

Attendee Acquisition 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

1,800+ EVENTS AND EXHIBITS MEASURED

997,000+ ATTENDEE AND EXHIBITOR SURVEYS COMPLETED

50+ ATTENDEE, EXHIBITOR, AND SPONSOR BENCHMARKS

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JFEDEVOLIO



Feelings Aren't Facts[®]



Feelings Aren't Facts[®]



intel.

servicenow

SONY

Lenovo

DELL Technologies

SIEMENS Healthineers

Lilly

Canon CANON MEDICAL SYSTEMS USA

novo nordisk

Pfizer

HENRY SCHEIN

designs for health

Miller

Kubota

BOEING

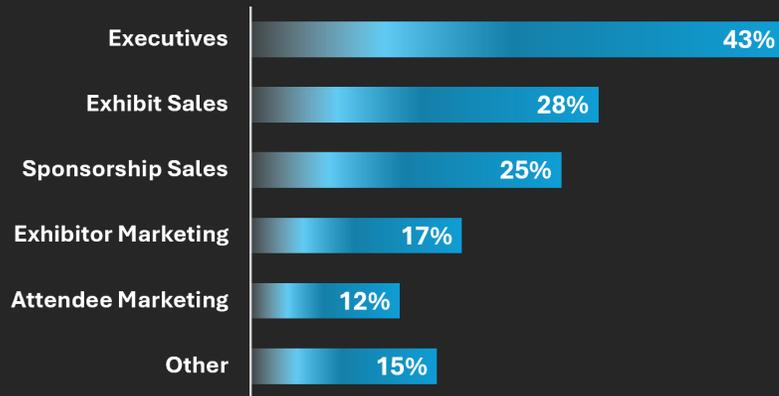
Attendee Acquisition Strategy & Challenges: *Show Organizer Study Results*

149 responses; March 2025

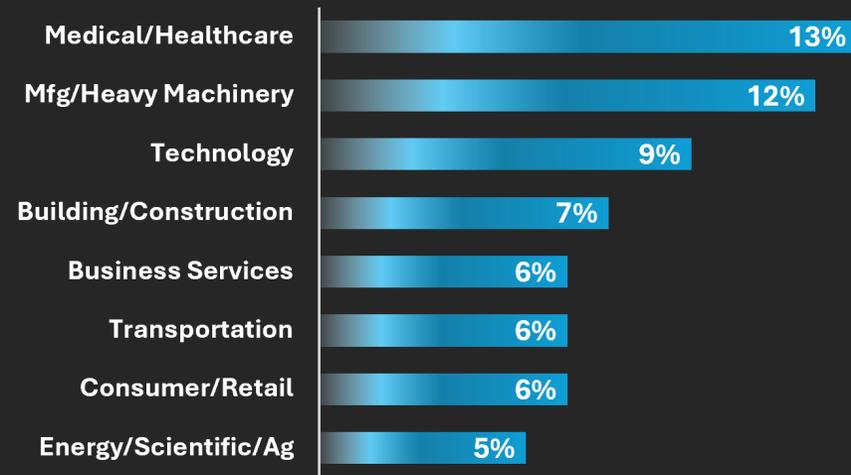


Respondent Profile

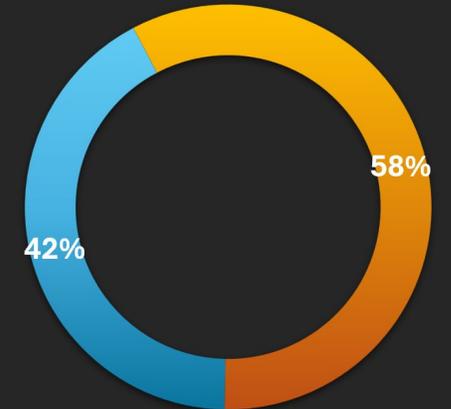
JOB ROLES



INDUSTRIES



SHOW SIZE

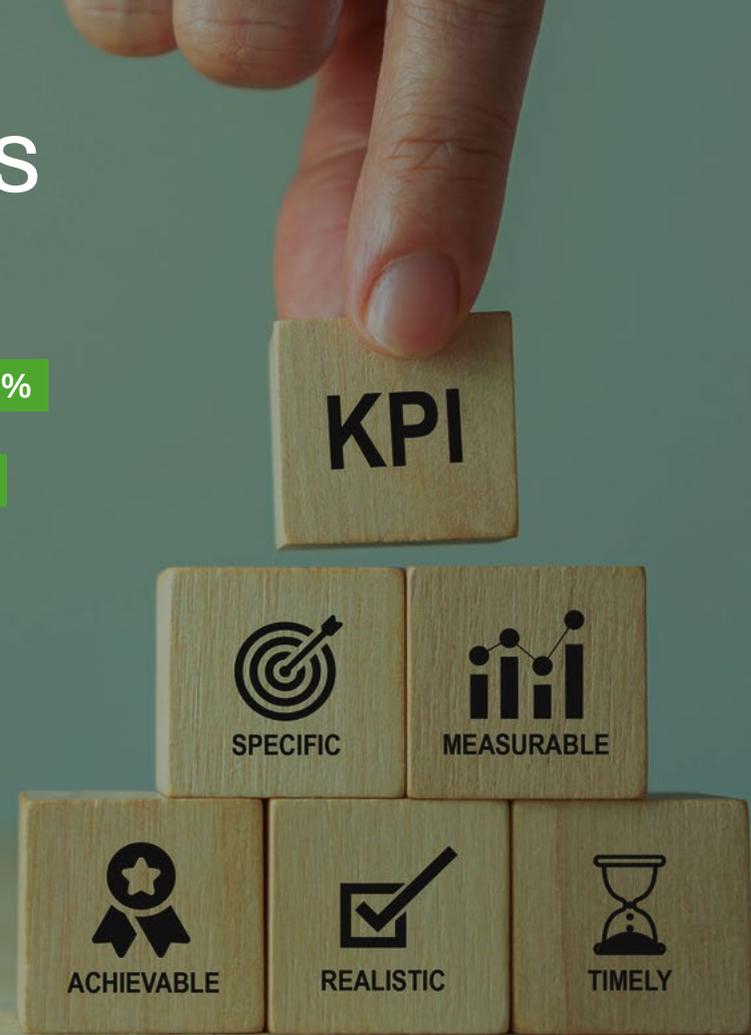
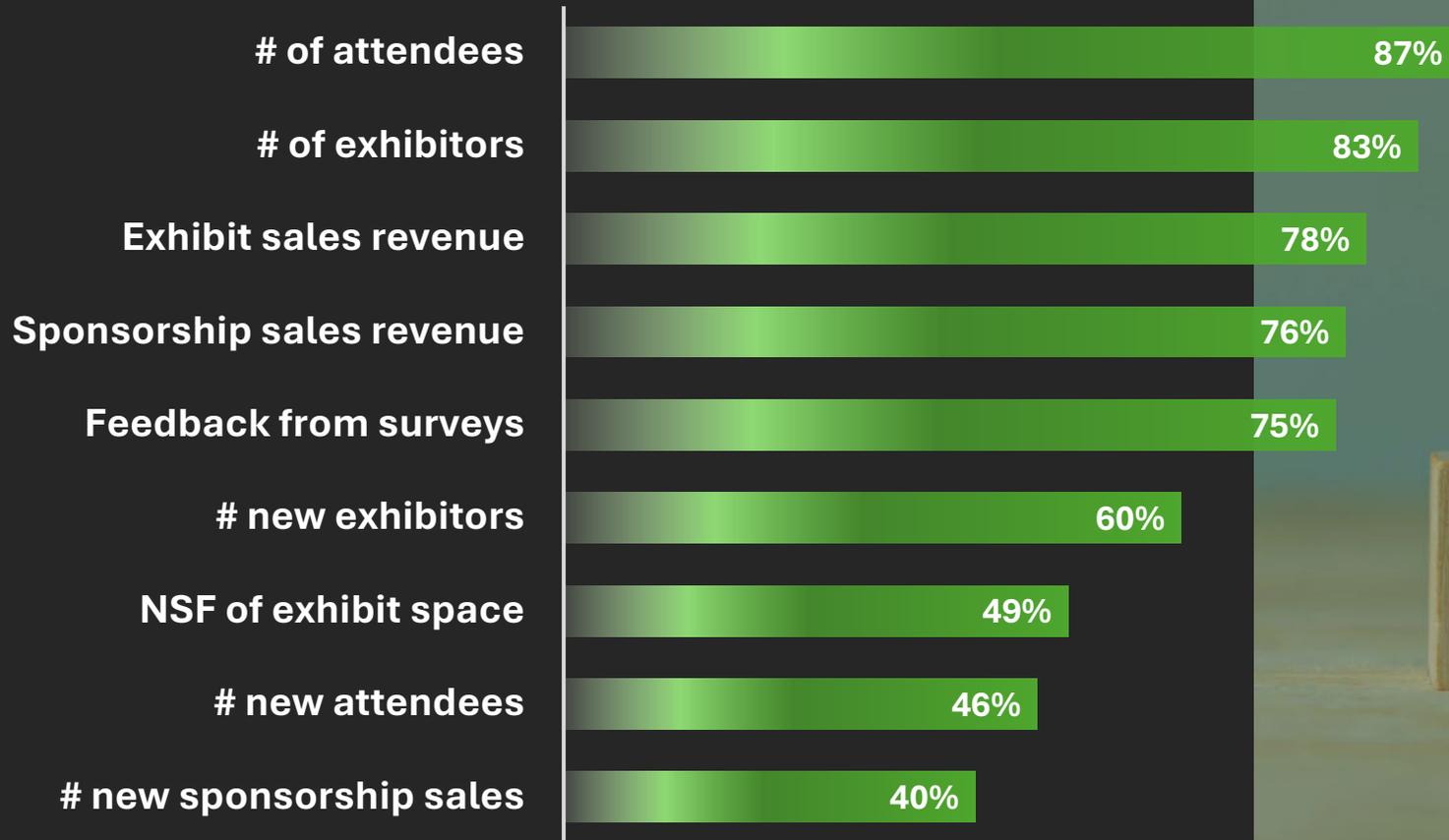


22 avg. years
in events

61% 5 events or
fewer per year

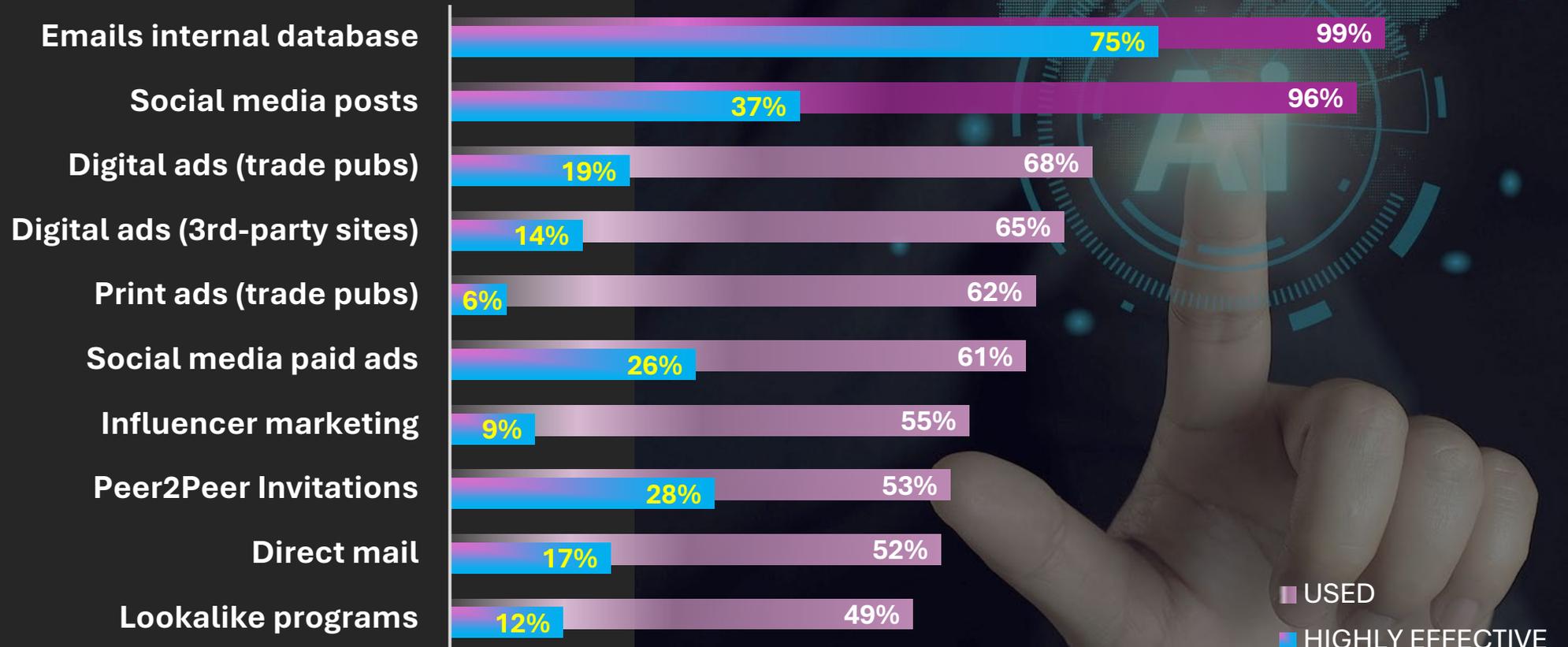
■ Less than 125K sq ft ■ 125K or More sq ft

KPIs Used to Measure Success



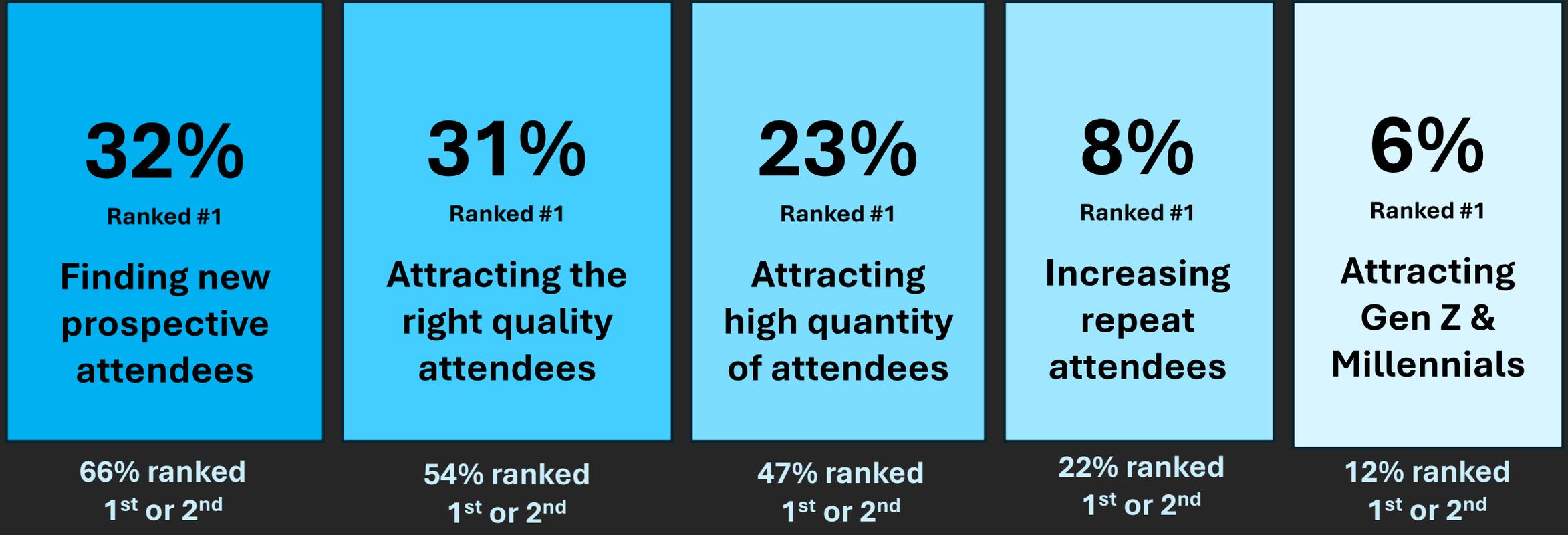
Question: What KPIs (key performance indicators) does your organization use to measure the success of your event(s)? Select all that apply.

Marketing Tactics Used + Effectiveness



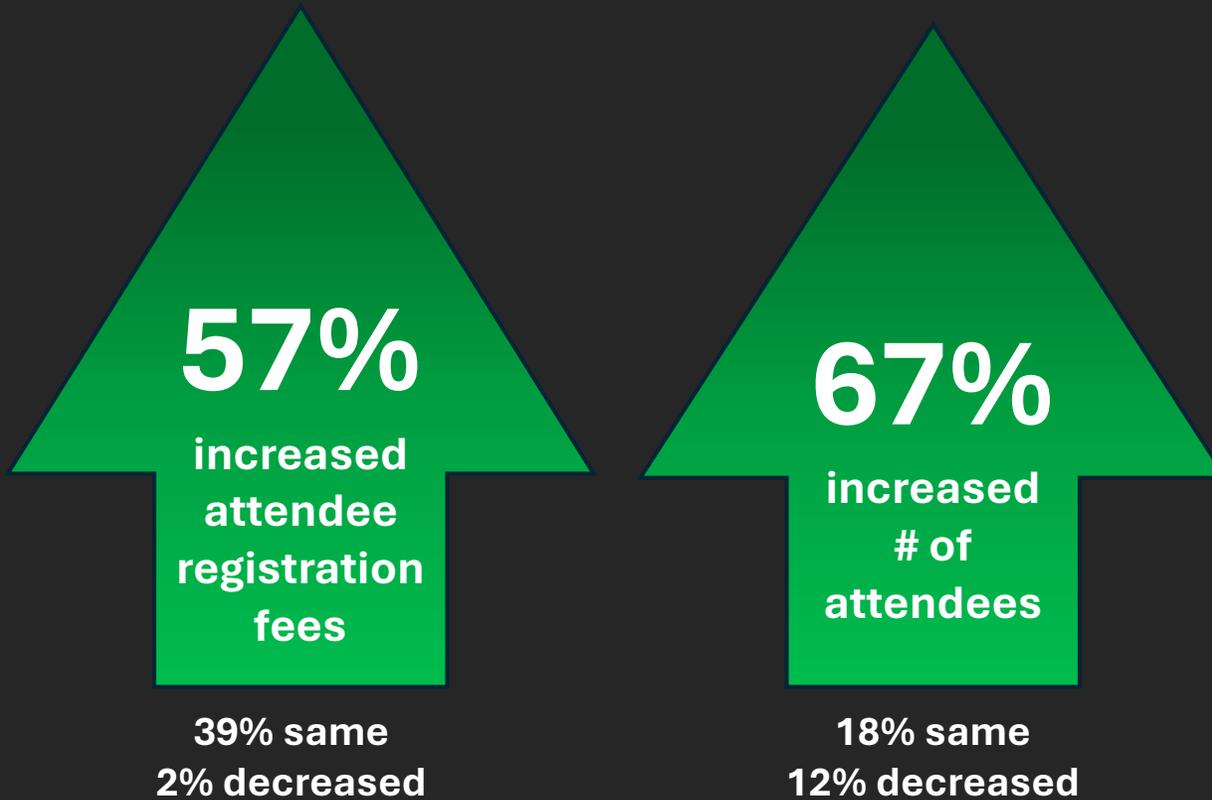
Question: Which attendee acquisition tactics are most effective? Select up to 3.

Greatest Attendee Acquisition Challenges (ranked)



Question: Rank order your top attendee acquisition challenges.

Compared with 2 years ago...



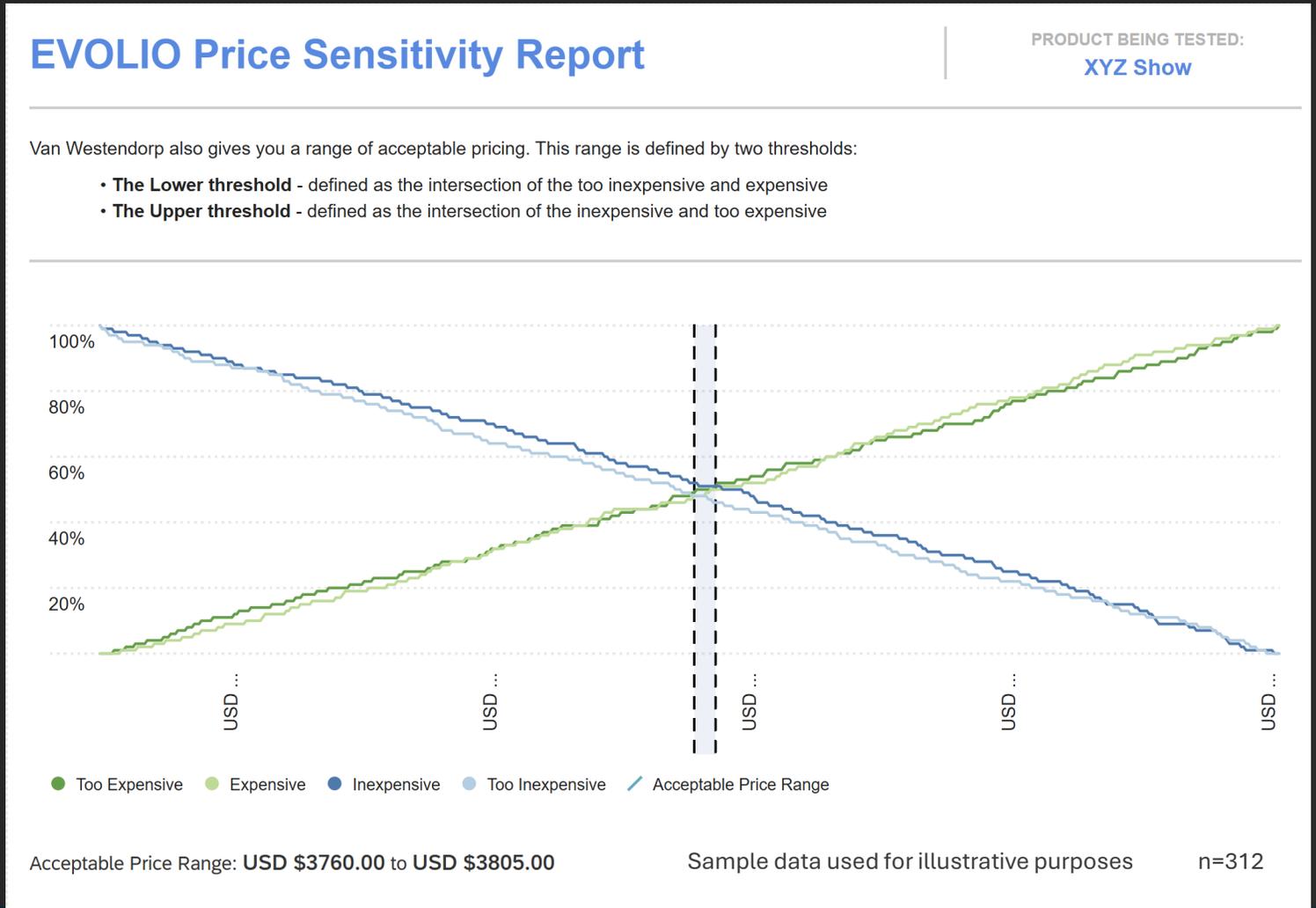
Price-point Sensitivity Testing: Van Westendorp Model

- 1 At what price do you think the event fee is priced so low that it makes you question its quality?
- 2 At what price do you think the event fee is a bargain?
- 3 At what price do you think the event fee begins to seem expensive?
- 4 At what price do you think the event is too expensive?

Question: What tactics are used for your attendee acquisition campaigns? Select all that apply.

Van Westendorf Model

- Identify the range that most attendees would be willing to pay to attend your event if the prices were to increase
- Understand willingness to pay for special VIP experiences, custom packages, and upsell opportunities
- Determine at what point are you asking for too much



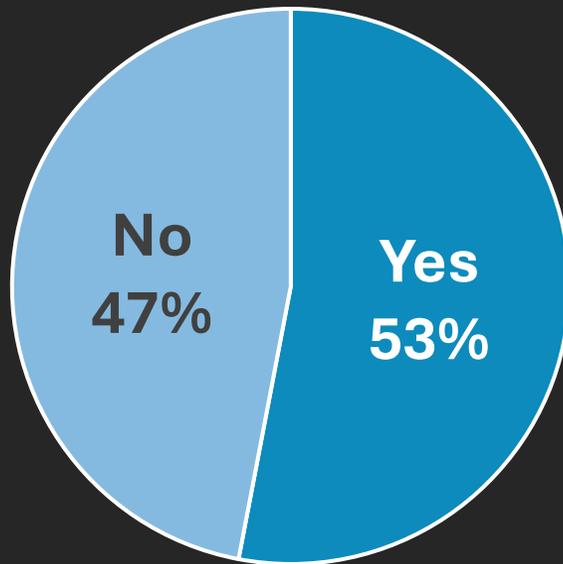


How are you
utilizing **AI** for your
attendee
acquisition efforts?

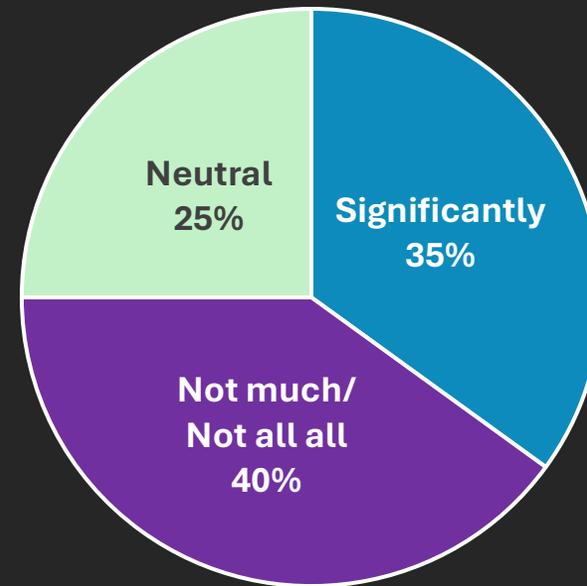
Using AI for Tradeshows & Events

April 2025

Do you currently use AI for your events?



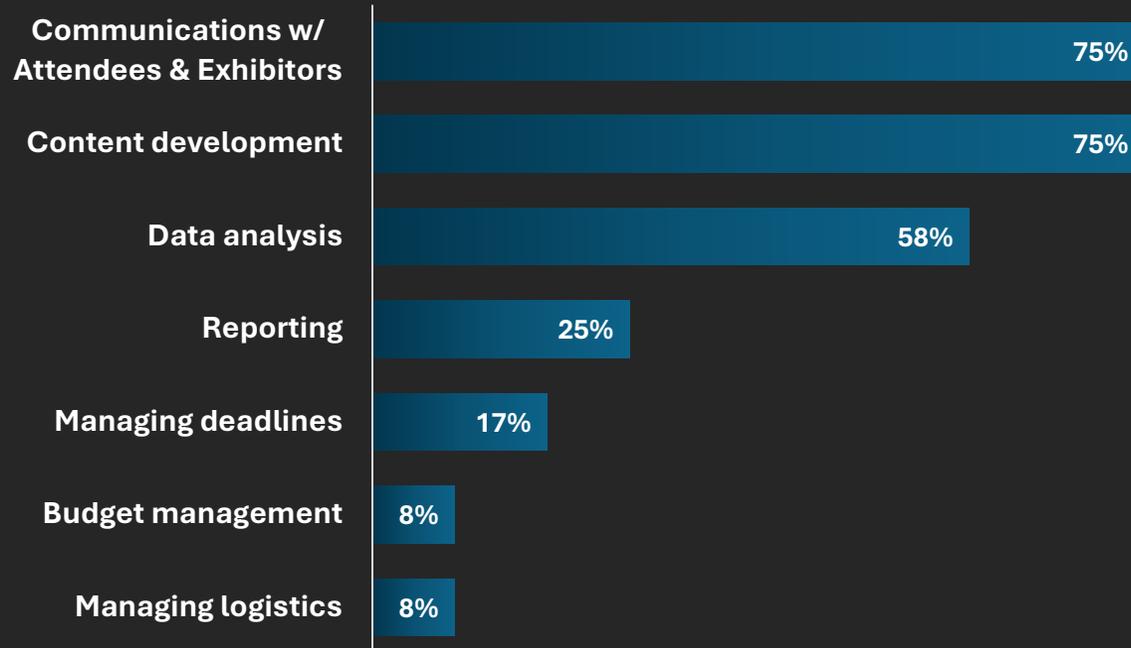
How much has AI reduced your stress levels?



How AI is Being Used for Tradeshows & Events

April 2025

Aspects of job that are less stressful due to AI



Approximate percentage of time saved per week by using AI

18%

How AI is Being Used for Tradeshows & Events

April 2025

What AI tools do you use?

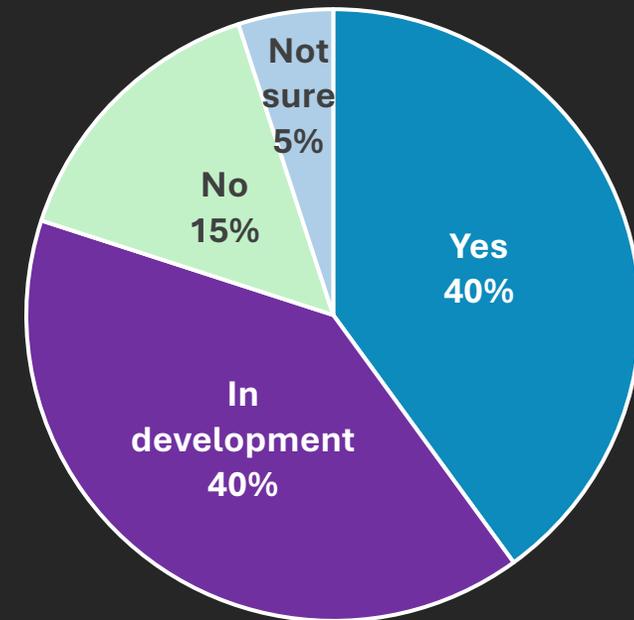


How AI is Being Used for Tradeshows & Events

April 2025

HIGHER USAGE	Writing and Content Creation	95%
	Feedback Collection and Analysis	50%
	Marketing, including digital, social media, PR	40%
	Support and Customer Service (i.e., chatbot)	40%
	Personalized Attendee Experiences	35%
	Reporting and ROI Measurement	30%
MEDIUM USAGE	Design and Graphics	25%
	Networking and Matchmaking	25%
	Predictive Analytics	25%
	Language Translation and Accessibility	20%
	Predictive analytics for attendee behavior	20%
LOWER USAGE	Lead Generation and Management	15%
	Speaker and Session Management	15%
	Budget and Forecasting Automation	10%
	Registration	5%
	Venue and Floorplan Management	5%

Does your association/organization have an AI usage policy?



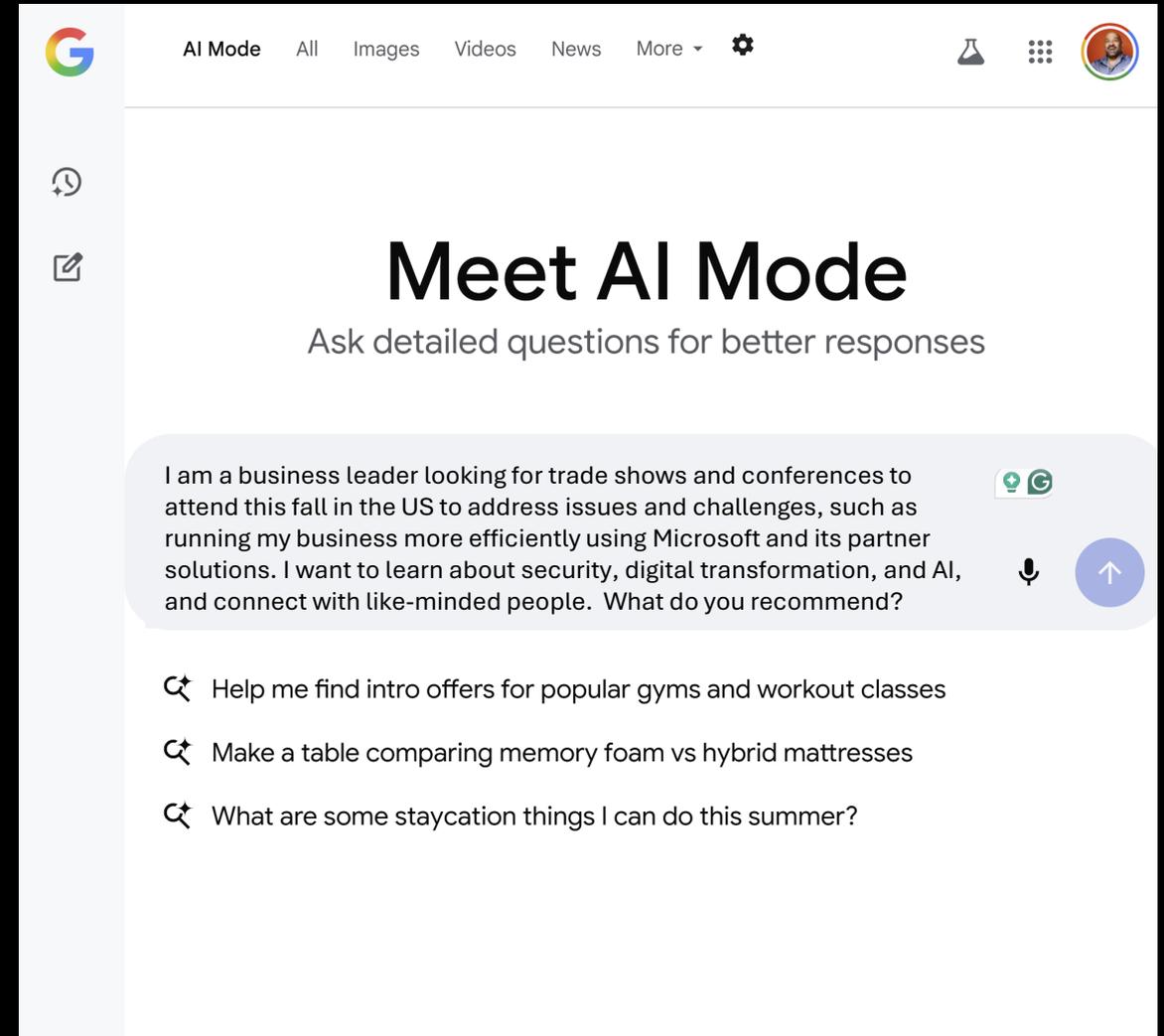
AEO

(answer engine optimization)

is the new

SEO

(search engine optimization)



The screenshot shows the Google AI Mode interface. At the top, there's a navigation bar with the Google logo, 'AI Mode', and links for 'All', 'Images', 'Videos', 'News', and 'More'. A settings gear icon is also present. Below the navigation bar, there's a large heading 'Meet AI Mode' with the subtitle 'Ask detailed questions for better responses'. A search input field contains the text: 'I am a business leader looking for trade shows and conferences to attend this fall in the US to address issues and challenges, such as running my business more efficiently using Microsoft and its partner solutions. I want to learn about security, digital transformation, and AI, and connect with like-minded people. What do you recommend?'. Below the input field, there are three suggested responses, each with a magnifying glass icon:

- Help me find intro offers for popular gyms and workout classes
- Make a table comparing memory foam vs hybrid mattresses
- What are some staycation things I can do this summer?

ATTENDEE POV:

AI Prompt

I am a **business leader** looking for trade shows and conferences to attend **this fall in the US** to address issues and challenges, such as **running my business more efficiently using Microsoft and its partner solutions**. I want to learn about **security, digital transformation, and AI**, and connect with like-minded people. What do you recommend?

◆ Microsoft Ignite 2025

November 17–21, 2025 – Moscone Center, San Francisco

Microsoft's flagship event for IT professionals, developers, business leaders, and partners. Expect high-impact sessions on AI (Copilot, Azure AI Foundry), cloud, security, and digital transformation. Hands-on labs, expert panels, and an expo featuring Microsoft and ecosystem partners make it a rich space for learning and networking [c5insight.com +1](#). Ignite has a strong focus on:

- **AI & Copilot innovation** across Microsoft 365, Dynamics 365, Azure [MSFT News Today](#)
- **Security architecture & governance**, including Zero Trust and Copilot for Security [Microsoft Learn +4](#)
- **Digital transformation strategies**, featuring partner case studies and practical workshops [Redmond Channel Partner +3](#)

Ignite also fuses Microsoft Inspire, making it a prime event for connecting with partners and solution providers [Wikipedia +15](#).

◆ 365 Leadership Summit

September 18–19, 2025 – Ritz Carlton, Denver, CO

An independent conference tailored for business leaders and digital transformation influencers. Ideal for non-technical executives, the summit emphasizes:

- Leadership strategies for deploying Microsoft 365, Dynamics 365, Power Platform, and Copilot
- Peer roundtables on change management, adoption, and value realization

Case Studies



Ignite possibilities

Get the edge you need to drive impact in the era of AI. Join us to bolster your knowledge, build connections, and explore emerging technologies.

San Francisco, Moscone Center

November 18–21, 2025 (optional pre-day November 17)

Online

November 18–20, 2025

Register now >

Convince your manager ↓



Microsoft Ignite

- Email campaign: 5 months before event
- Approx 20 emails leading up to event
- Included in newsletters
- Consistent CTA
- Messages focus on attendee benefits and what's new

Microsoft: 26 item(s), 9 unread				
Microsoft	Plan your Microsoft Ignite experience	Wed 7/2/2025 2:41 PM		137 KB
Microsoft	Register now: Microsoft Ignite, liv...	Wed 6/25/2025 9:17 AM		147 KB
Microsoft	Register now: Microsoft Ignite, liv...	Wed 6/25/2025 5:17 AM		147 KB
Microsoft	Microsoft.Source Newsletter Refa...	Wed 6/18/2025 11:20 AM		220 KB
Microsoft	Microsoft.Source Newsletter Microso...	Wed 12/18/2024 11:12 AM		212 KB
Microsoft	Microsoft.Source Newsletter Develop...	Wed 11/27/2024 11:08 AM		215 KB
Microsoft	Drive measurable ROI with new Micro...	Wed 11/20/2024 8:29 AM		133 KB
Microsoft	There's still time to join Microsoft Igni...	Tue 11/12/2024 9:05 PM		174 KB
Microsoft	Microsoft.Source Newsletter Res...	Wed 10/23/2024 11:12 AM		209 KB
Microsoft	Microsoft Ignite session catalog is live...	Tue 10/8/2024 7:06 PM		193 KB
Microsoft	Microsoft.Source Newsletter Develop...	Wed 9/25/2024 11:13 AM		256 KB
Microsoft	Register for Microsoft Ignite and gain ...	Tue 9/10/2024 12:37 PM		172 KB
Microsoft	Microsoft.Source Newsletter AI for D...	Wed 8/21/2024 11:04 AM		295 KB
Microsoft	Register now: Microsoft Copilot for M...	Wed 7/3/2024 7:33 AM		154 KB
Microsoft	Last chance to register to see how ...	Thu 4/25/2024 1:03 PM		116 KB
Microsoft	Register now: Microsoft Copilot for M...	Fri 4/12/2024 10:03 AM		111 KB

Microsoft Ignite

- New announcement and product updates
- Benefits: Increase productivity, safeguarding data
- Connections with peers and ecosystem
- Meet with experts
- Images include leaders, diversity, and some fun

Microsoft Ignite

Latest innovations for AI transformation

It's that time again! Registration for [Microsoft Ignite](#), November 18-22, 2024 is now open! Since you participated last year, we're excited to invite you to join us this year in Chicago at the McCormick Place West Building.

Each year, Microsoft Ignite grows bigger and better and we've really outdone ourselves this year. We expect passes to sell fast, so secure yours today.

Be the first to learn new announcements and product updates from keynotes, while discovering the same things you've known and loved from prior years. Join sessions and learn how to achieve more with the power of Microsoft Cloud, Microsoft Copilot, and AI. Discover ways to increase productivity while safeguarding data, and connect with peers across the Microsoft customer and partner ecosystem.

Key dates:

- **November 18:** Badge pickup and an optional afternoon session or lab for in person attendees. Capacities are limited and registration is required.
- **November 19-22:** In person event with three and a half days full of incredible content.
- **November 19-21:** Live global digital event online for those not attending in person.

[Register for Microsoft Ignite](#)

Get ready for what's next



Microsoft Ignite



Learn what sessions and speakers will be at Microsoft Ignite

Microsoft Ignite is back and you can join from anywhere in the world! Participate and learn with the global community of technical and partner business professionals online November 19-21, 2024. You can now browse through the session catalog and filter by level and session type to find content that matches your interests.

- **Discover experiences for you:** Whether you want to [grow business opportunities](#) or [expand your technical skills](#), we've got an experience for you.
- **Learn the newest announcements:** Join Satya Nadella, along with other Microsoft leaders as they share the latest innovations, solutions, and more.
- **Join expert-led sessions:** Participate in advanced sessions that will give you the cutting edge with the latest product features.

Stay up to date on the latest Microsoft Ignite information with our blog series, [Microsoft Ignite Unplugged](#).

Join from anywhere in the world. Engage and learn with the global community **online November 19-21, 2024**.

[Register now](#)

Collaborate and make connections



Jump start your networking

Be among the first to see the latest in AI and cloud solutions. Check out our growing list of Featured Partners to request meetings and start making



Build skills that open doors with Microsoft Learn

Kickstart your experience at Microsoft Ignite by starting your learning journey today! Access training, credentials,

Microsoft Ignite



Introducing new Microsoft 365 Copilot features and agents

Explore the latest AI innovations announced during Microsoft Ignite that help you increase personal productivity and business efficiency.

[Read the blog](#)



Explore AI agents

Learn about agents and find out how they help you transform work for everyone in your business.

[Read the blog](#) >



How Dow reduces costs using Copilot and agents

Get real-world insights that help your business transform its complex supply chain and drive results.

[Read the case study](#) >



Discover Copilot and agent features in Microsoft Power Platform

See AI-powered tools, such as autonomous agents, that help you develop business solutions faster and maintain a competitive



Microsoft.Source Newsletter | Issue 72

Take the [Developer Nation survey](#).

Share how you use modern dev tools and help shape the developer ecosystem—plus support a charity of your choice with a qualified response.

[Join the forum](#)

Connect with fellow AI devs and builders on the Azure AI Foundry developer forum.

Featured

▶ [Relive your favorite Microsoft Build sessions and find any you missed >](#)
Missing Build already or want to learn more about the age of AI agents and building on the open agentic web?
Check out keynotes, demos, and breakout sessions from Build 2025 on-demand.

What's New

📄 [Explore Azure AI Foundry models >](#)
Azure AI Foundry offers a comprehensive catalog of AI models. With over 1900 models, use the Foundry leaderboard to find the best fit for your project.

🔗 [Get a detailed look at the GitHub Copilot coding agent >](#)
Learn how this coding agent runs in the background with GitHub Actions and submits its work as a pull request to save you time.

💬 [.NET highlights from Microsoft Build >](#)
Dive into this recap to see all the .NET news and announcements made at Build.

Events

[See local events >](#)

📅 [WeAreDevelopers World Congress / July 9-11 / Berlin, Germany >](#)
Register for the largest gathering of software innovators, tech leaders, and decision makers shaping the future of AI-powered technology.

📅 [Visual Studio Live! / August 4-6 / Redmond, WA](#)
Join your tech community for five immersive days of live, interactive learning at Microsoft HQ. Connect with Microsoft insiders, industry experts, and fellow developers.

📅 [Europe FabCon / September 15-18 / Vienna, Austria >](#)
Be part of FabCon in Europe. Gain hands-on experience with AI-powered data and analytics tools. Plus connect with Fabric peers and leaders.

🔗 [GitHub Universe / October 28-29 / San Francisco, CA >](#)
Save your seat for GitHub's two-day flagship event. Celebrate innovation, collaboration, and the boundless potential of AI-powered development.

📅 [Microsoft Ignite / November 2025 / San Francisco, CA >](#)
Sign up to be notified when event details are released and registration opens for Ignite later this year.

Learning

🔗 [Microsoft Build post-event developer actions >](#)
Refactor your skills with this GitHub repo curated by Microsoft Learn. It includes resources organized



THE CAR WASH SHOW™

MAY 11-13, 2026 • NASHVILLE, TN

AI Assistance
for ideas on
attendee
acquisition



Exhibitor/Sponsor:
**Major Pharmaceutical
Company**

- **Predictive analytics and AI** to determine which HCPs will be attending
- Reps contact HCPs **ask/invite/confirm**
- Reps **schedule meetings** before/during/after convention
- **Track** prescribing habits post-event

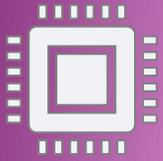
EVOLIO **CASE STUDY**
marketing

70%
accuracy

>25%
more HCP
meetings

RESULT:

Increased Pipeline and ROI
***Used to determine which
events are worth the
investment***



Corporate Event: Major Technology Company

- **Account-based** attendee acquisition
- **Revenue analysis** from top customers
- Marketing activities based on individuals' **preferred methods**
- **Personal outreach** with attendance goal-setting & target

EVOLIO **CASE STUDY**
marketing

89%

attendee
satisfaction

+35%

sponsor
satisfaction YoY

RESULT:

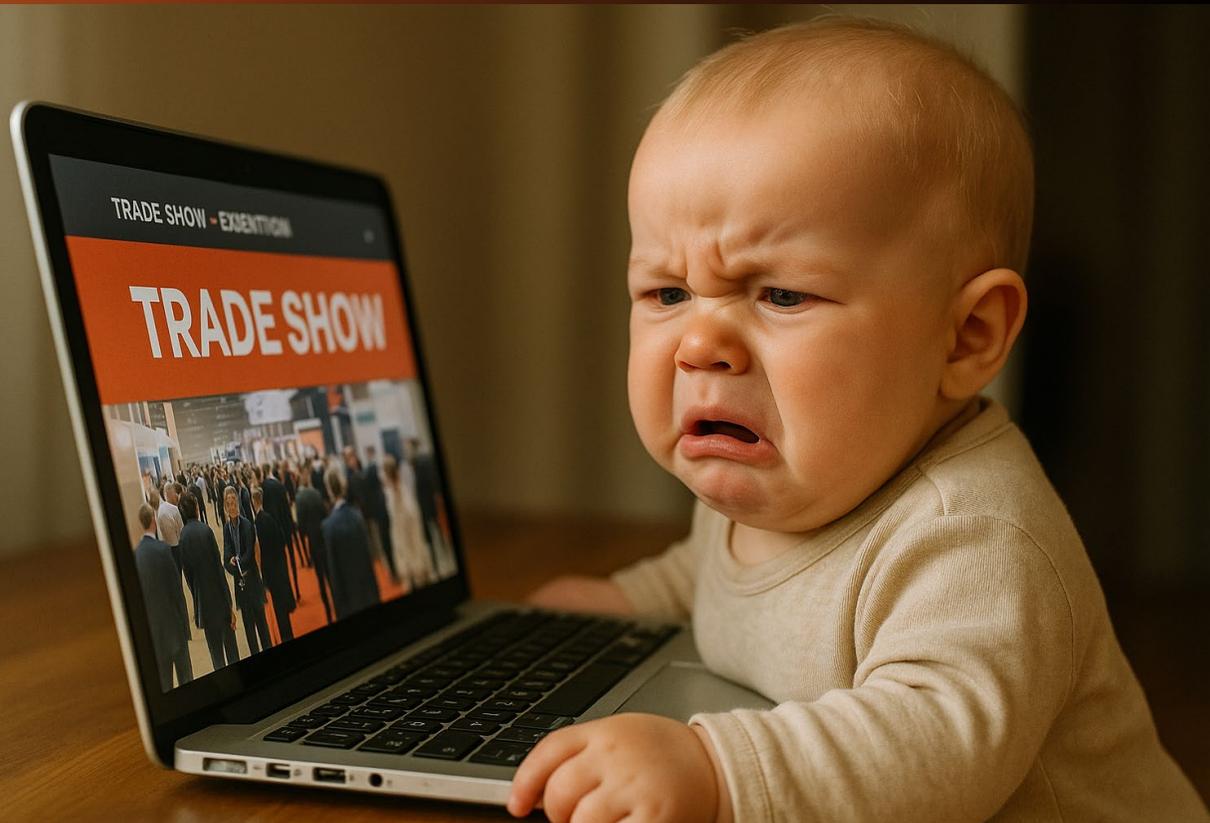
Increased attendee quality
***Increased Exhibitor/Sponsor
ROI, ROX & ROE***

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

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

Have you taken an objective look at your event's website recently?

Remember, AEO!



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



Responsive design for web, tablet, mobile



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



Exhibit hall floorplan in the app



Number and types of attendee registration questions

Thank you!

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