

# Attendee Acquisition Roundup

Research-based Insights and Benchmarks

Joe Federbush, President & Chief Strategist

Presented by



# EVOLIO Marketing

EVOLIO: FOUNDED IN 2015


JOE: 25+ YEARS MEASURING EXHIBITS & EVENTS GLOBALLY

1,850+ EVENTS AND EXHIBITS MEASURED

998,500+ ATTENDEE AND EXHIBITOR SURVEYS COMPLETED

50+ ATTENDEE, EXHIBITOR, AND SPONSOR BENCHMARKS

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 **+1 512 635 7477**



JOE FEDERBUSH



EVOLIO\_MARKETING



# Feelings Aren't Facts®





# EVENT STRATEGY, MEASUREMENT & SURVEYS

CORPORATE EVENTS

GLOBAL LARGEST INDUSTRY EVENTS

NICHE INDUSTRY EVENTS

SMALL INDUSTRY EVENTS

GLOBAL SPORTS AND ESPORTS

EVENT INDUSTRY EVENTS



MAJOR BRANDS, EXHIBITORS, SPONSORS

MAJOR INDUSTRIES

B2B AND CONSUMER



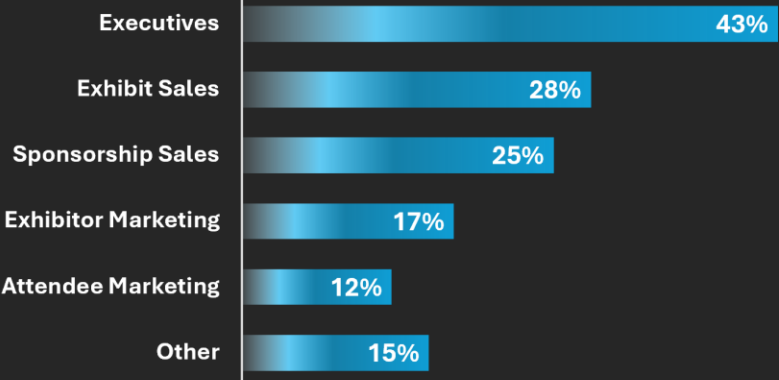
# Attendee Acquisition Strategy & Challenges: *Show Organizer Study Results*

179 responses; March – July 2025

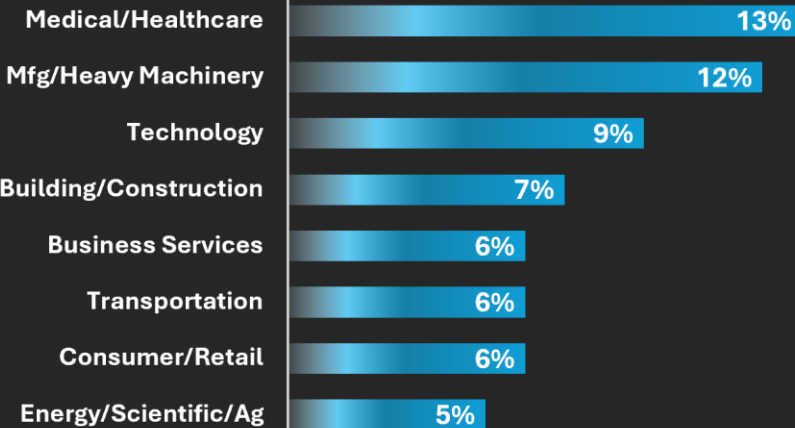


# Respondent Profile

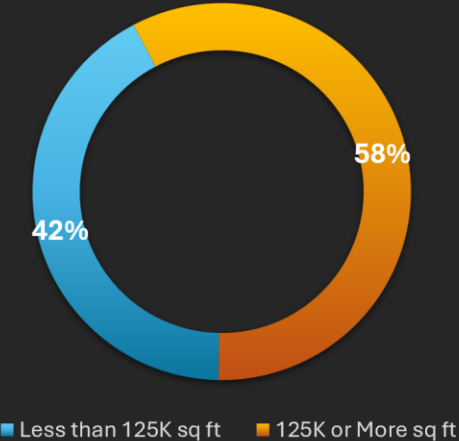
## JOB ROLES



## INDUSTRIES



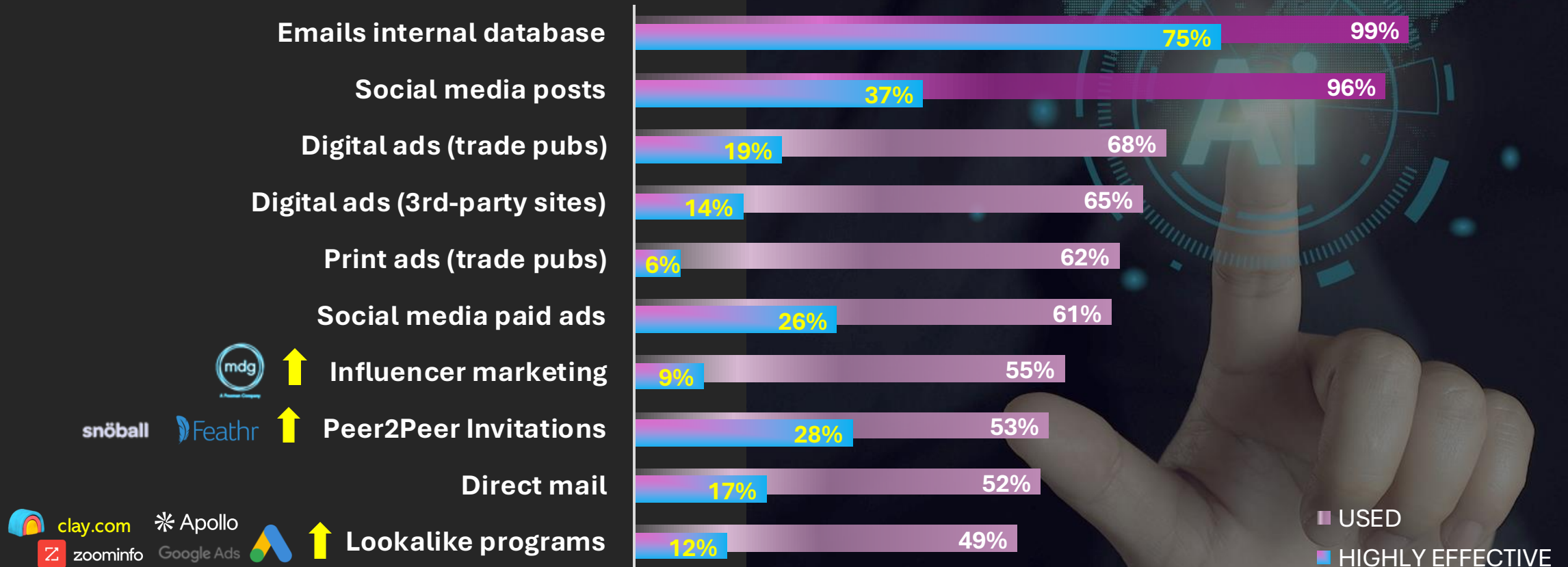
## SHOW SIZE



**22** avg. years  
in events

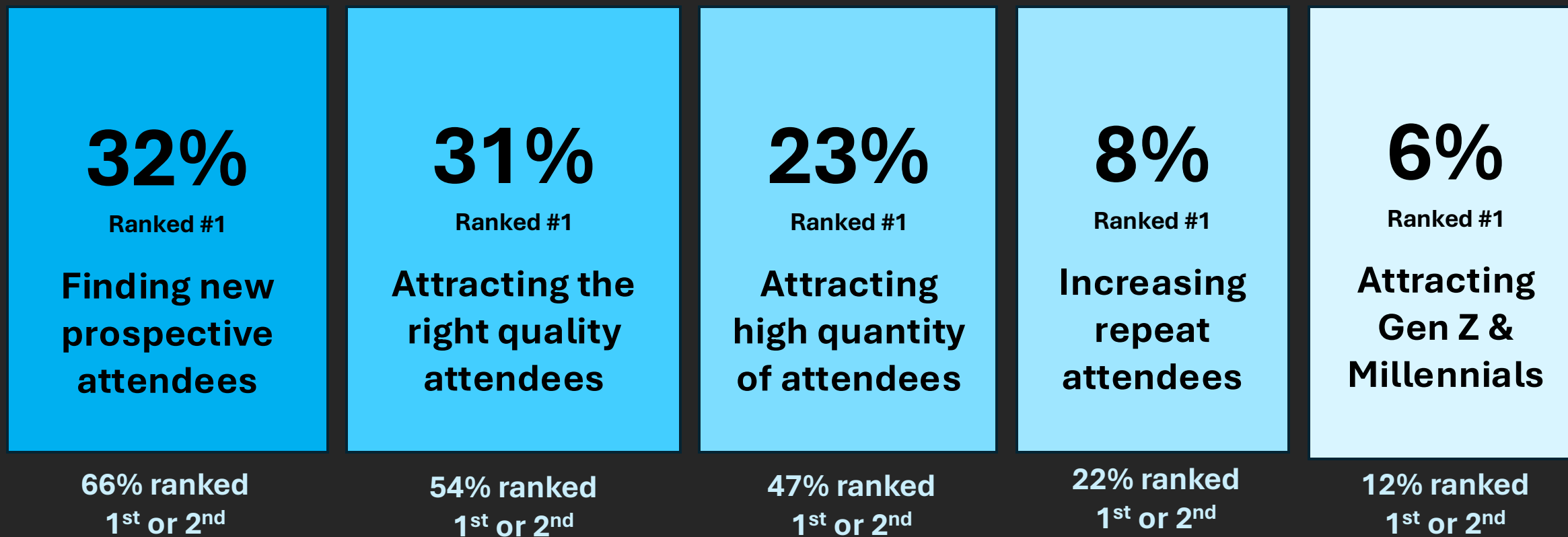
**61%** 5 events or  
fewer per year

# Marketing Tactics Used + Effectiveness



Question: Which attendee acquisition tactics are most effective? Select up to 3.

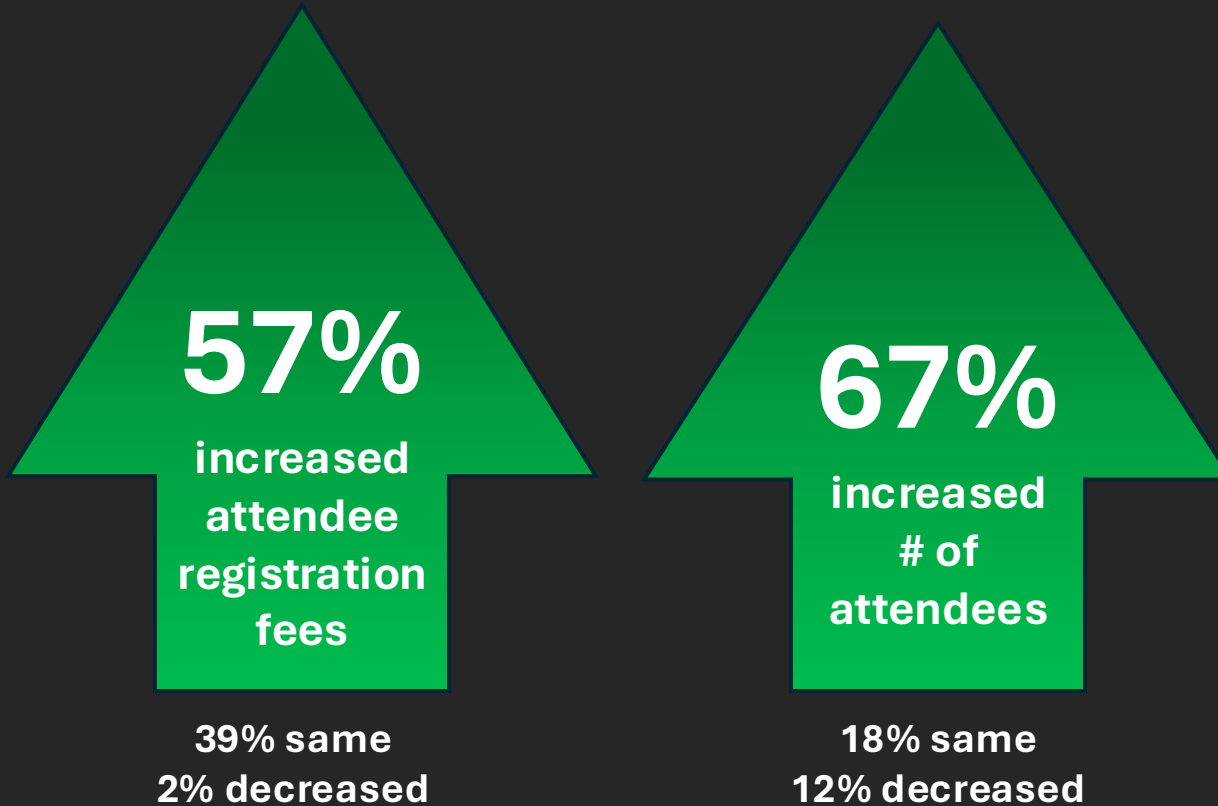
# Greatest Attendee Acquisition Challenges (ranked)



Question: Rank order your top attendee acquisition challenges.



# Compared with 2 years ago...



- Identify what attendees would be willing to pay if prices were to increase
- Understand willingness to pay for special VIP experiences, custom packages, and upsell opportunities
- Determine at what point you are asking too much

Question: What tactics are used for your attendee acquisition campaigns? Select all that apply.

# Van Westendorf Model

## Price-point Sensitivity Testing: Van Westendorf Model

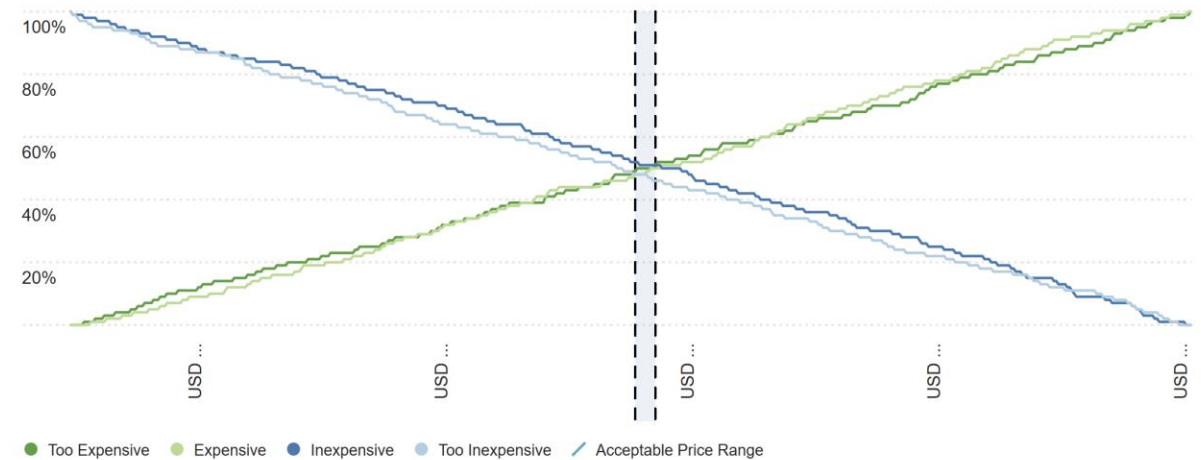
- 1 At what price do you think the event fee is priced so low that it makes you question its quality?
- 2 At what price do you think the event fee is a bargain?
- 3 At what price do you think the event fee begins to seem expensive?
- 4 At what price do you think the event is too expensive?

### EVOLIO Price Sensitivity Report

PRODUCT BEING TESTED:  
XYZ Show

Van Westendorp also gives you a range of acceptable pricing. This range is defined by two thresholds:

- **The Lower threshold** - defined as the intersection of the too inexpensive and expensive
- **The Upper threshold** - defined as the intersection of the inexpensive and too expensive



Acceptable Price Range: USD \$3760.00 to USD \$3805.00

Sample data used for illustrative purposes

n=312

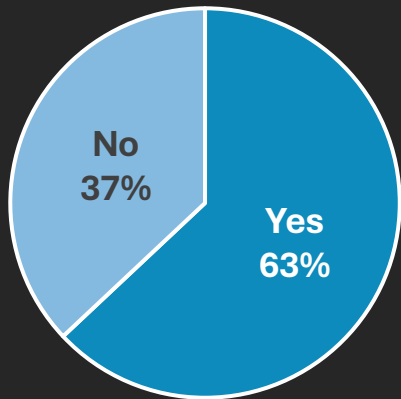


How are you  
utilizing **AI** for your  
attendee  
acquisition efforts?

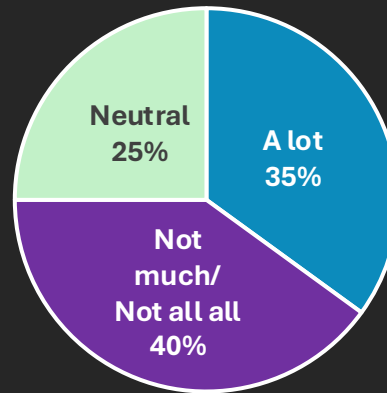
# Using AI for Tradeshows & Events

July 2025

Do you currently use AI for your events?



How much has AI reduced your stress levels?



Approximate percentage of time saved per week by using AI

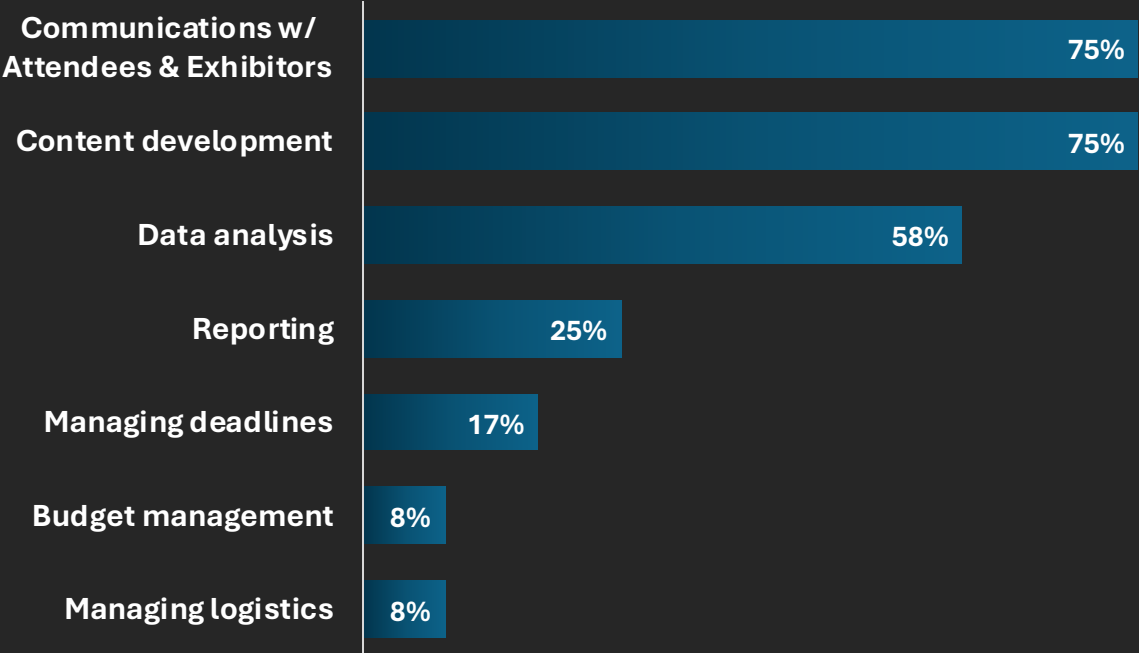
19%



# How AI is Being Used for Tradeshows & Events

July 2025

## Aspects of job that are less stressful due to AI



## What AI tools do you use?

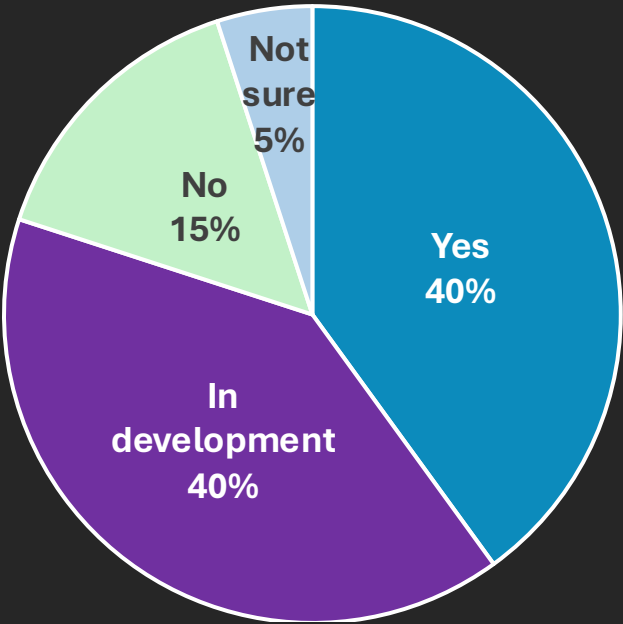


# How AI is Being Used for Tradeshows & Events

July 2025

HIGHER USAGE	Writing and Content Creation	95%
	Feedback Collection and Analysis	50%
	Marketing, including digital, social media, PR	40%
	Support and Customer Service (i.e., chatbot)	40%
	Personalized Attendee Experiences	35%
	Reporting and ROI Measurement	30%
MEDIUM USAGE	Design and Graphics	25%
	Networking and Matchmaking	25%
	Predictive Analytics	25%
	Language Translation and Accessibility	20%
	Predictive analytics for attendee behavior	20%
LOWER USAGE	Lead Generation and Management	15%
	Speaker and Session Management	15%
	Budget and Forecasting Automation	10%
	Registration	5%
	Venue and Floorplan Management	5%

Does your association/organization have an AI usage policy?

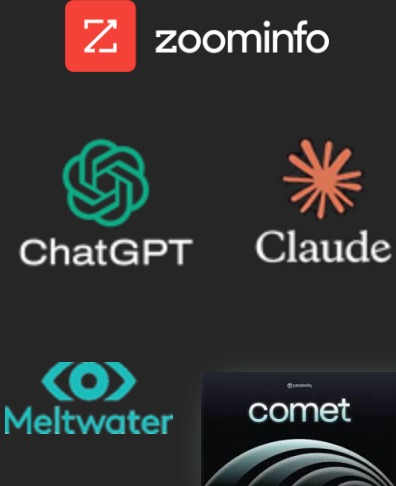


# EVOLIO's Example of AI Tech Stack Usage

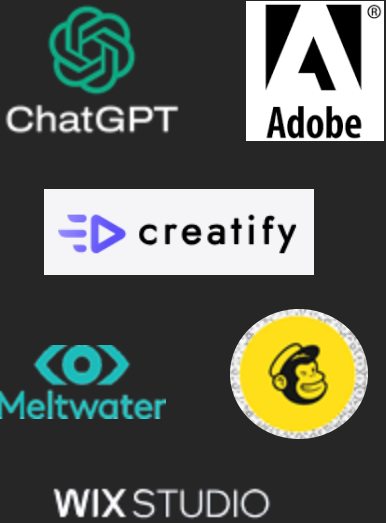
## HIGH QUALITY CONTACT LISTS & LIST ENRICHMENT



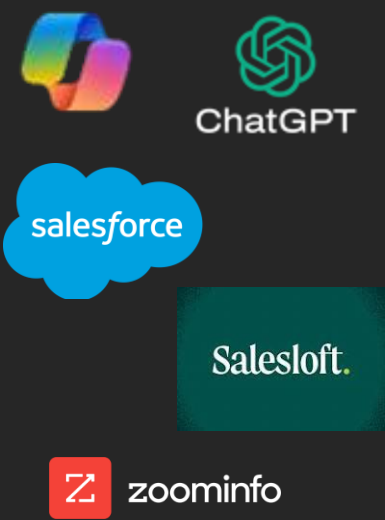
## RELEVANT BRAND SCOOPS, INTENT, AND NEWS



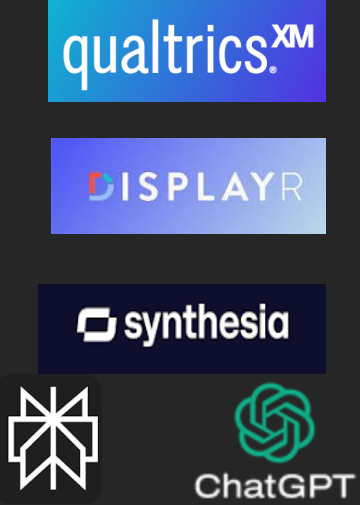
## MARKETING & SOCIAL MEDIA CONTENT, DISTRIBUTION, TRACKING



## SALES CONTENT, DISTRIBUTION, TRACKING,



## RESEARCH, TRAINING AND OPERATIONS



## (answer engine optimization)

new

**(search engine optimization)**





**(answer engine optimization)**

is the

new

# SEO

**(search engine optimization)**

Gartner  
IT  
SYMPOSIUM | Xpo.

| Overview | Experience Sessions Speakers Exhibitors Venue

Register Now

20 – 23 October 2025 | Orlando, FL

Frequently asked questions

Have questions? We've got answers.

Contact Conferences


What can I expect as a first-time attendee?

How to prepare as a first-time attendee:

- Before you arrive, build your agenda using Gartner Conference Navigator (on your desktop or through our [mobile app](#)).
- Make sure your profile is complete to get the best from our profile match feature. Share information about your interests and priorities to discover the sessions that are the best fit for you.
- Be sure to register in advance for any roundtables, Gartner one-on-one meetings or workshops you'd like to attend. We also have networking breakfasts and breaks running throughout the conference to help you expand your network.
- Join us in the IT Xpo during daily receptions so you can meet with the technology leaders in the space and find the solutions you need.
- Keep an eye out for emails from the Conferences team, with key updates, tips and tricks to getting the most out of your experience.

About the Gartner Conference Navigator app:

Gartner Conference Navigator is your hub for the conference. Here you can view and filter sessions, build your agenda, register for interactive experiences, schedule



Privacy - Terms

# AEO

(answer engine optimization)

# is the

# new

# SEO

(search engine optimization)



## Who You'll Meet

### World-class Researchers —

The Symposium participants and program include leading international experts in clinical, translational, and basic research. These thought leaders gather in San Antonio each year to present the latest cutting-edge findings in surgical, gynecologic, and radiation oncology.

Survivors and Advocates +

Early-career Scientists +

Exhibitors +



# AEO

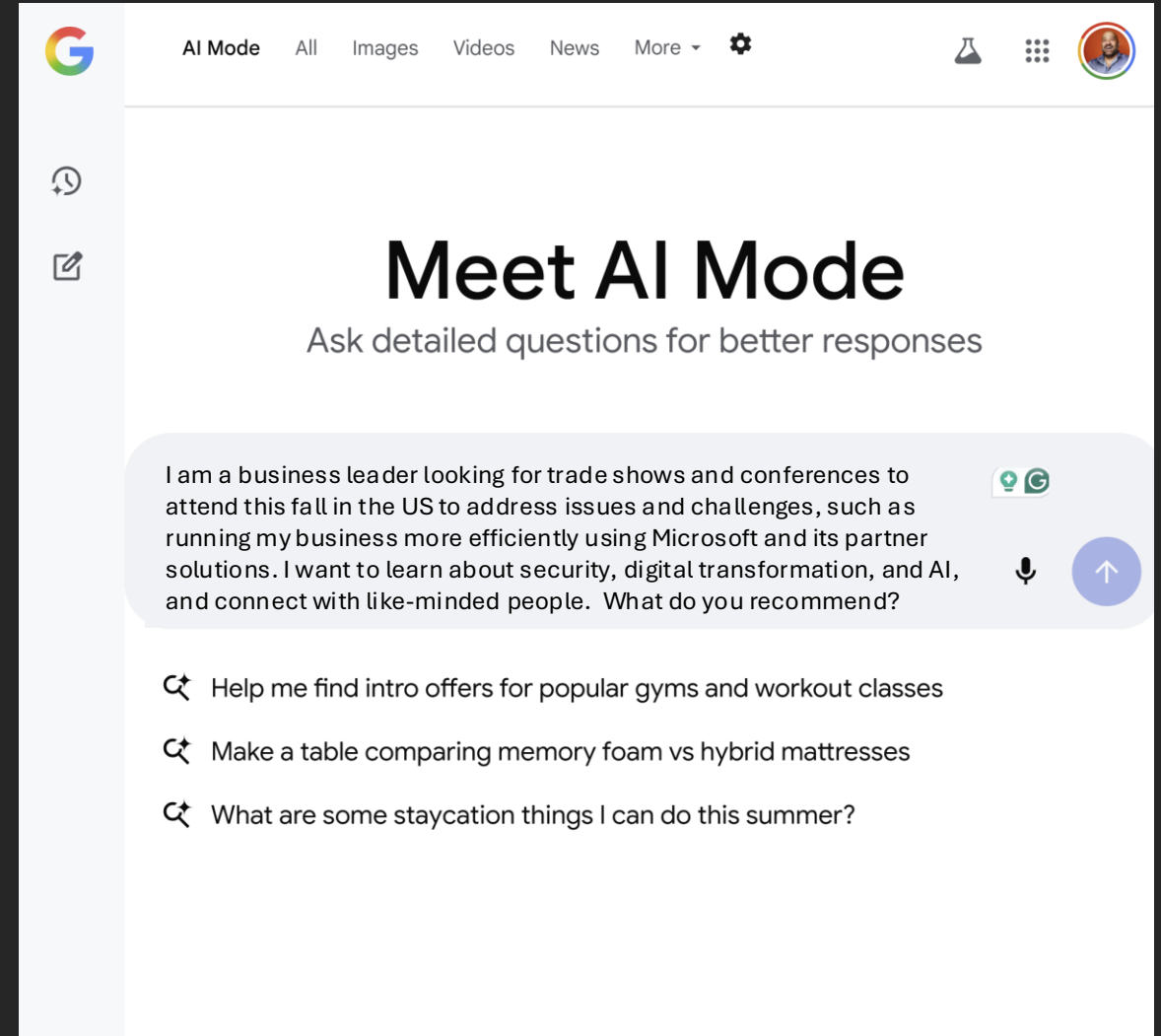
(answer engine optimization)

# is the

# new

# SEO

(search engine optimization)



## ATTENDEE POV: AI PROMPT EXAMPLE

I am a \_\_\_\_\_ looking for trade shows and  
job title & job description

conferences to attend \_\_\_\_\_ to address issues and  
dates and Locations

challenges, such as \_\_\_\_\_. I want  
detailed description of issues and challenges faced regularly

to learn about \_\_\_\_\_, and connect with like-  
topics you find interesting

minded people. What events do you recommend?

When and where are these events? Can you place them in a table? Include the following? Who are the major exhibitors?  
Can you include links to the sites and exhibitor lists, education tracks, and main topics covered? What entertainment and networking opportunities will there be? Score them based on my interests and challenges.

# TRADE SHOW MADLIBS

AGES  
12+



**A FILL-IN-THE-BLANKS GAME  
ABOUT EXHIBITS AND EVENTS**



## ATTENDEE POV:

### AI Prompt

I am a **business leader** looking for trade shows and conferences to attend **this fall in the US** to address issues and challenges, such as **running my business more efficiently using Microsoft and its partner solutions**. I want to learn about **security, digital transformation, and AI**, and connect with like-minded people. What do you recommend?

## ◆ Microsoft Ignite 2025

November 17–21, 2025 – Moscone Center, San Francisco

Microsoft's flagship event for IT professionals, developers, business leaders, and partners. Expect high-impact sessions on AI (Copilot, Azure AI Foundry), cloud, security, and digital transformation. Hands-on labs, expert panels, and an expo featuring Microsoft and ecosystem partners make it a rich space for learning and networking [c5insight.com +1](#). Ignite has a strong focus on:

- **AI & Copilot innovation** across Microsoft 365, Dynamics 365, Azure [MSFT News Today](#)
- **Security architecture & governance**, including Zero Trust and Copilot for Security [Microsoft Learn +4](#)
- **Digital transformation strategies**, featuring partner case studies and practical workshops [Redmond Channel Partner +3](#)

Ignite also fuses Microsoft Inspire, making it a prime event for connecting with partners and solution providers [Wikipedia +15](#).

## ◆ 365 Leadership Summit

September 18–19, 2025 – Ritz Carlton, Denver, CO

An independent conference tailored for business leaders and digital transformation influencers. Ideal for non-technical executives, the summit emphasizes:

- Leadership strategies for deploying Microsoft 365, Dynamics 365, Power Platform, and Copilot
- Peer roundtables on change management, adoption, and value realization

[c5insight.com +10](#)



## ATTENDEE POV:

### AI Prompt

I am a **business leader** looking for trade shows and conferences to attend **this fall in the US** to address issues and challenges, such as **running my business more efficiently using Microsoft and its partner solutions**. I want to learn about **security, digital transformation, and AI**, and connect with like-minded people. What do you recommend?

Here are the strongest US fall options that align with Microsoft-centric efficiency, security, digital transformation, AI, and high-value networking. Dates use your timezone, America/New\_York.

Event	When & Where	Why it's relevant	Major exhibitors or sponsors (examples)	Links: site • exhibitor list • education/tracks	Entertainment & networking
Microsoft Ignite 2025	Nov 18–21, 2025, San Francisco, CA, Moscone Center	Microsoft's flagship for enterprise AI, Copilot, M365, Azure, security, and partner ecosystem	Microsoft plus a broad sponsor expo	Site: <a href="#">ignite.microsoft.com</a> • Exhibitors/Sponsors hub: <a href="#">Sponsors</a> • Event guide/tracks: <a href="#">Event guide</a> • Dates/location confirmation: <a href="#">Help Center</a>	Evening receptions with music, food, interactive activities, plus community meetups. Hotels aggregated for convenient mingling. <a href="#">ignite.microsoft...</a> +2
Power Platform Community Conference (PPCC) 2025	Oct 28–30, 2025, Las Vegas, NV, MGM Grand	Low-code automation at scale, Copilot/agents, BI dashboards, and real-world transformation on Microsoft stack	Microsoft Power Platform team, MVPs, community sponsors	Site: <a href="#">powerplatformconf.com</a> • Overview: <a href="#">Microsoft blog</a> • Program/topics: <a href="#">PPCC info</a>	Strong community networking, workshops pre/post event, Vegas evening mixers and partner events. <a href="#">powerplatformc...</a> +2
Community Summit North America (Dynamics + Power Platform)	Oct 19–23, 2025, Orlando, FL, Gaylord Palms	Business apps modernization, Dynamics 365, Fabric, Copilots, operations efficiency	Premier sponsors include Avanade, ArcherPoint, Avalara, BDO Digital, ClickLearn and others	Site: <a href="#">summitna.com</a> • Exhibitors: <a href="#">Directory</a> and <a href="#">Sponsor list</a> • FAQ/agenda highlights: <a href="#">FAQ</a>	Community Opening Reception on show floor, awards, on-floor experiences like "AI Business Solutions Bash," plus many partner hosted events. <a href="#">Community Su...</a> +3
PASS Data Community Summit 2025	Nov 17–21, 2025, Seattle, WA	Deep dive on Microsoft data estate, SQL Server, Azure Data, Fabric, governance and AI	Microsoft is a Sapphire Sponsor; Redgate and many data ISVs exhibit	Site: <a href="#">passdatacommunitysummit.com</a> • Dates/location: <a href="#">FAQ</a> • Sponsors: <a href="#">Sponsor list</a> • Exhibit Hall details: <a href="#">Expo activities</a>	Exhibitor reception, gamified "Expedition," evening socials, and user-group meetups. <a href="#">PASS Data Com...</a> +3
Gartner IT Symposium/Xpo	Oct 20–21, 2025, Las Vegas, NV, MGM Grand	IT industry trends, AI, security, and digital transformation	Gartner, Microsoft, AWS, Google Cloud, and other major tech vendors	Site: <a href="#">gartner.com</a> • Exhibitor list: <a href="#">Exhibitor list</a> • Registration: <a href="#">Registration</a>	Welcome Reception and multiple networking opportunities. <a href="#">gartner.com</a> +3

# Case Studies





# Ignite possibilities

Get the edge you need to drive impact in the era of AI. Join us to bolster your knowledge, build connections, and explore emerging technologies.

**San Francisco, Moscone Center**

November 18–21, 2025 (optional pre-day November 17)

**Online**

November 18–20, 2025

Register now >

Convince your manager ↓





# Microsoft Ignite

- Email campaign: 5 months before event
- Approx 20 emails leading up to event
- Included in newsletters
- Consistent CTA
- Messages focus on attendee benefits and what's new

Microsoft: 26 item(s), 9 unread				
Microsoft	Plan your Microsoft Ignite experience	Wed 7/2/2025 2:41 PM		137 KB
Microsoft	Register now: Microsoft Ignite, liv...	Wed 6/25/2025 9:17 AM		147 KB
Microsoft	Register now: Microsoft Ignite, liv...	Wed 6/25/2025 5:17 AM		147 KB
Microsoft	Microsoft.Source Newsletter   Refa...	Wed 6/18/2025 11:20 AM		220 KB
Microsoft	Microsoft.Source Newsletter   Microso...	Wed 12/18/2024 11:12 AM		212 KB
Microsoft	Microsoft.Source Newsletter   Develop...	Wed 11/27/2024 11:08 AM		215 KB
Microsoft	Drive measurable ROI with new Micro...	Wed 11/20/2024 8:29 AM		133 KB
Microsoft	There's still time to join Microsoft Igni...	Tue 11/12/2024 9:05 PM		174 KB
Microsoft	Microsoft.Source Newsletter   Res...	Wed 10/23/2024 11:12 AM		209 KB
Microsoft	Microsoft Ignite session catalog is live...	Tue 10/8/2024 7:06 PM		193 KB
Microsoft	Microsoft.Source Newsletter   Develop...	Wed 9/25/2024 11:13 AM		256 KB
Microsoft	Register for Microsoft Ignite and gain ...	Tue 9/10/2024 12:37 PM		172 KB
Microsoft	Microsoft.Source Newsletter   AI for D...	Wed 8/21/2024 11:04 AM		295 KB
Microsoft	Register now: Microsoft Copilot for M...	Wed 7/3/2024 7:33 AM		154 KB
Microsoft	Last chance to register to see how ...	Thu 4/25/2024 1:03 PM		116 KB
Microsoft	Register now: Microsoft Copilot for M...	Fri 4/12/2024 10:03 AM		111 KB

# Microsoft Ignite

- New announcement and product updates
- Benefits: Increase productivity, safeguarding data
- Connections with peers and ecosystem
- Meet with experts
- Images include leaders, diversity, and some fun

# Microsoft Ignite

## Latest innovations for AI transformation

It's that time again! Registration for [Microsoft Ignite](#), November 18-22, 2024 is now open! Since you participated last year, we're excited to invite you to join us this year in Chicago at the McCormick Place West Building.

Each year, Microsoft Ignite grows bigger and better and we've really outdone ourselves this year. We expect passes to sell fast, so secure yours today.

Be the first to learn new announcements and product updates from keynotes, while discovering the same things you've known and loved from prior years. Join sessions and learn how to achieve more with the power of Microsoft Cloud, Microsoft Copilot, and AI. Discover ways to increase productivity while safeguarding data, and connect with peers across the Microsoft customer and partner ecosystem.

Key dates:

- **November 18:** Badge pickup and an optional afternoon session or lab for in person attendees. Capacities are limited and registration is required.
- **November 19-22:** In person event with three and a half days full of incredible content.
- **November 19-21:** Live global digital event online for those not attending in person.

[Register for Microsoft Ignite](#)

## Get ready for what's next



# Microsoft Ignite



## Learn what sessions and speakers will be at Microsoft Ignite

Microsoft Ignite is back and you can join from anywhere in the world! Participate and learn with the global community of technical and partner business professionals online November 19-21, 2024. You can now browse through the session catalog and filter by level and session type to find content that matches your interests.

- **Discover experiences for you:** Whether you want to [grow business opportunities](#) or [expand your technical skills](#), we've got an experience for you.
- **Learn the newest announcements:** Join Satya Nadella, along with other Microsoft leaders as they share the latest innovations, solutions, and more.
- **Join expert-led sessions:** Participate in advanced sessions that will give you the cutting edge with the latest product features.

Stay up to date on the latest Microsoft Ignite information with our blog series, [Microsoft Ignite Unplugged](#).

Join from anywhere in the world. Engage and learn with the global community **online November 19-21, 2024**.

[Register now](#)

## Collaborate and make connections



### Jump start your networking

Be among the first to see the latest in AI and cloud solutions. Check out our growing list of Featured Partners to request meetings and start making



### Build skills that open doors with Microsoft Learn

Kickstart your experience at Microsoft Ignite by starting your learning journey today! Access training, credentials,

# Microsoft Ignite

- Promote event in other communications like newsletters and new product intro emails
- Case studies and blogs
- Still focusing on benefits and features
- Reaching different targets with unique, relevant messages (biz mgrs, developers, etc.)



## Introducing new Microsoft 365 Copilot features and agents

Explore the latest AI innovations announced during Microsoft Ignite that help you increase personal productivity and business efficiency.

[Read the blog](#)



### Explore AI agents

Learn about agents and find out how they help you transform work for everyone in your business.

[Read the blog >](#)



### How Dow reduces costs using Copilot and agents

Get real-world insights that help your business transform its complex supply chain and drive results.

[Read the case study >](#)



### Discover Copilot and agent features in Microsoft Power Platform

See AI-powered tools, such as autonomous agents, that help you develop business solutions faster and maintain a competitive

Microsoft.Source Newsletter | Issue 72

Take the [Developer Nation survey](#).

Share how you use modern dev tools and help shape the developer ecosystem—plus support a charity of your choice with a qualified response.

[Join the forum](#)

Connect with fellow AI devs and builders on the Azure AI Foundry developer forum.

### Featured

#### ▶ Relive your favorite Microsoft Build sessions and find any you missed >

Missing Build already or want to learn more about the age of AI agents and building on the open agentic web?

Check out keynotes, demos, and breakout sessions from Build 2025 on-demand.

### What's New

#### 📄 Explore Azure AI Foundry models >

Azure AI Foundry offers a comprehensive catalog of AI models. With over 1900 models, use the Foundry leaderboard to find the best fit for your project.

#### 🔗 Get a detailed look at the GitHub Copilot coding agent >

Learn how this coding agent runs in the background with GitHub Actions and submits its work as a pull request to save you time.

#### 💬 .NET highlights from Microsoft Build >

Dive into this recap to see all the .NET news and announcements made at Build.

### Events

[See local events >](#)

#### 📅 WeAreDevelopers World Congress / July 9-11 / Berlin, Germany >

Register for the largest gathering of software innovators, tech leaders, and decision makers shaping the future of AI-powered technology.

#### 📅 Visual Studio Live! / August 4-6 / Redmond, WA

Join your tech community for five immersive days of live, interactive learning at Microsoft HQ. Connect with Microsoft insiders, industry experts, and fellow developers.

#### 📅 Europe FabCon / September 15-18 / Vienna, Austria >

Be part of FabCon in Europe. Gain hands-on experience with AI-powered data and analytics tools. Plus connect with Fabric peers and leaders.

#### 🔗 GitHub Universe / October 28-29 / San Francisco, CA >

Save your seat for GitHub's two-day flagship event. Celebrate innovation, collaboration, and the boundless potential of AI-powered development.

#### 📅 Microsoft Ignite / November 2025 / San Francisco, CA >

Sign up to be notified when event details are released and registration opens for Ignite later this year.

### Learning

#### 🔗 Microsoft Build post-event developer actions >

Refactor your skills with this GitHub repo curated by Microsoft Learn. It includes resources organized



- Registration open: 5 months before event
- Call for abstracts 6.5 months before event
- Discounts end soon: 2.5 months before event
- What to look forward to: 2 months before event

▼ San Antonio Breast Cancer Symposium: 32 item(s), 32 unread

San Antonio Breast Cancer Symposium	Look ahead to SABCS 2025	147 KB	Tue 10/7/2025 8:02 AM
San Antonio Breast Cancer Symposium	Deadline for late-breaking abstracts	112 KB	Fri 9/26/2025 9:02 AM
San Antonio Breast Cancer Symposium	SABCS 2025: Register today and save	130 KB	Tue 9/23/2025 8:01 AM
San Antonio Breast Cancer Symposium	Heavily discounted early registration ends soon	103 KB	Wed 9/17/2025 9:08 AM
San Antonio Breast Cancer Symposium	Join us at SABCS 2025	143 KB	Tue 9/9/2025 8:02 AM
San Antonio Breast Cancer Symposium	Submit your late-breaking abstracts now	126 KB	Wed 9/3/2025 9:35 AM
San Antonio Breast Cancer Symposium	Focus on Research: Affordable Childcare at SABCS!	97 KB	Tue 7/29/2025 9:09 AM
San Antonio Breast Cancer Symposium	Registration for SABCS 2025 is open!	95 KB	Wed 7/16/2025 12:53 PM
San Antonio Breast Cancer Symposium	Abstract Submission Deadline is tomorrow July 9	102 KB	Tue 7/8/2025 8:05 AM
San Antonio Breast Cancer Symposium	Still time to submit McGuire Award nominations	83 KB	Wed 5/14/2025 2:18 PM
San Antonio Breast Cancer Symposium	SABCS Call for Abstracts now open	65 KB	Thu 5/1/2025 10:03 AM
San Antonio Breast Cancer Symposium	Send your nominations for the 2025 William L. McGuire ...	82 KB	Thu 4/24/2025 6:37 PM
San Antonio Breast Cancer Symposium	Nominations now being accepted for the 2025 William ...	96 KB	Tue 4/8/2025 4:27 AM
San Antonio Breast Cancer Symposium	There's still time to catch up on the 2024 SABCS®	175 KB	Thu 2/6/2025 8:02 AM
San Antonio Breast Cancer Symposium	SABCS® Takeaways: Highlights from the 2024 Symposi...	115 KB	Thu 1/23/2025 8:01 AM
San Antonio Breast Cancer Symposium	Improving AEs from Sacituzumab Govitecan in Breast C...	126 KB	Wed 1/22/2025 3:01 PM
San Antonio Breast Cancer Symposium	Look back on key developments, discussions from the ...	178 KB	Mon 12/16/2024 7:01 AM

# AGENTIC

Oct 27-29, 2025 | Arlington, VA

Save up to \$500 Through April 30

**\$495**  
Commercial Pass

**\$95**  
Gov Pass

GET YOUR TICKET

- All of these go to my JUNK or OTHER folder
- Not one event email from this domain went into my INBOX
- REASONS: SPF, DKIM, or DMARC settings, poor sending IP reputation, lots of links and promo language

AGENTIC Conference Team: 27 item(s), 27 unread

AGENTIC Conference Team	Final day to save before prices increase — Join AI l...	149 KB	Sun 10/19/2025 4:50 PM
AGENTIC Conference Team	Last week to save before prices increase — Join AI lead...	150 KB	Tue 10/14/2025 2:37 PM
AGENTIC Conference Team	Make Every Hour Count: Your ROI from 3 Days at AGE...	148 KB	Sun 10/12/2025 6:52 PM
AGENTIC Conference Team	Where AI Strategy Becomes Action — Join AGENTIC 2025	149 KB	Thu 10/9/2025 2:29 PM
AGENTIC Conference Team	3 days. Real AI deployments. Zero fluff. Join us at AGE...	153 KB	Tue 10/7/2025 1:52 PM
AGENTIC Conference Team	Still time to register for AGENTIC: Where AI Leaders Co...	148 KB	Sun 10/5/2025 7:00 PM
AGENTIC Conference Team	Last Day to Save up to \$200 at AGENTIC. 📧 Prices incr...	137 KB	Tue 9/30/2025 2:13 PM
AGENTIC Conference Team	Register today to save on AGENTIC 📧 Prices Increase ...	185 KB	Mon 9/29/2025 4:09 PM
AGENTIC Conference Team	Final Hours to Save on AGENTIC with our Fall Equinox ...	188 KB	Sun 9/28/2025 5:35 PM
AGENTIC Conference Team	📧 Reminder: Save on AGENTIC —Fall Equinox Offer E...	187 KB	Thu 9/25/2025 1:50 PM
AGENTIC Conference Team	📧 Save with Our Fall Equinox Offer for AGENTIC. Join...	203 KB	Tue 9/23/2025 3:34 PM
AGENTIC Conference Team	A Unique Alignment: Where AI Leaders Come Together...	151 KB	Fri 9/19/2025 10:47 AM
AGENTIC Conference Team	AI Strategies, Solutions and Connections: at AGENTIC	152 KB	Tue 9/16/2025 1:51 PM
AGENTIC Conference Team	Meet the AI Leaders Taking the Stage at AGENTIC—fro...	197 KB	Thu 9/11/2025 2:29 PM
AGENTIC Conference Team	What happens when your whole team learns AI togeth...	144 KB	Tue 9/9/2025 3:02 PM
AGENTIC Conference Team	Extended! Save 30% off AGENTIC through today - Meet...	182 KB	Tue 9/2/2025 10:33 AM
AGENTIC Conference Team	Still Time: Save 30% off AGENTIC - Meet AI Leaders fro...	176 KB	Mon 9/1/2025 2:08 PM
AGENTIC Conference Team	This weekend: Save 30% off AGENTIC - Meet AI Leaders...	177 KB	Thu 8/28/2025 1:48 PM
AGENTIC Conference Team	Who's coming to AGENTIC? Join Leaders from S&P Glo...	182 KB	Wed 8/27/2025 2:04 PM



AI Assistance  
for ideas on  
attendee  
acquisition



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# AI Assistance for ideas on attendee acquisition

ChatGPT 5 ▾

Acting as a tradeshow executive and strategist for attendee acquisition, looking to grow my show and identify new attendee segments, can you help me create a strategic plan to increase attendance for my 2026 and future events?

Based on our current attendee numbers and profile information, I am looking for the following DEEP RESEARCH regarding this show: The Irrigation Show and Education Week. Increasing current attendance by 10% next year and 25% over the next 5 years

Identify the most critical issues and challenges faced in the irrigation industry.

What are some emerging attendee segments to identify?

What other events could my attendees attend instead of my event? Local? Regional? National?

What attendee segments may be missing that we should be marketing to?

How do I retain attendees?

How do I get irrigation companies to send more people from their company without disrupting their business by being out of the office?

How do I position my event as a must-attend, justifying the time and expense for them to attend?

Who are the "Sweet spot" attendee profiles I should use ZoomInfo, Apollo.ai, Seamless.ai, or Clay.com to identify to build my marketing lists?

What are the best sources to market my event to (print, digital, social, local advertising, etc.). Can you create a marketing plan for me covering those sources, indicating estimated costs?

What questions do you have for me?

ChatGPT can make mistakes. OpenAI doesn't use Joe Federbush's Workspace workspace data to train its models.

# Irrigation Show and Education Week Attendee Acquisition Strategy\*

*Prepared for: Irrigation Association leadership, marketing, and agencies*

Purpose: Provide a complete plan to grow 2026 attendance by 10 percent and set a trajectory for 25 percent over five years.

## Executive Summary

- **Attendance goal:** grow to 7,700 attendees in 2026, then compound toward plus 25 percent by 2030.
- **Acquisition strategy:** expand into municipal and utility programs, sports turf, controlled environment agriculture, and specifiers while deepening core landscape and agriculture segments.
- **Retention strategy:** make CEUs and certification the backbone, promote a clear 20 CEUs in 24 months journey, and facilitate on-site exams.
- **Team strategy:** team bundles with pooled education credits and staggered schedules that protect operations back at the office or farm.
- **Media strategy:** LinkedIn, Google Search, trade media, programmatic geo, and partner email with a starting paid media envelope of \$250,000 to \$450,000.
- **Measurement:** Attendee and exhibitor surveys – track KPIs like NPS, event and education satisfaction, likely to attend in the future, and buying plans with segmentation analysis; Additional KPIs are net paid registrations, first-time attendees, team bundles sold, CEU units purchased, and exam registrations.

## Goals and KPIs

KPI	2026 Target	Notes
Total attendance	7,700	Baseline ~7,000, target plus 10 percent.

A 15-page  
strategy  
document was  
created

## Table of contents:

1. Executive goals and KPIs
2. Industry context to anchor your narrative
3. Critical issues and challenges to solve with program content
4. Emerging attendee segments to grow
5. Likely substitute events to monitor and avoid head-to-head pushes
6. Missing or underpenetrated segments to market to
7. Retention playbook for 2026
8. Get more people from the same company without disrupting operations
9. Position the event as a must-attend
10. “Sweet spot” profiles for list building
11. Channel plan with budget guidance
12. 12-month campaign timeline for 2026
13. Program and product offer to hit targets
14. Content and thought leadership to attract new segments
15. Risk management on calendar conflicts
16. Measurement plan
17. Why this Show wins vs substitutes
18. High-impact creative angles
19. Cost notes and caveats
20. Open items and data needed

### Industry context to anchor your narrative

- Water scarcity and regulation pressure are dominant drivers across [ag](#) and turf.
- Smart irrigation adoption is growing, creating buyer intent for training and products.
- U.S. agriculture is sharpening water [use](#); segment outreach by crop, system, and practice.
- Outdoor water-use efficiency remains a municipal and residential priority; align with recognized efficiency guidelines and credentials.

### Critical issues and challenges to solve with program content

- Scarcity, drought, and allocation risk in [ag](#) and turf; policy plus applied BMPs.
- Efficiency and modernization of systems from gravity to micro and sensor-based scheduling, with funding mechanisms.
- Smart irrigation and IoT integration, interoperability, and [ROI](#) validation in ag and landscape.
- Regulatory compliance and CEUs for public agencies, contractors, and consultants.
- Urban resilience, parks, sports turf, and municipal water efficiency case studies.

### Emerging attendee segments to grow

- Controlled Environment Agriculture and greenhouse operators, including cannabis.
- Municipal water conservation and utility program managers.
- Sports turf managers and golf superintendents.
- Landscape architecture and campus facilities teams that specify irrigation.
- Data-driven growers [moving](#) to sensors and automation.

### Likely substitute events to monitor and avoid head-to-head pushes

- World Ag Expo, Tulare, CA, early February.
- AWWA ACE (annual), utilities and municipal segments.
- WaterSmart Innovations, Reno, early October.
- GCSAA Conference and Trade Show, early February.
- ASLA Conference on Landscape Architecture, October.



# Attendee segment breakdown and rationale for new markets

<b>Agriculture and specialty crops</b>	30 to 35 percent	Precision irrigation growth and modernization interest.
<b>Golf and sports turf</b>	8 to 10 percent	Water efficiency and field performance drive interest.
<b>Municipal and utilities</b>	7 to 10 percent	Conservation programs, WaterSense alignment.
<b>Designers and specifiers</b>	5 to 7 percent	Influence purchasing and standards, CEU appeal.

## By Role

Role	Share	Notes
<b>Owner or principal, VP, director</b>	22 to 27 percent	Decision authority, value for strategic sessions.
<b>Operations and project managers</b>	25 to 30 percent	Scheduling and implementation focus.
<b>Technicians and installers</b>	18 to 22 percent	CEU and certification steps motivate attendance.
<b>Engineers, designers, specifiers</b>	10 to 12 percent	Require CEUs and technical depth.
<b>Purchasing and distributor reps</b>	8 to 10 percent	Vendor matchmaking and demos.
<b>Education-only and students</b>	5 to 8 percent	Pipeline development and workforce.

## By U.S. Region

Region	Share	Geo Notes
<b>Pacific and Mountain West</b>	32 to 36 percent	High irrigated acreage and drought pressure.
<b>Plains and Midwest</b>	22 to 26 percent	Row crops, pivots, and modernization interest.
<b>Southwest and Texas</b>	16 to 20 percent	Water scarcity and urban growth.
<b>Southeast</b>	12 to 15 percent	Growing metro demand and



# Recommended marketing and advertising strategy and budget

## Channel Budgets and Benchmarks

Channel	Budget Share	Starting <b>CPC</b> Assumption	Starting CPL	Starting CPA	Notes
LinkedIn	35 percent	\$10 to \$18	\$60 to \$120	\$300 to \$600	Use Lead Gen Forms and tight titles.
Google Search	22 percent	\$2 to \$8	\$25 to \$60	\$180 to \$350	Focus on CEU, certification, and show terms.
Trade Media	18 percent	N.A.	\$40 to \$90	\$250 to \$500	Newsletter and sponsored content packages.
Paid Social Retargeting	10 percent	Low CPC vs LinkedIn	\$20 to \$45	\$120 to \$250	Use high-intent site segments.
Programmatic Geo	10 percent	Variable	\$35 to \$70	\$180 to \$350	Geo-fence <u>drive</u> markets and contractors.
Contingency	5 percent	N.A.	N.A.	N.A.	Hold for winning channels or new offers.

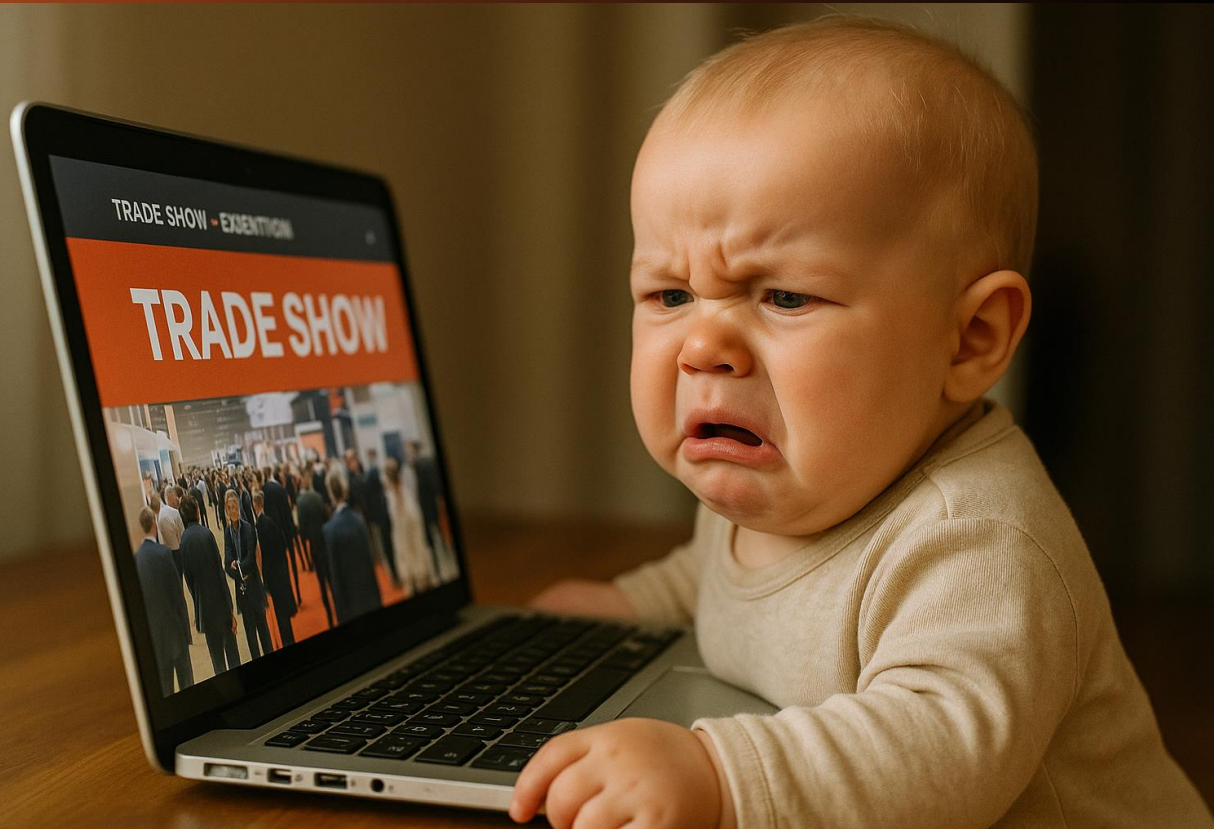
## Landing Page Specifications

- Clean hero with outcome-driven headline and CEU count.
- Three proof elements above the fold: quantified case, credential or standard alignment, exhibitor logos.
- Role-based itinerary module and exhibitor tour module to make planning simple.
- CEU tracker widget with total attainable CEUs and exam slots.
- Pricing and team bundle blocks with pooled education credits.
- Sticky CTA: Reserve team bundle or Book classes and exams.
- Comparison pages for substitute events, focused on CEUs, certification steps, and vendor depth.

**What data** do you have (or need) to identify attendee growth opportunities?

**What tools** will you use (or need) to reach different segments?

Have you taken an objective look at your event's website recently? **Remember, AEO!**



Look at your site and posts from your attendees' perspectives. Benefits? UVP? Why should they attend?



Responsive design for web, tablet, mobile



Easy to find tradeshow and conference dates, fees, exhibit hours, tracks/ topics, venue, and hotel details



Exhibit hall floorplan: App & web



How user-friendly is your registration form and how actionable is your data?

# Thank you!

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