



Boosting Future Event Success

Drive onsite booth and sponsorship renewals to ensure the success of future events.

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POWERING THE TOP TRADE SHOWS



Over 500 Events Managed

Over 150K Exhibitors Annually

Onsite Renewals

#1 Create Urgency

- Offer significant discounts for onsite and early renewals.
- Emphasize “First Selection” or “Limited Availability”
- Real-Time Inventory to show booth availability



Onsite Renewals

#2 Personalized Engagement

- Meet with exhibitors during the event
 - Dedicated Staff
 - Schedule a meeting time with exhibitors
- Address exhibitor experiences and concerns
- Share with them the data and impact of the event
 - Views of directory listing
 - Content downloads
 - Leads generated



Onsite Renewals

#3 Flexible Payment Plans

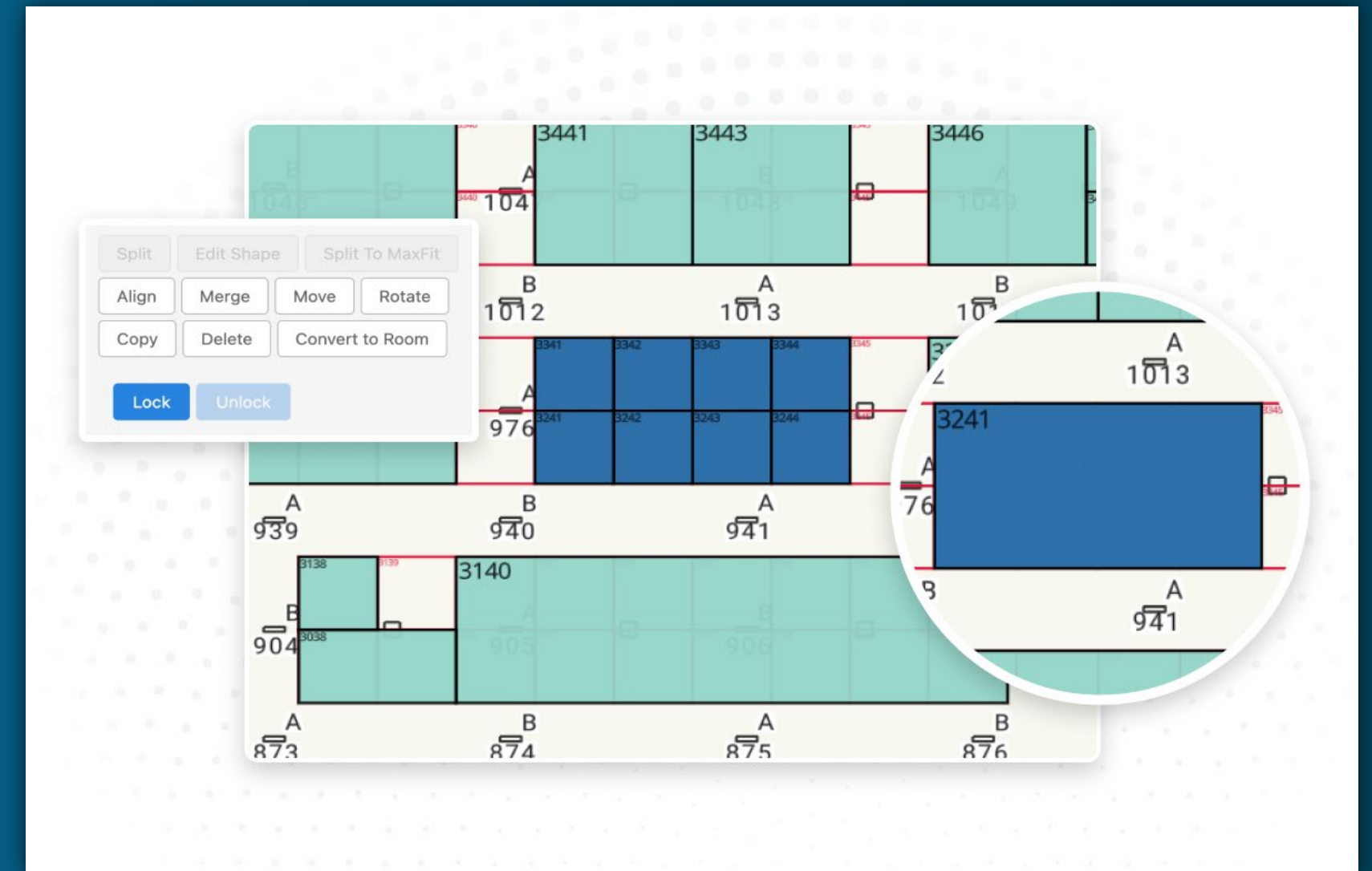
- Offer payment options to make renewal easier
 - Online and credit card payments
- Collect deposit and offer flexibility for the balance
- Offer a “30 day out” to encourage signup at the event, but eliminate risk of committing on site
- Multi-Year Contract Discount
 - “commit for 3 years and receive an additional XX% discount for each year”



Onsite Renewals

#4 Leverage Technology

- Real-Time Floor Plan for booth selection
- Dedicated booth sales space
 - Ensure the space is easily accessible to Exhibitors during the event
- Offer sponsorship renewals during the sales process
- Ensure the process is fast and hassle-free



Onsite Renewals

#5 Highlight New Opportunities

- Introduce exciting new features, areas or innovations for next event
- Showcase "what's new" planned for the next event to excite exhibitors
- Offer early Housing and Registration



Onsite Renewals

#6 Post Event Follow-up

- Share Event Data
 - Attendee Engagement, booth traffic, lead generation, content downloads
 - Give the exhibitor a concrete case for renewing their booth
- Outline the benefits of renewing early
 - Share the data of exhibitors planning to return to next year's event





Thank You

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