



Packages, Pricing & Upsell Tactics

Tactics that are driving exhibit and sponsorship sales.



October 1st, 2026

Agenda

- 1 Three Common but Ineffective Sales Strategies**

- 2 How to Use Package and Booth Data**

- 3 Upsell Strategies Driving Results for Key Shows**

Sales Approaches Losing Effectiveness

- 1 Pure size-based upselling** *“Bigger Booth = Better ROI”*
- 2 “Early Bird Discount” as the primary lever**
- 3 Generic package tiers like “Bronze/Silver/Gold” with vague inclusions**

Data Points to Track

Package Tier vs. Renewal Rate

Add-On Attach Rate by Package Tier

Booth Size vs. Lead Volume

Price Elasticity by Segment

Data Points to Track

Cancellation/Downgrade Reasons

Speaking/Content vs. Satisfaction Scores

Digital Usage Post-Event

Sales Cycle Length by Package Type

Upsell Tactics That Work

1

Sell Early, Sell Onsite

(Reduce your cost of sale)

- Renew with Onsite Sales Office
- Offer Sponsorship Renewals at the Point of Sale
- Book Housing Now for Discounts/Points

2

Data-Driven Lead Capture Tiers

- Scan to Lead
- Badge Scanning
- AI Matchmaking

3

Content/Visibility Bundles

- Speaking Slots
- Panel Seat
- Content Placement

Upsell Tactics That Work

4

Digital Extension Packages

- On-Demand Content
- Supplier/Member Directories
- Year-Round Digital Presence

5

Sponsorship TBD Bookings

- Tied to Booth Space Purchase
- Set Sponsorship Dollar Amount
- Sponsorship Items To Be Determined at a later date



Thank You

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