



Tips and Tricks... & Even More Tips and Tricks

Prepared exclusively for:
Exhibit Sales Roundtable
September 28, 2023

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MYS BONAFIDES


450+ annual events

50% of the 100 largest net sqft domestic shows

In-house exhibitor engagement team

Tips/data based on following 2023 expos:

- 6 of the 10 largest US events
- Large machinery, technical, food/restaurant
- Association & for-profit



General Observations from 2023:



Delayed Decision Making

Exhibitors are waiting longer to finalize decisions on exhibit space and sponsorship spend - while also factoring in their own homegrown digital efforts.



All-New Contacts

More than 35% of exhibitors have new people on the front lines of event decisions, and demographics are changing.



Macroeconomic Concerns

Inflation concerns combined with a worry around a global recession are muddying decision timelines and focus.

TIPS & TRICKS



SIMPLIFY



DIGITAL



AI

2023 NAB Show

Went from 9 categories of exhibitors to 4 main pillars.
20% increase across all key measurements.

ISC West 2023

Combined adjacent pavilions and created a sponsored, experiential exhibit + sponsorship area.



SIMPLIFY



Combining Digital with In-Person

Simplify the overall list of sponsorships by combining digital opportunities with in-person options.

Dumb it Down

As exhibitors have gotten more comfortable with digital tools, we've seen more events ask fewer questions on initial exhibit application.

DIGITAL

National Restaurant Show: **early** space applications

Zoom calls with **every** exhibitor?

PACK EXPO: **Everything** goes in online exhibitor resource center

Create a digital **checklist** for exhibitors and attendees

Show off **real-time** ROI

Display priority points online

Last-minute video recordings/sponsorships

ARTIFICIAL INTELLIGENCE

Create Exhibit Pavilion

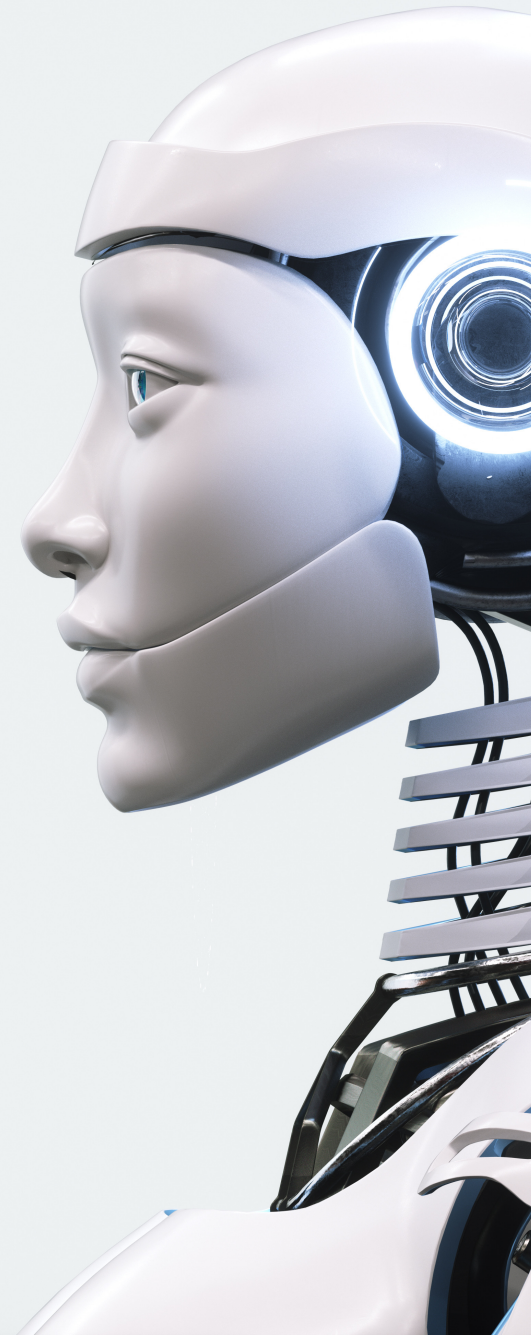
AI is everywhere (OPPORTUNITY). There are ancillary companies that somehow bleed into your existing audience.

Make Searching Easier

Matching exhibitors and sessions with attendees based on their real-time interests and actions.

Experiment

Check out several of the current experiences out there now. Ask them to create a marketing plan, sales pitch, and more. Be descriptive and specific!





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