Map Your Show®

Retain Exhibitors, Increase Show Revenue

Exhibit Sales Roundtable | June 26th, 2025

POWERING 60 OF THE TOP 100 US TRADE SHOWS

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?

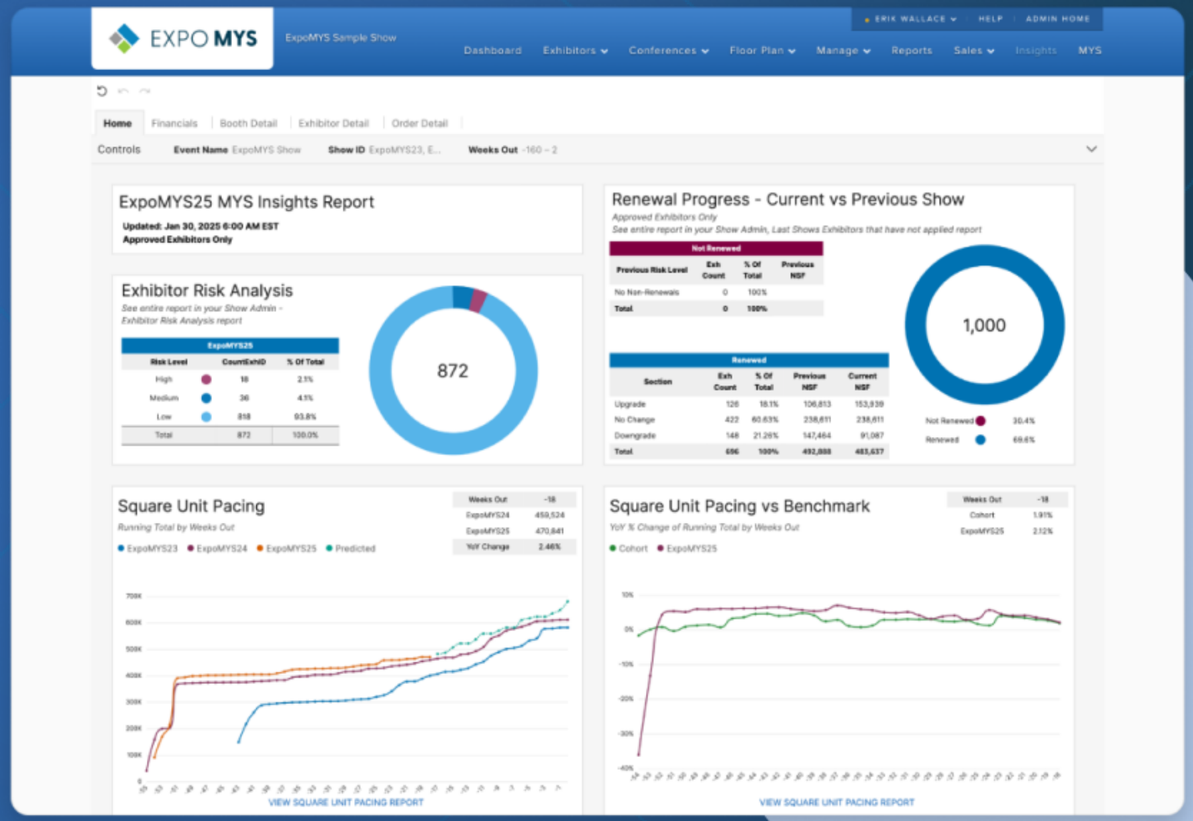
How are you using data on a weekly basis to predict where you'll end up on show site?

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

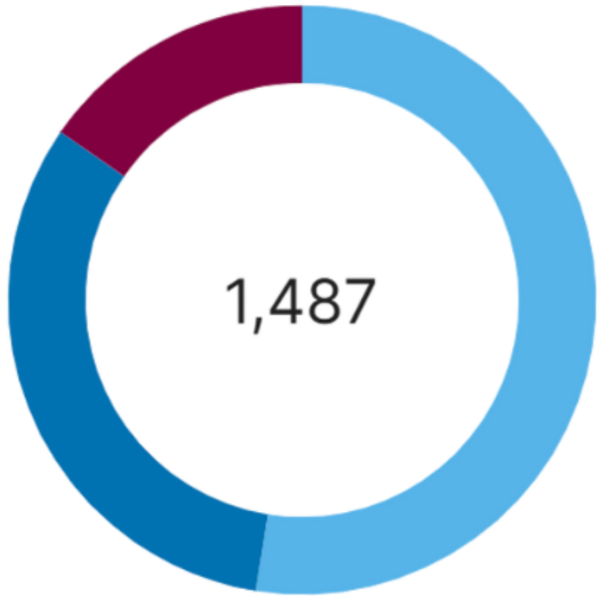


Exhibitor Risk Analysis

Exhibitor Risk Analysis

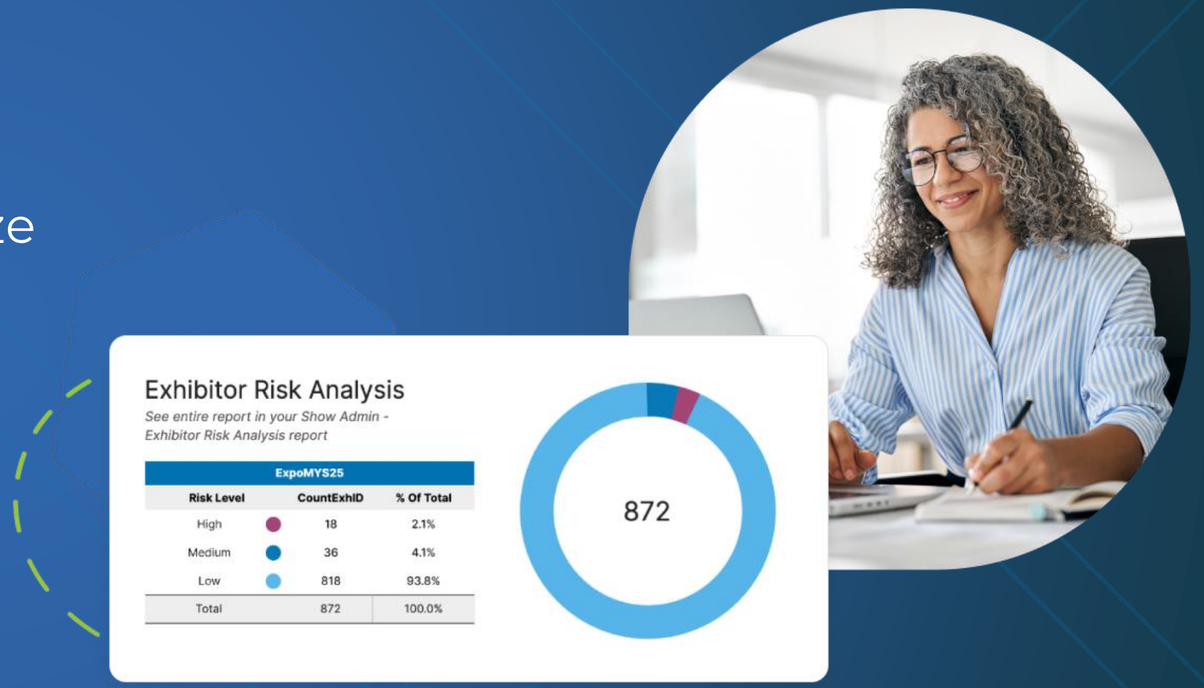
See entire report in your Show Admin - Exhibitor Risk Analysis report

RiskCategory	CountExhID	% Of Total
High	228	15.3%
Medium	478	32.1%
Low	781	52.5%
Total	1,487	100.0%



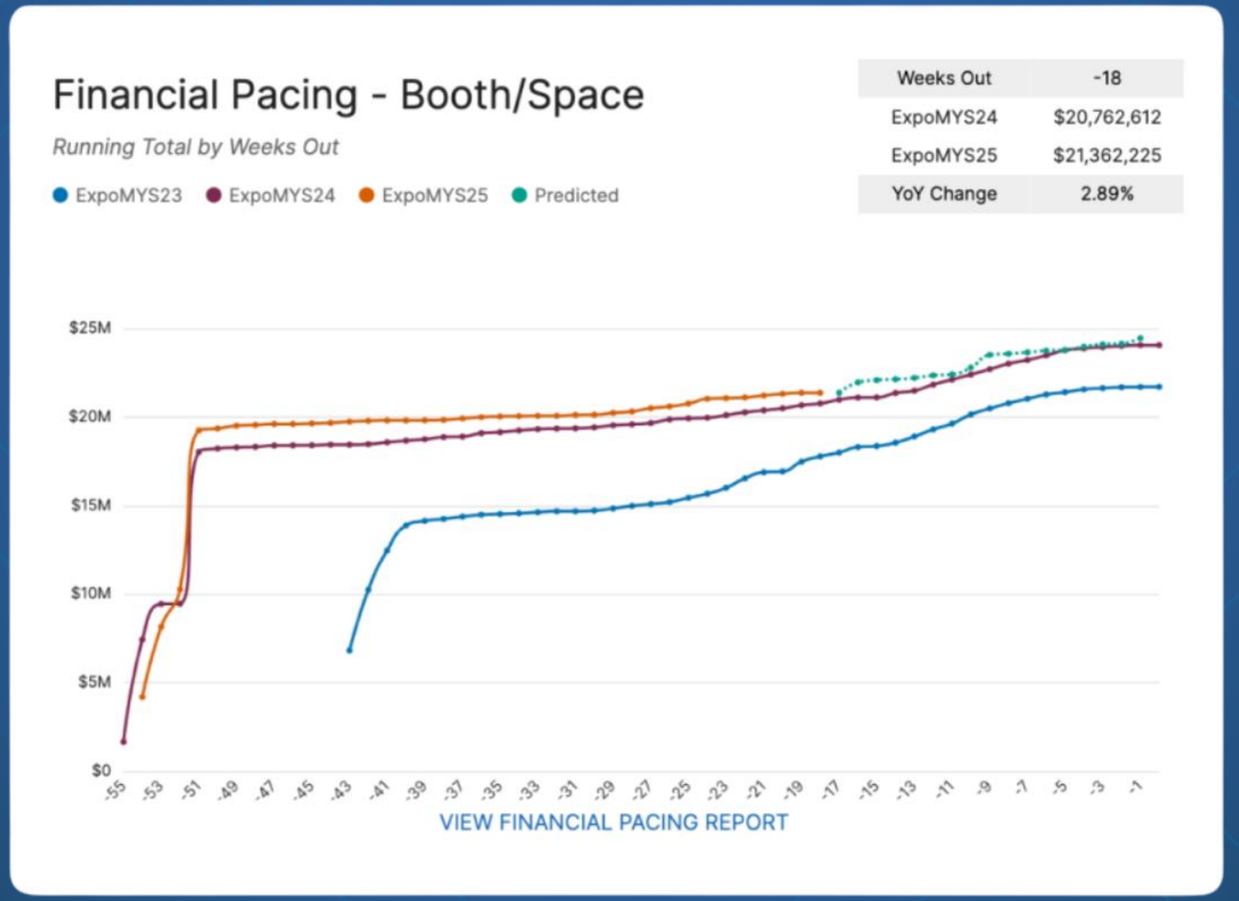
What to look for?

- 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



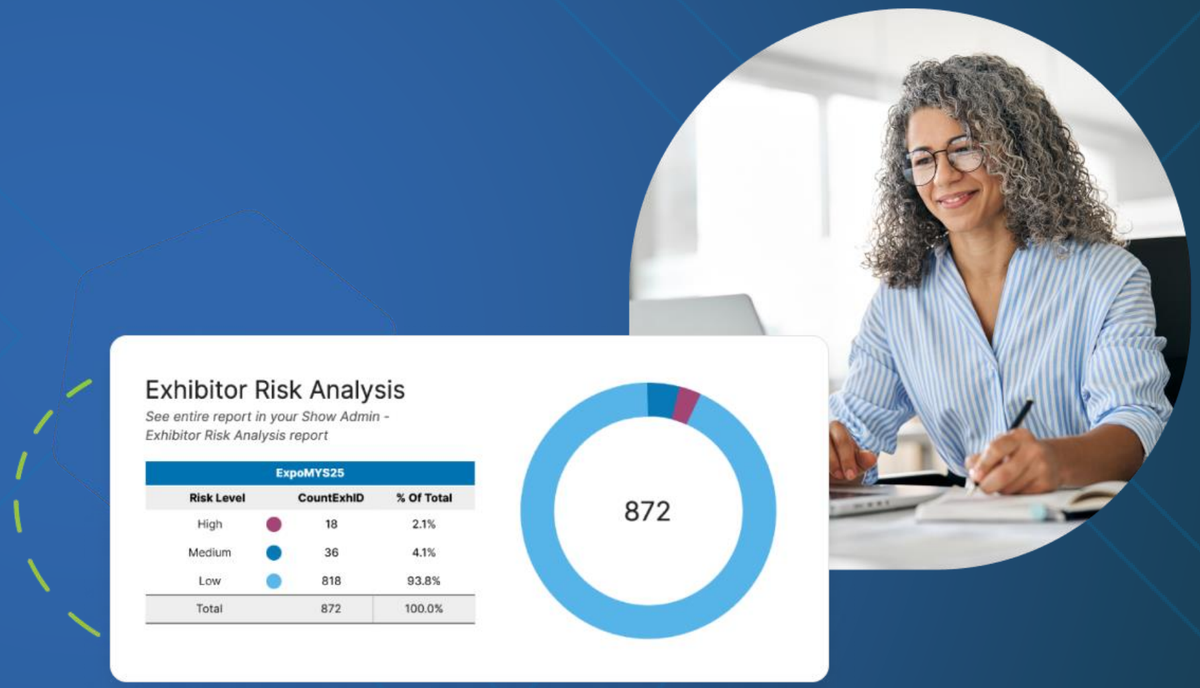
How are you using other industry data for forecasting?

Benchmarking and Predictive Financial Pacing



Additional Data

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



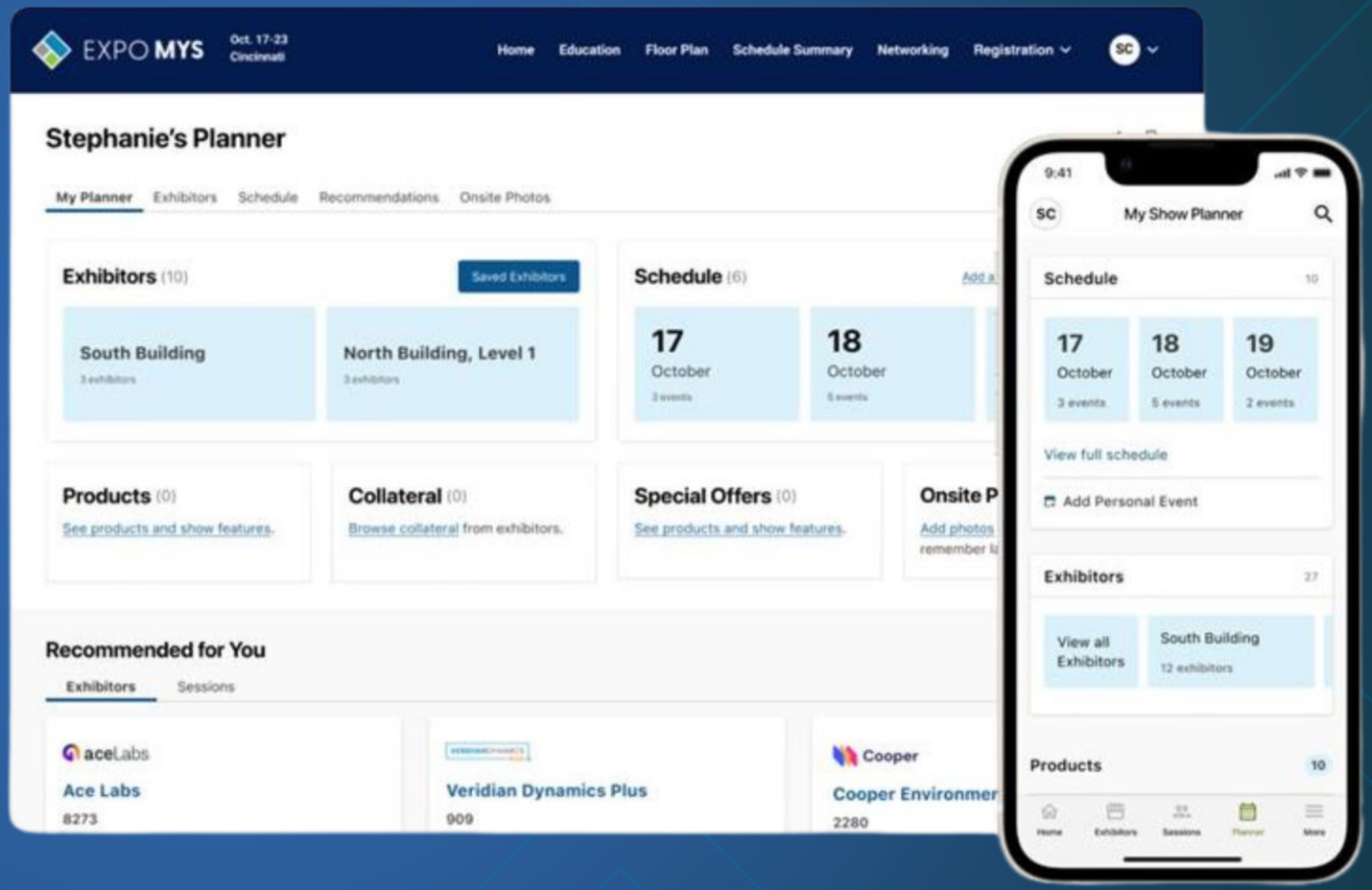
When and how are you selling sponsorships?

Do you project sponsorships will be up or down?

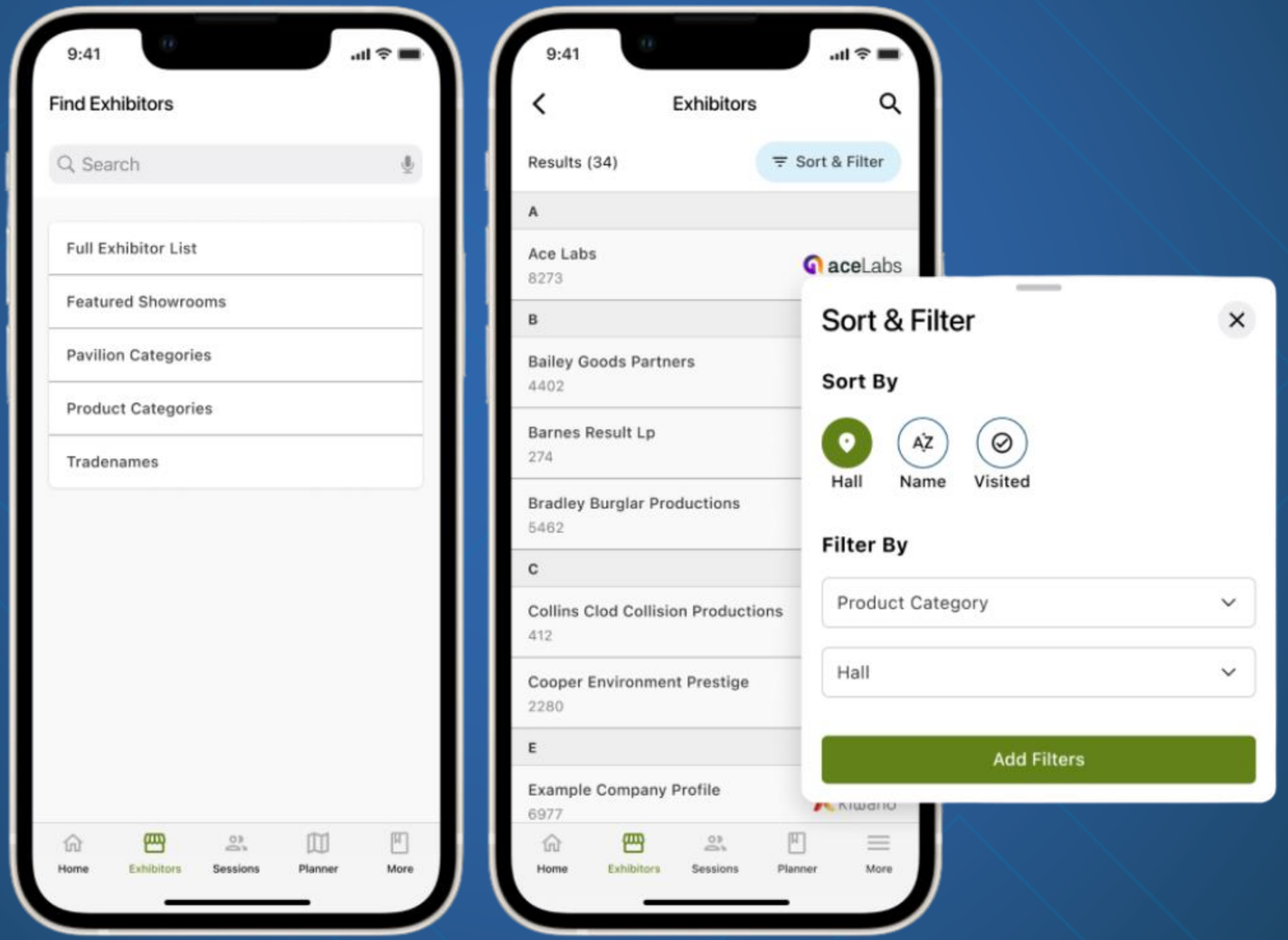
Turnover amongst exhibitors, younger contacts– how to combat that?

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



MYS On-Platform Advertising

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

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-to-face is still the answer

Map Your Show®

THANK YOU

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