



Increasing Exhibitor Retention with Data

Retention Over Acquisition: Why Exhibitor ROI Is the Real Growth Engine



Exhibit Sales Roundtable

September 25, 2025

POWERING 60 OF THE TOP 100 US TRADE SHOWS



The Big Challenge

- Acquiring a new exhibitor cost 5-7x more than retaining an existing one
- And most organizers don't know churn risks until it's too late



**Acquisition
Costs**

**Renewal
Costs**

Why Exhibitors Leave

(Exhibitor Risk Analysis)

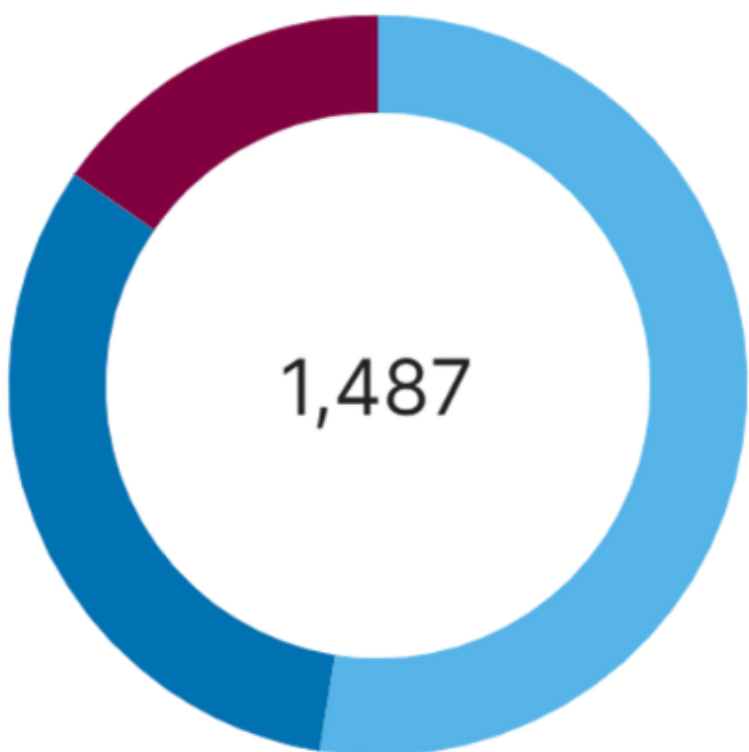
Why Exhibitors Leave:

- Low ROI visibility
- Weak booth traffic/
lead quality
- Clunky
communication &
onboarding process

Exhibitor Risk Analysis

See entire report in your Show Admin -
Exhibitor Risk Analysis report

| RiskCategory | CountExhID | % Of Total |
|--------------|------------|------------|
| High | 228 | 15.3% |
| Medium | 478 | 32.1% |
| Low | 781 | 52.5% |
| Total | 1,487 | 100.0% |



What Retention Really Takes

- **Measure** → Track exhibitor engagement
- **Act** → Flag at-risk exhibitors early
- **Renew** → Make rebooking simple & seamless

How Software Enables Smarter Retention



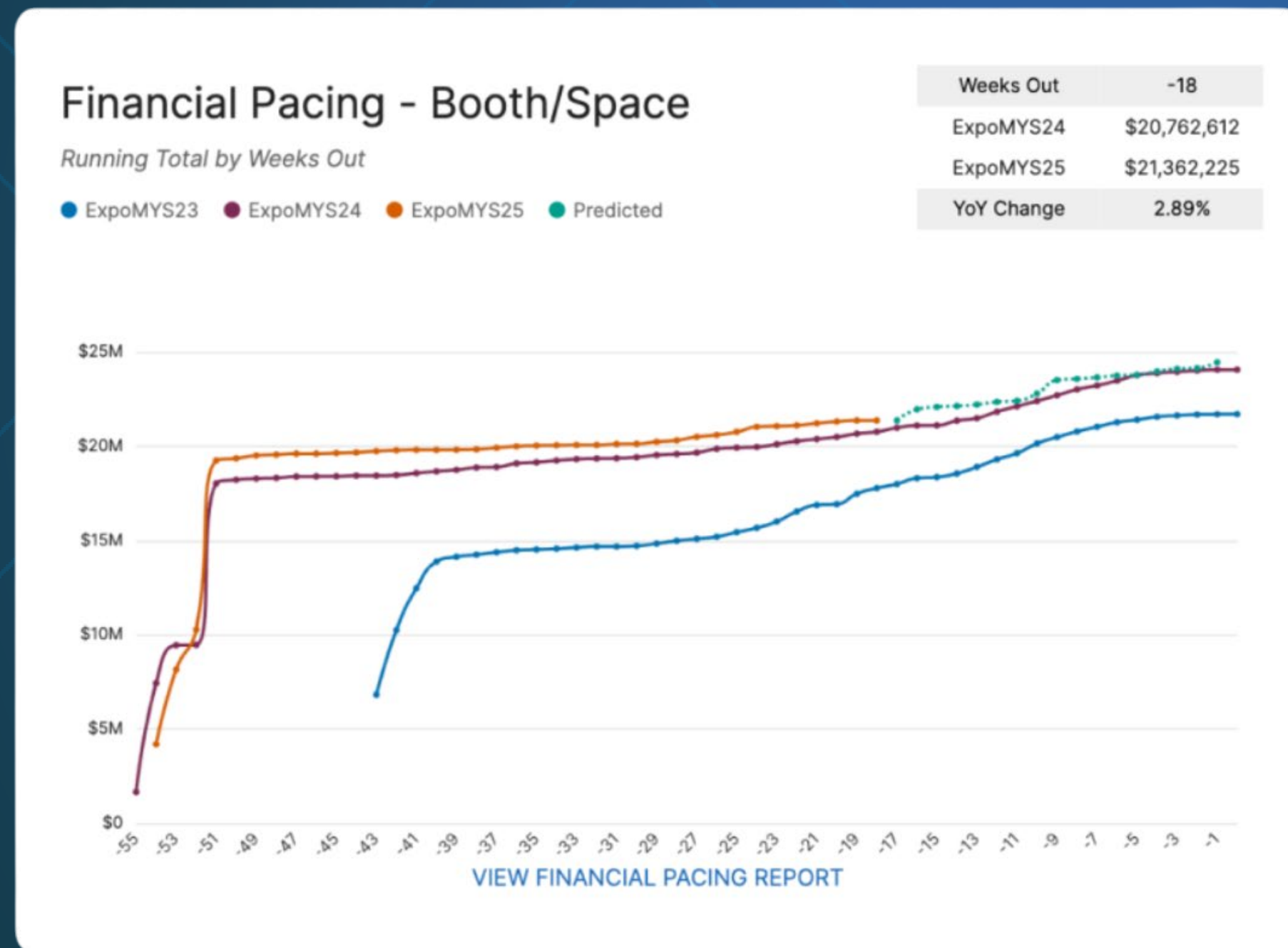
MYS Insights

Your Organizer Dashboard

Organizer Benefits

- Lower churn = significant savings
- Data-backed exhibitor conversations (“Here’s your ROI data”)
- Earlier rebooking = predictable revenue

Benchmarking and Predictive Financial Pacing



When you know your pacing and retention benchmarks, you can act early — before revenue slips away.

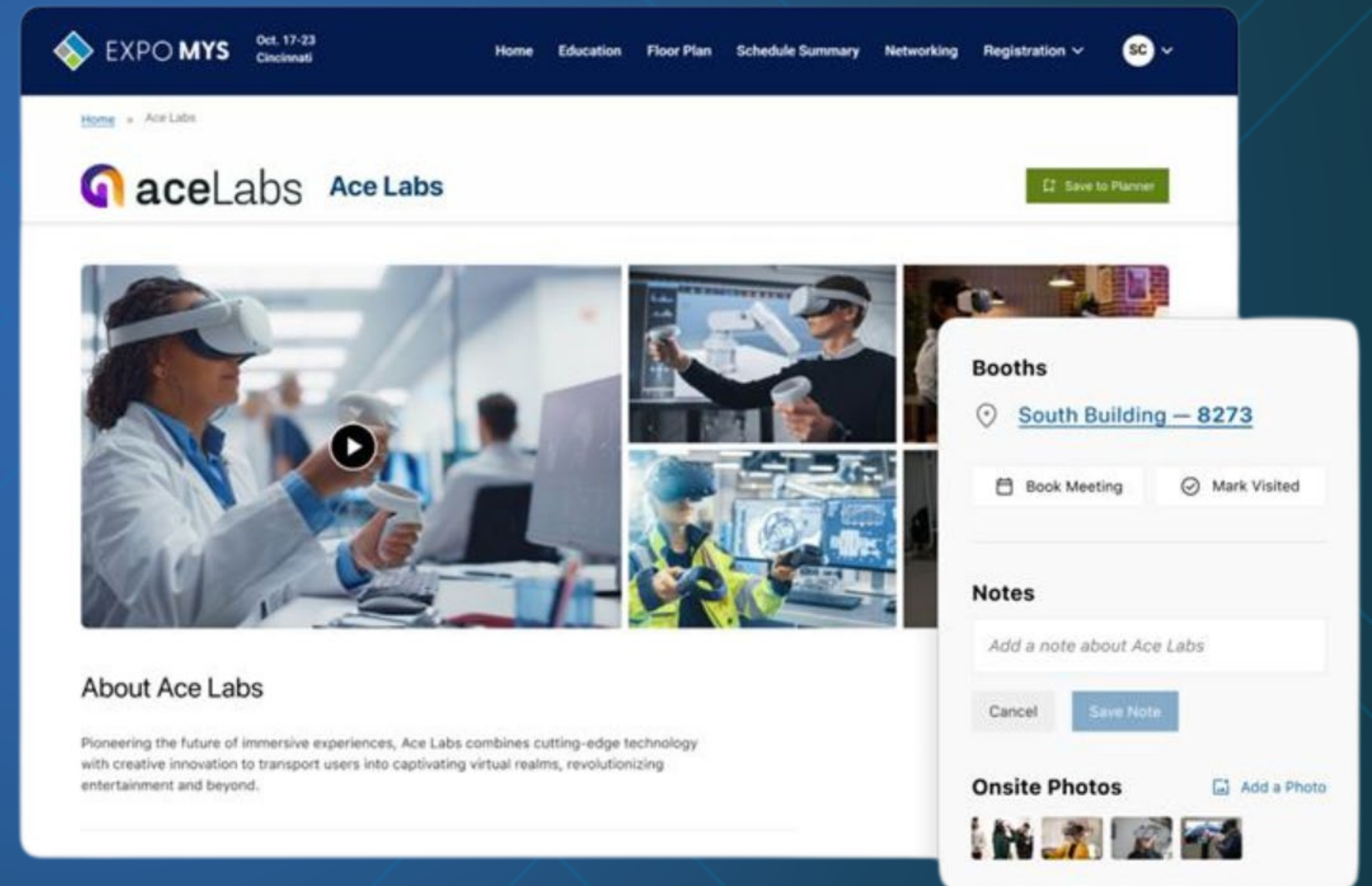


Exhibitor Visibility = Renewal

Why Visibility Matters for Retention

Visibility Starts with the Event Website

- Customized online directory that is an extension of your brand



Unified Attendee Experience Across Digital Tools



Upsell Visibility: Digital Advertising



EXPOMYS

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Ace Labs Live Demo at Booth 8273
Thu. Mar. 14 at 1:30 PM



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Enter to win a free VR headset by coming to our booth (South Building — 8273) during the show.



Free Shipping Offer



Any order made during the next two weeks will receive free shipping.



THANK YOU



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