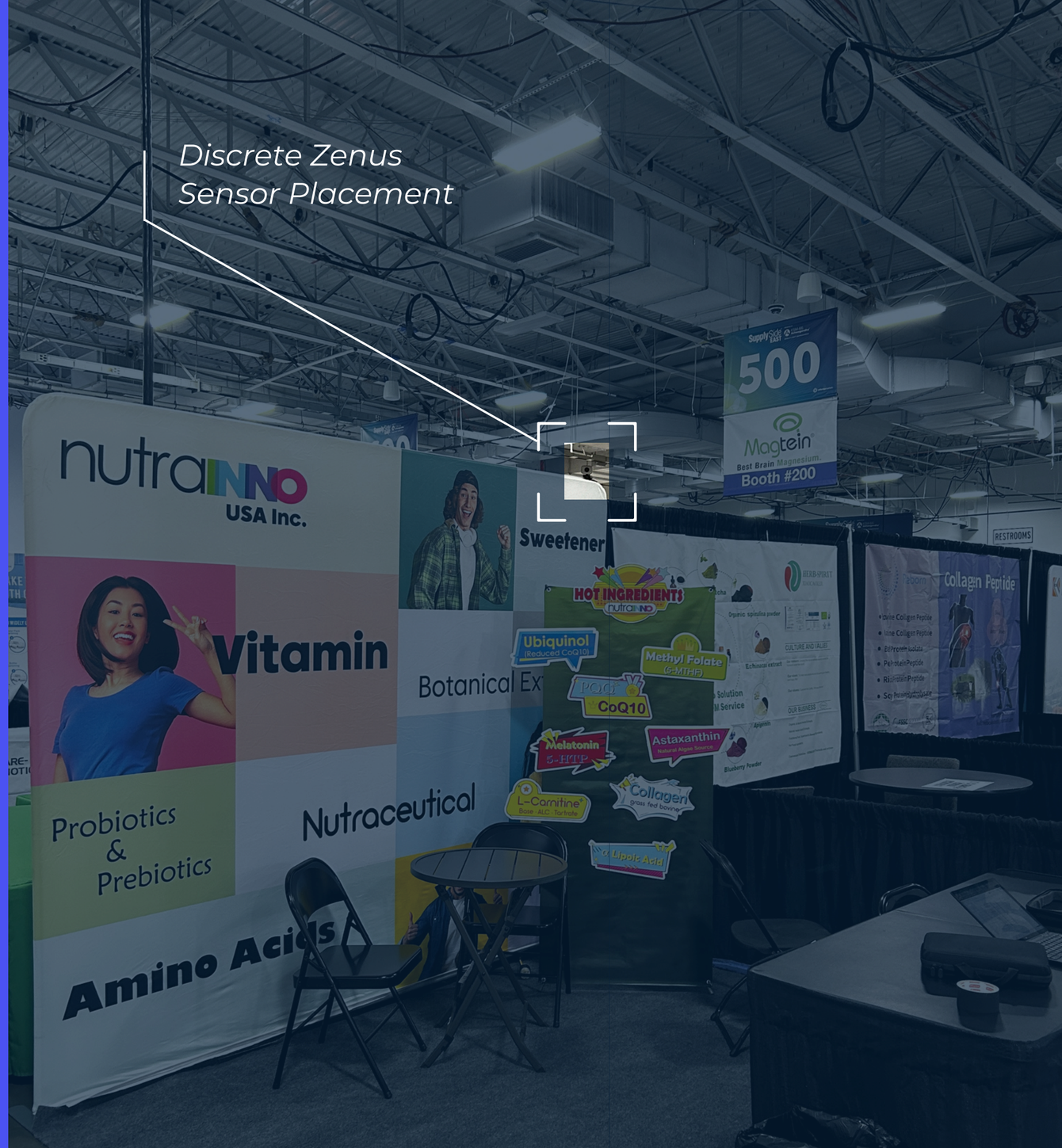
Case Study:

2024 Trade Show

2024 Trade Show Case Study

Overview

- **Size:** 300 Exhibitors
- **Location:** New Jersey
- **Date:** Spring 2024
- **Client:** For-Profit Organizer



2024 Trade Show Case Study

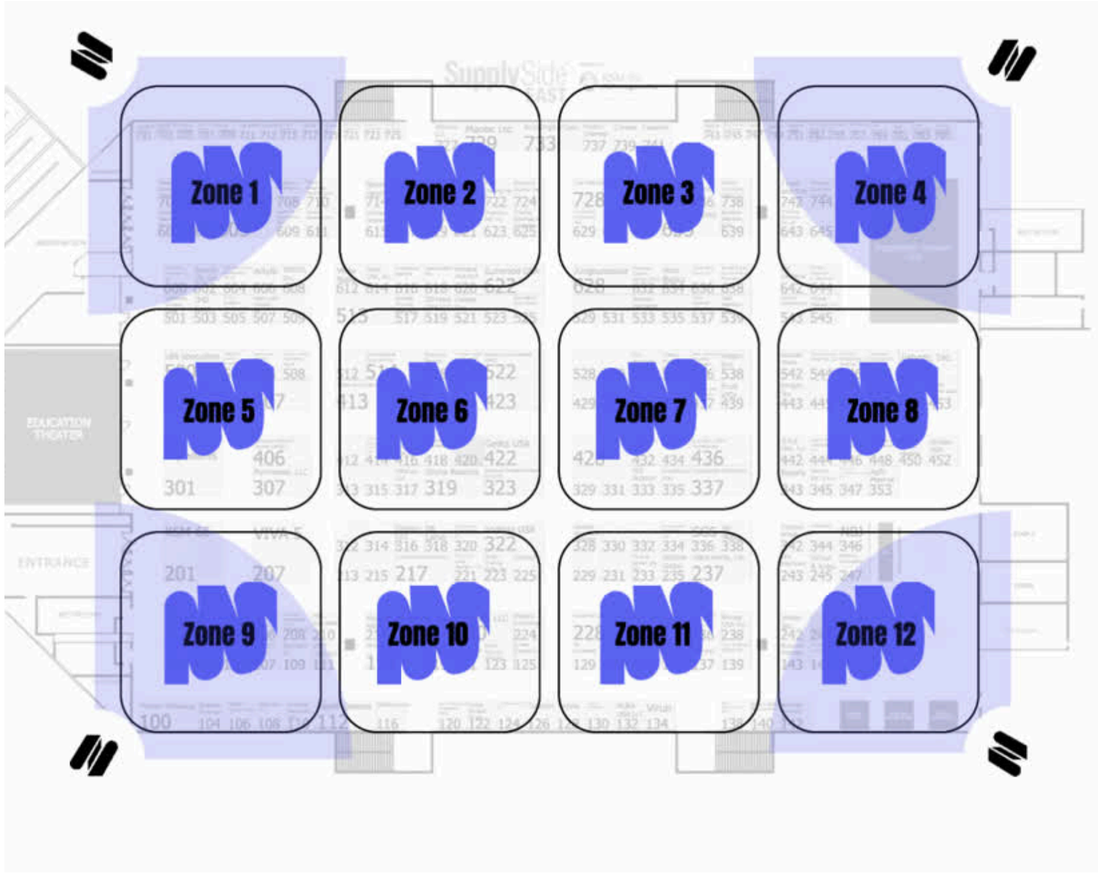
Challenges

- Justify Price Increases
- Address Exhibitor Objections
- Minimize Exhibitor Churn

2024 Trade Show Case Study

Solutions

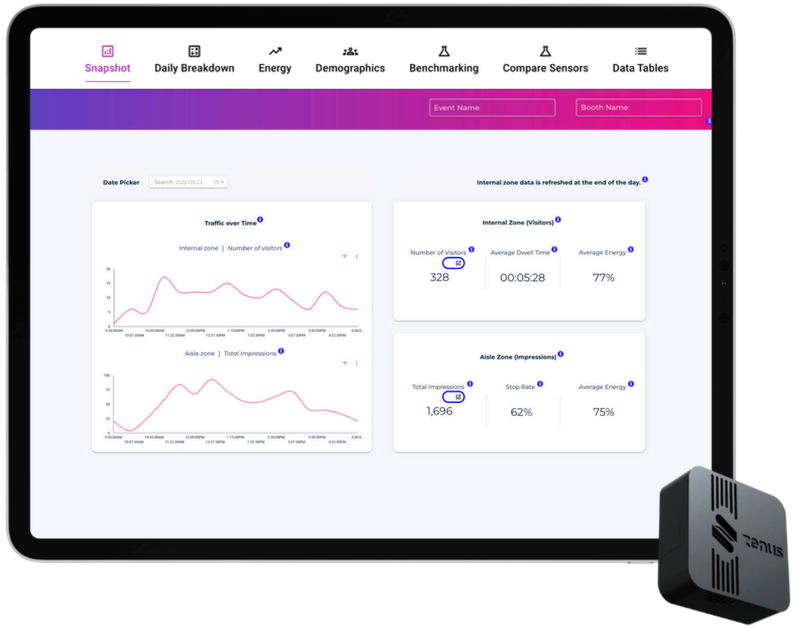
- Divide the floor plan into zones
- Install sensors in a grid to sample data
- Combine lead capture data



Event floor divided 12 zones

2024 Trade Show Case Study

Deliverables



- Report for each exhibitor with average zone performance
- Comparison data to highlight space for improvement
- Analytics to communicate the show impact
- New metrics and benchmarks to build upon

2024 Trade Show Case Study

Results and Insights

Results

- Exhibitors loved the experience and requested receiving the same data at the next show
- The sales team used the insights to renew existing exhibitors and close new accounts

Sample Insights

Small booths had the lowest cost per lead

Large booths captured the most leads

Booths near the entrance saw higher aisle traffic but moderate leads

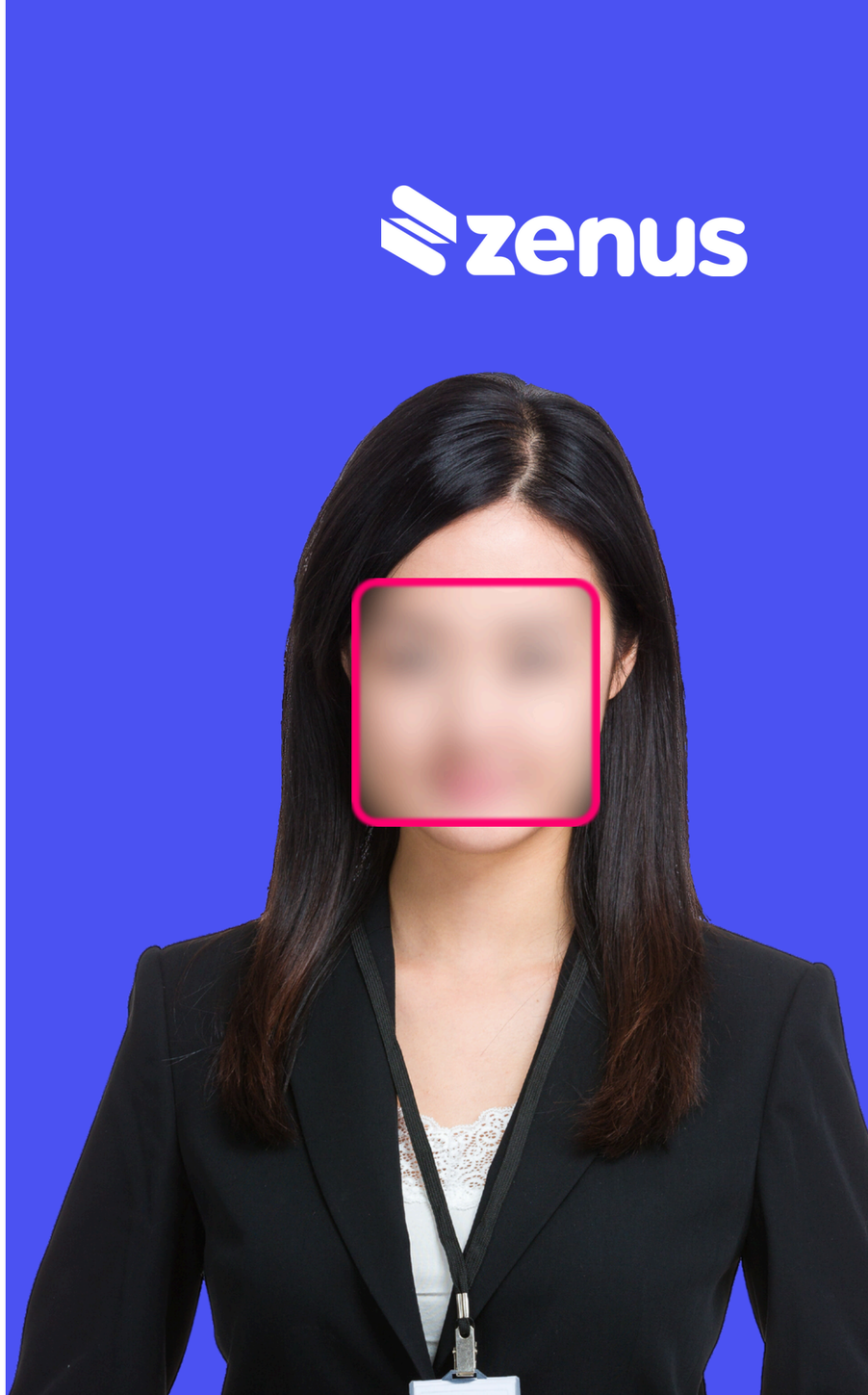
Booths on edges captured the most leads

The Full Impact of Exhibitor Investment

Ethical facial analysis measures the behavior and experience of attendees at your show in fine detail and at a large scale.

- Show Floor
- Show Features
- Sponsor Areas
- Booths & Activations
- Aspects of Booths

Without data, your exhibitors have a hard time justifying further investment and improving.

With data, you are in a position to consult and be a true partner.

Incorporating data into exhibitor and sponsor packages can be an effective way to boost retention and expand into new accounts.