

# **Retain Exhibitors, Increase Show Revenue**

Exhibit Sales Roundtable | June 26<sup>th</sup>, 2025



### POWERING 60 OF THE TOP 100 US TRADE SHOWS















NBAA

### INTERNATIONAL WOODWORKING FAIR\* ATLANTA

# Let's talk!

How data can help you to sell exhibit space and sponsorships 

Benchmarking, predictive financial pacing, exhibitors at risk and retention

External predictive measures in forecasting

Attendee interaction and how that can impact future sales

# How are you using data?

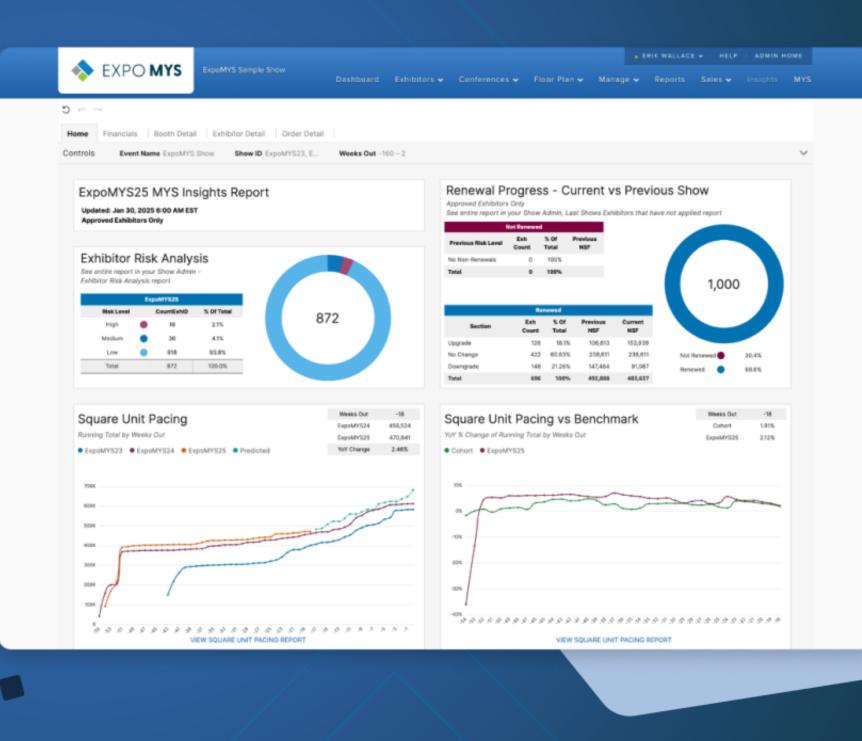
# How are you using data on a weekly basis to predict where you'll end up on show site?

### Insights

Data Science + Machine Learning Models based on previous show cycles

Predictive Measures:

- World Governance Indicators
- GDP History and forecasts
- S&P 500 Index history
- Inflation and unemployment history and projections

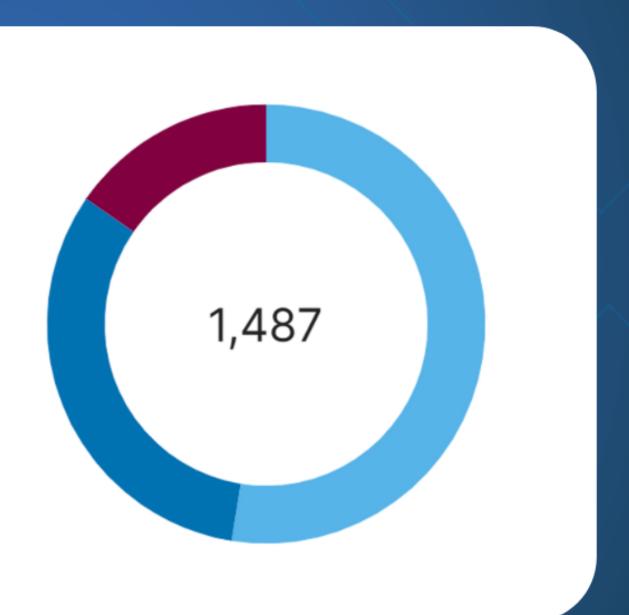


### Exhibitor Risk Analysis

### **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 to look for?

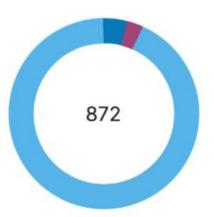
 Lower click rates compared to other exhibitors •Did not renew their package Low logins/minimal activity to the Exhibitor **Resource** Center •Lower leads than exhibitors of similar booth size •Multi-Year reduction in the size of their booth from their previous exhibit space •No longer a member No product categories •Ordered over 4 weeks later than last show •Overall spend with the show reduced Profile description empty

### Exhibitor Risk Analysis

Exhibitor Risk Analysis report



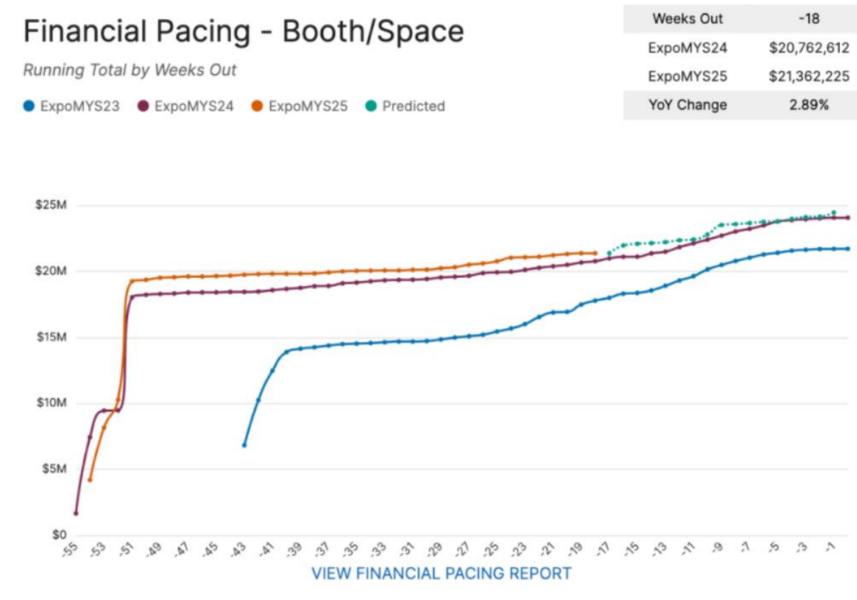
EXPOMITOZO			
CountExhID		% Of Total	
)	18	2.1%	
)	36	4.1%	
	818	93.8%	
	872	100.0%	





# How are you using other industry data for forecasting?

## **Benchmarking and Predictive** Financial Pacing



ks Out	-18		
MYS24	\$20,762,612		
MYS25	\$21,362,225		
Change	2.89%		

### **Additional Data**

- Square Footage Pacing
- Price Per Square Foot
- Wall Bound Alert
- Exhibitor Pacing
- Exhibitor Retention



Exhibitor Risk Analysis report

ExpoMYS25			
<b>Risk Level</b>		CountExhID	,
High	•	18	
Medium	•	36	
Low	•	818	
Total		872	

# When and how are you selling sponsorships?

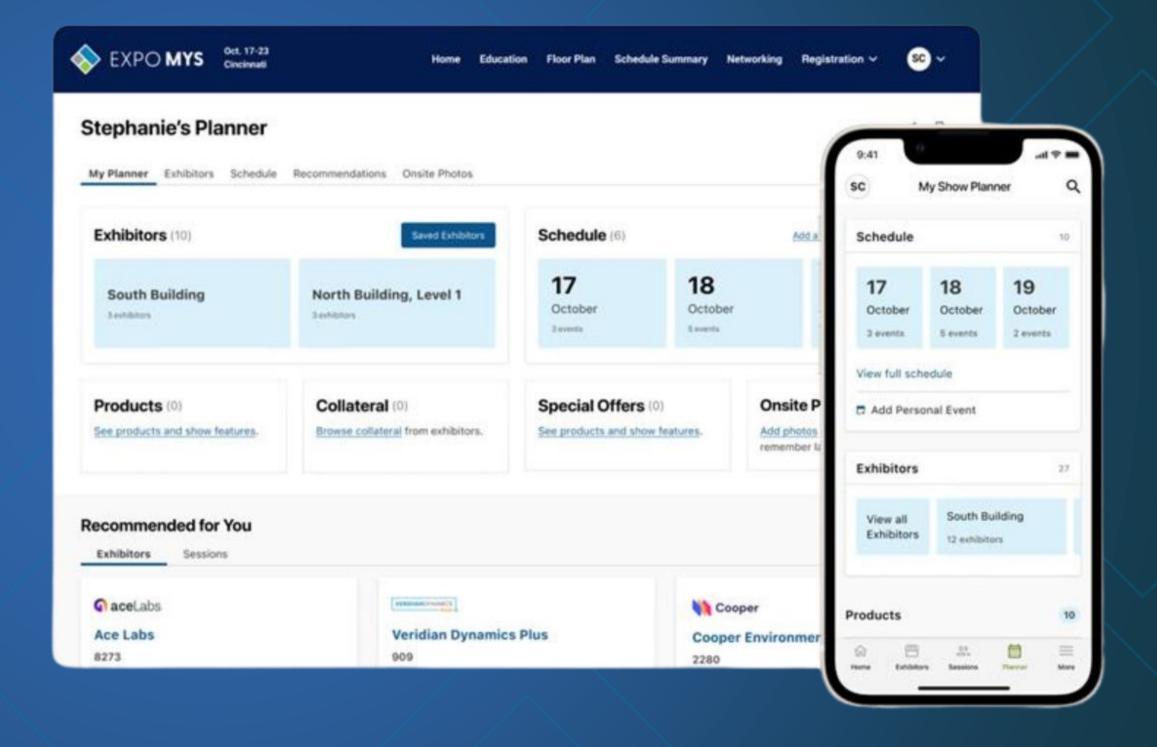
# Do you project sponsorships will be up or down?

# Turnover amongst exhibitors, younger contacts- how to combat that?

### **Attendee Interaction Data**

- What are your attendees looking for?
- What are they interacting with?
- Top exhibitor, product category, session searches

Year-over-year trends





# Dynamic Search

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# **MYS On-Platform Advertising**

now



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







### Win a new Ace Labs **VR** headset

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



### **Free Shipping Offer**



K

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

# Takeaways

You have the data, use it!



How you position your event, and your sponsorships matter now more than ever

The importance of the interactions of your exhibitors and attendees

The industry might be in a somewhat bumpy state but face-toface is still the answer





# THANK YOU



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