

Seven Questions To Ask Exhibitors During The Sales Process



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What are you asking
exhibitors right now?

1. What is your strategy for being successful at the show?

Are you planning on using sponsorships, activations, pre/post-event marketing?

2. What are common objections you get from your leadership about exhibiting at events?

Cost, metrics, ROI, opportunity cost, etc.

3. How do your internal debriefings about our and other events typically go?

4. Do you assess how event participation compares to digital marketing efforts?

5. What metrics or objectives do you focus on besides the number of new leads captured?

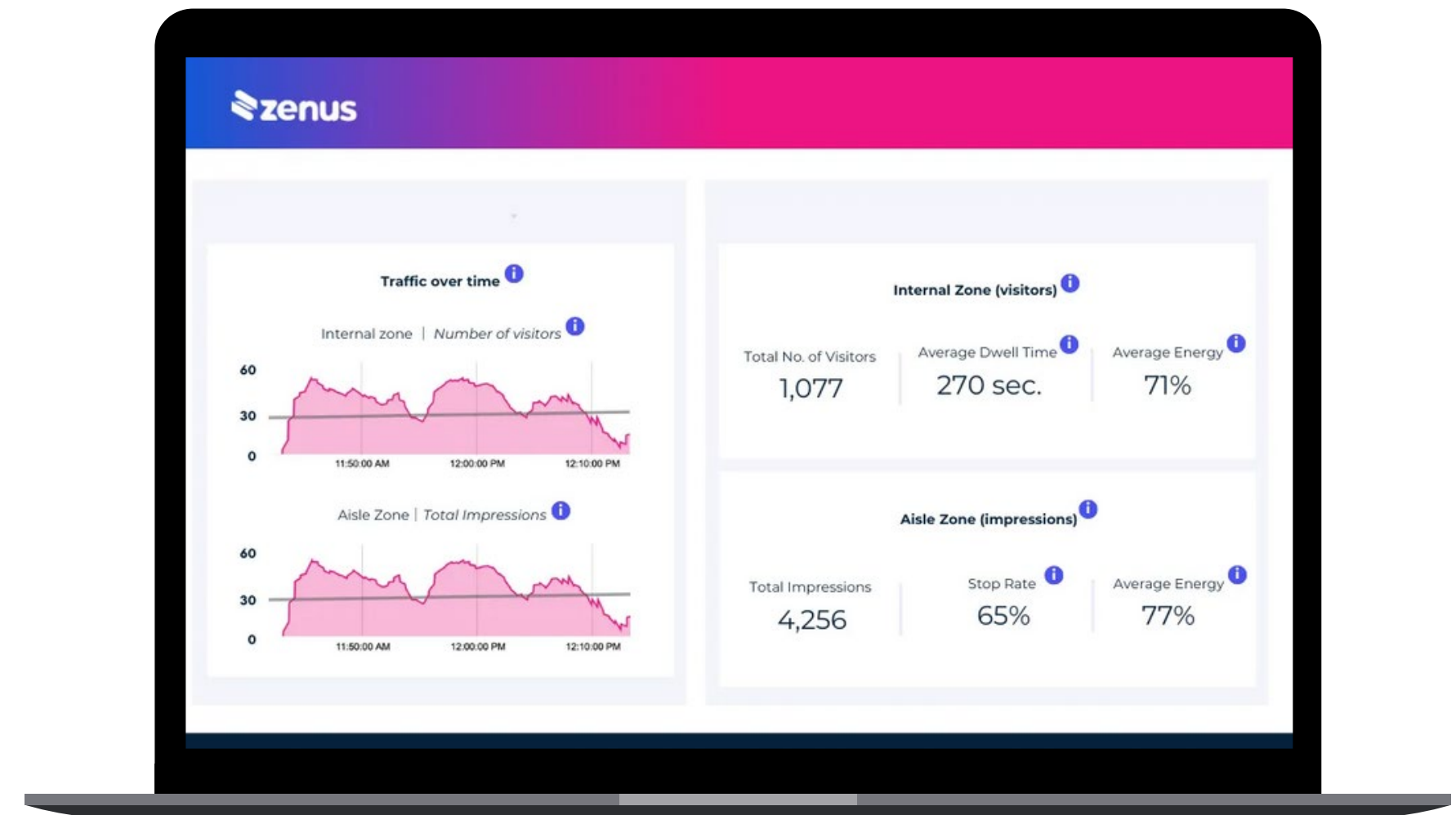
6. Do you have a
performance benchmark
to evaluate your shows?

7. Are you optimizing
staffing levels or
engagement tactics based
on peak visitor times?

Ethical Facial Analysis

Key Metrics

1. Traffic: Impressions and Visitors*
2. Demographics: Age Group and Sex
3. Engagement: Energy and Dwell Time



**The number of visitors is estimated on a per -sensor and per -day basis. Staff data is estimated and removed without identification.*

1. Biometric identifiers are never used
2. Video is never stored or transmitted
3. There is no personal information

Thank You



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