



Sell Smarter: Use Digital Audiences to Drive Revenue

Exhibit Sales Roundtable February 26, 2026, Arlington, VA





If your event disappeared tomorrow, would your **digital audience** still have value?



If you were an exhibitor, would you buy your own **digital add-ons**?



Who here has ever thrown
'digital package' into a sponsorship
deck at the last minute?



Plan for Today

1

**B2B Sales
Marketing**

2

**Leads For
Sales Teams**

3

**Revenue from
Digital
Audiences**



1

**B2B Sales
Marketing**



B2B Sales & Marketing

Buying Committee Alignment



- Hidden Buyers
- Emotional factors
- Brand awareness is #1
- Career Risk
- Create alignment
- Segmentation



Consumer Marketing Has The Formula



B2B spends 50% less by comparison to B2C to reach an 18.7 trillion market

So do we REALLY know how companies think?



Tap into Emotion ... Backed Up By Credibility




A black and white advertisement for the 300MHz Power Macintosh G3. The text is centered and reads: "Absolute power corrupts. Enjoy." Below this, it says "Introducing the 300MHz Power Macintosh G3." and provides technical specifications. At the bottom is the Apple logo and the slogan "Think different.".

Absolute
power
corrupts.
Enjoy.

Introducing the 300MHz Power Macintosh G3.

Behold, the fastest, baddest, boldest Power Mac™ G3 ever. Complete with a processor that's over twice as fast as the 333MHz Pentium II™. Two 4GB Ultra/Wide SCSI drives for ultrafast disk access (RAID software included). A built-in 64-bit graphics accelerator and a 128-bit 2D/3D graphics accelerator for blazing graphics performance, plus the ability to drive two monitors right out of the box. 100BASE-T Ethernet to slam huge files across your network. And a full megabyte of backside cache (twice as large as our 266MHz Power Mac G3). Powerfully corruptive, indeed.



Think different.

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An advertisement for Hiscox Business Insurance. It features a large, 3D-rendered banana in the center. The text is arranged around the banana. On the left, it says "It was just a little spreadsheet slip up. One teeny, tiny £100,000 slip up." On the right, it says "If a client blames you for a mistake, Hiscox could help protect your business." Below this is the Hiscox logo and the text "The story of your business underwritten by HISCOX Business Insurance".

It was just a little spreadsheet slip up. One teeny, tiny £100,000 slip up.

If a client blames you for a mistake, Hiscox could help protect your business.

The story of your business underwritten by



HISCOX
Business Insurance





2

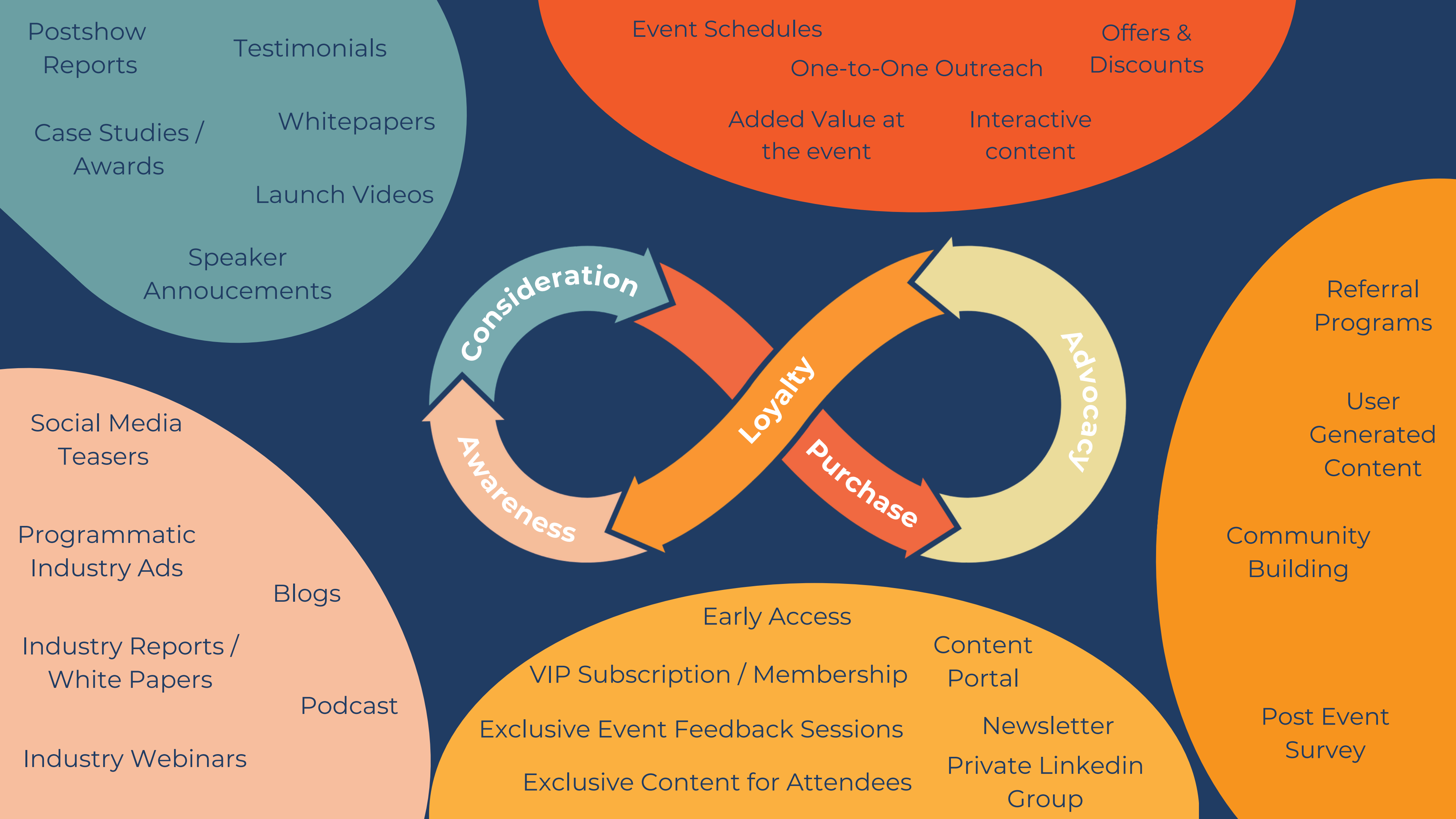
**Leads For
Sales Teams**





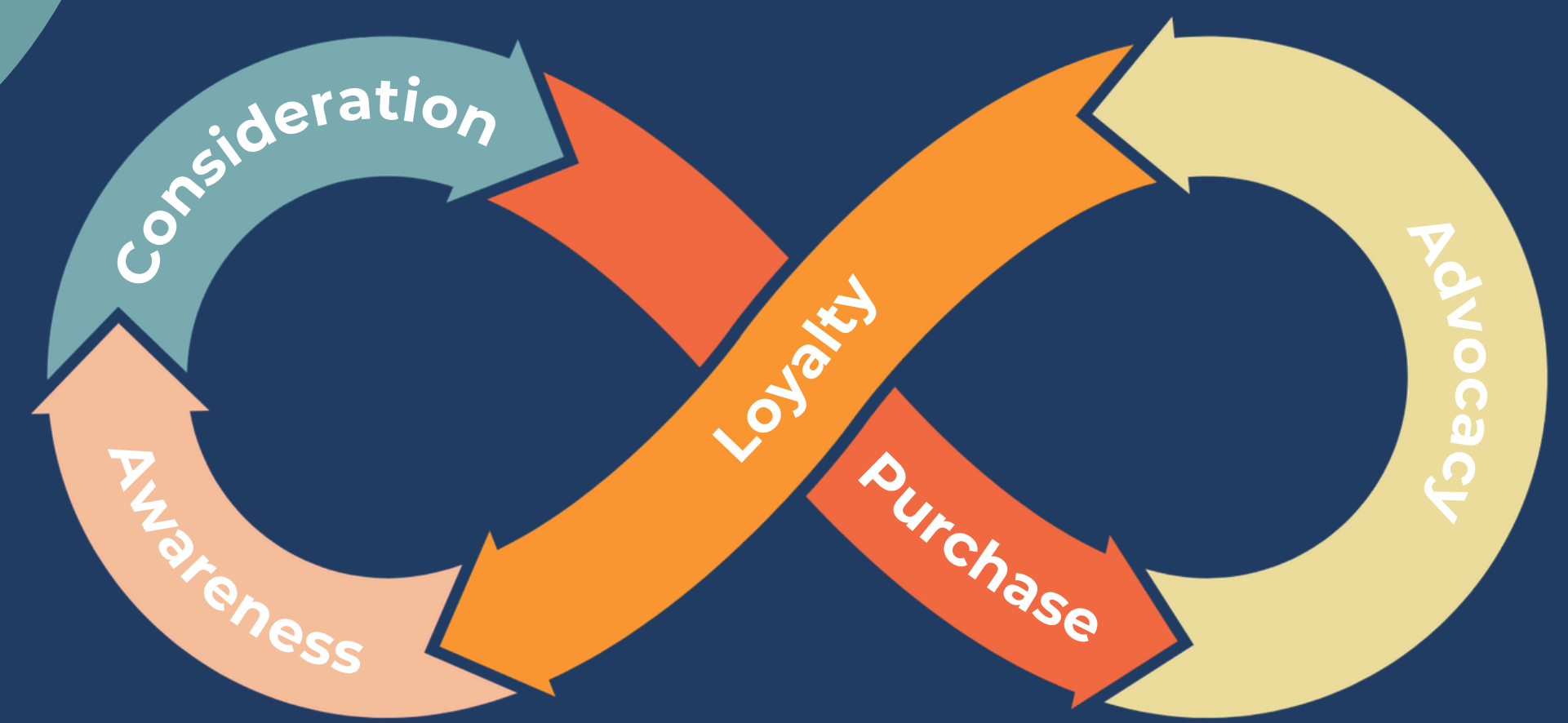
The Importance of First Party Data





Postshow Reports
Testimonials
Case Studies / Awards
Whitepapers
Launch Videos
Speaker Announcements

Event Schedules
One-to-One Outreach
Offers & Discounts
Added Value at the event
Interactive content



Social Media Teasers
Programmatic Industry Ads
Industry Reports / White Papers
Industry Webinars
Blogs
Podcast

Early Access
VIP Subscription / Membership
Exclusive Event Feedback Sessions
Exclusive Content for Attendees
Content Portal
Newsletter
Private LinkedIn Group

Referral Programs
User Generated Content
Community Building
Post Event Survey

Account Based Marketing

arlafoodsingredients.com x zuccari.com x kerry.com x adm.com x brenntag.com x

plantexuk.com x abbiotek.com x balchem.com x Separate domains with commas or Enter key

Firmographics
Select the audiences that you want to target.
Firmographic options are layered on top of the ABM list and can be targeted without an ABM list.

Fortune Company

Company Size

Company Revenue

Seniority

Industry

Job Functions / Functional Area

Sales x Marketing x

Targeting 'Ideal Companies'

Reaching Users Based on Firmographics

Fuelling Remarketing Audiences With Relevant Users

B2B Focused

Less Reach, More Connection



Thought Leadership Ads

Case Study - Fi Europe | Informa Markets



I am attending the **Future of Nutrition Summit at Fi Europe**. It would be great to see you there!

18 November - Future of Nutrition Summit, Mövenpick Hotel, Frankfurt

[Register Now](#)

Fi Europe

Lucy Whittaker
Senior Content Producer
Fi Europe

I'm speaking at **Fi Europe**, join me
inv.t.io



Future of Food CONSULTING

Tony Hunter
Food Futurist,
Future of Food Consulting

Monday, 18 November 2024 | Future of Nutrition Summit

[Join me!](#)

58 conversions

\$70 Cost Per Lead

+4% Click Through Rate

Lead Generation in Action

Vitafoods Europe 2025 - YOY uplift 528% in MQL

Brand Marketing

Key Demographic Engagement

Lead Generation + Advocacy

Vitafoods Europe
18,463 followers
Promoted

The Vitafoods Europe Trend Guide shines a spotlight on some of the most important innovations at Vitafoods Europe 2024. [Unlock the document to discover the future of health and nutrition.](#)

Vitafoods Europe
Vitafoods Europe Trend Guide
Product innovations, health trends, and nutrition science

[Unlock Full Document](#)

Vitafoods Europe
18,552 followers
Promoted

Fill out your details to unlock our Vitafoods Europe Exhibitor Brochure and find out more about our 2024 event and how you can be a part of the world's leading nutraceutical event 🌍

[Download our Exhibitor Brochure](#)
informafi.expocad.com

Vitafoods Europe
18,552 followers
Promoted

Exhibit at Vitafoods Europe 2025, the central hub for the global nutraceutical industry, serving as a gateway to Europe for your business. 📍 Join us in Barcelona, 20 - 22 May 2025.

How would you sum up Vitafoods Europe?

Play
0:02 / 0:56

Showcase Your Products [Sign Up](#)



Sales Leveraged by AI



Support Your Exhibitors

Analyzing data from contact center transcripts and event feedback, we used AI to create 7 clear explainer videos that guide exhibitors through the ordering process and reduce rework.

Benefits:

- **Data-Driven Insights** - analysed real user feedback to pinpoint pain points before creating the videos
- **Brand alignment** - avatar, voice, tone of voice and scripts were all personalized to the brand.
- **Speed and scalability** - full project delivered within 30 days at a fraction of the cost of traditional production.



Centralize Internal Knowledge

Provides instant, accurate answers to employee queries 24/7, streamlining communication and improving efficiency across the organization.

In his first year, Apollo helped:

- Cut response time from 15 minutes to **under 1 minute**
- **Save 1,384 hours**, that's 36 weeks of productivity
- Keep information accurate, aligned, and easy to find for everyone

Giving time back to people so they can focus on what matters most.



Sales Automation

- What do you repeat day in / day out?
- Remember Switchboards / buttons on phones?



Sales Marketing Checklist

- ✓ Support buyer group alignment
- ✓ Awareness will support all goals
- ✓ We are emotional animals
- ✓ Surprise + delight with storytelling
- ✓ Leverage AI for sales



3

**Revenue
from Digital
Audiences**



Revenue from Digital Audiences

Additional Digital Revenue Stream

Year Round Sponsor Access

Digital Entry Option or Add On

Premium Placements

Scalable + Easy to Set Up



Two digital advertisements are shown. The top one is for 'DTX' (The North's Biggest Enterprise IT Event) on May 17-18, 2023, at Manchester Central, part of Manchester Tech Week. It features a dark background with circuit-like patterns and a 'REGISTER FREE' button. The bottom one is for 'IRX & eDX' (2-day jam-packed conference) on May 24-25 at NEC, Birmingham. It features a blue and purple background with a large orange arrow pointing right and a 'REGISTER FOR FREE' button. Both ads are placed on a website header, with the top one on The Guardian and the bottom one on CNN.

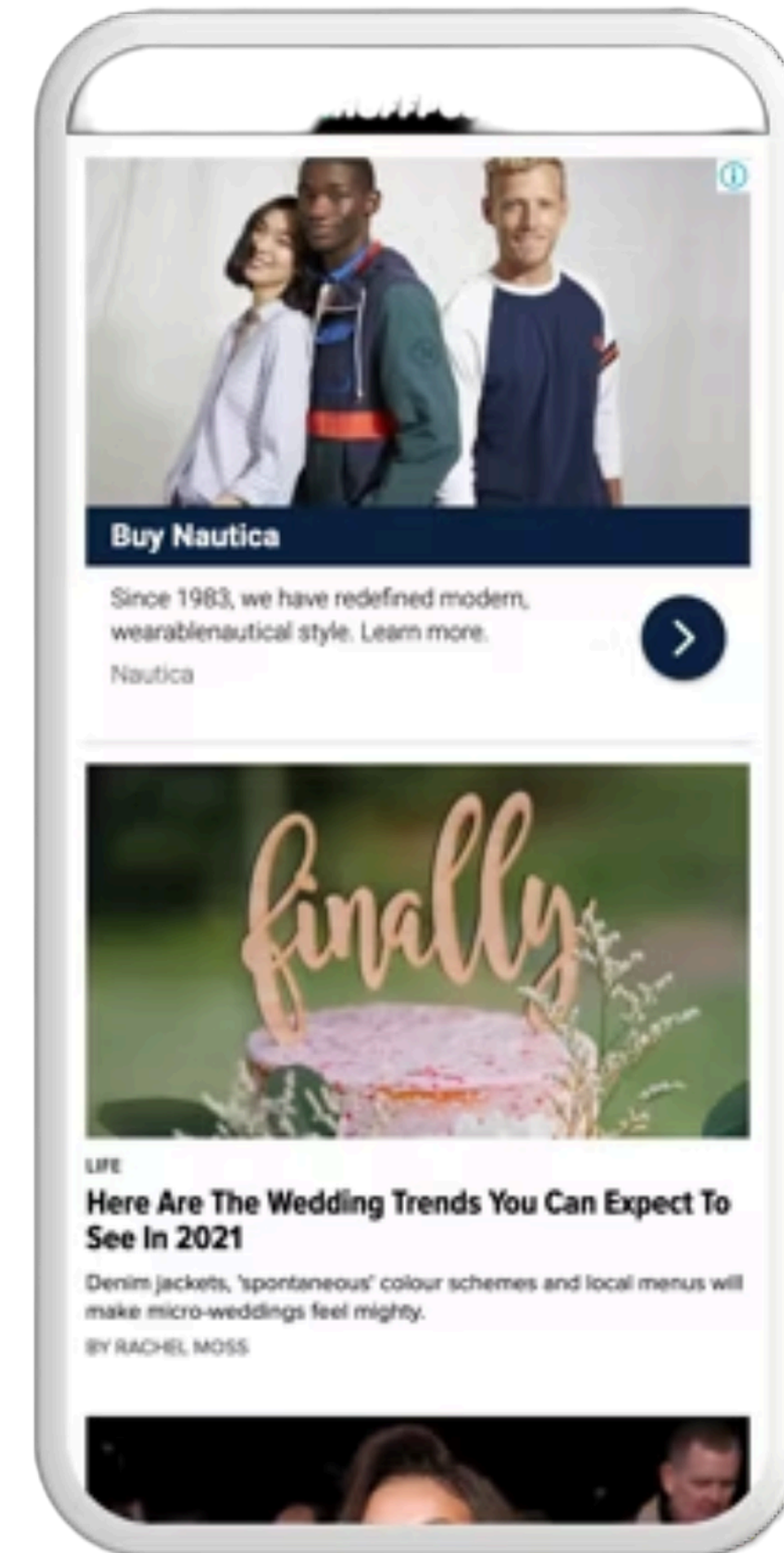
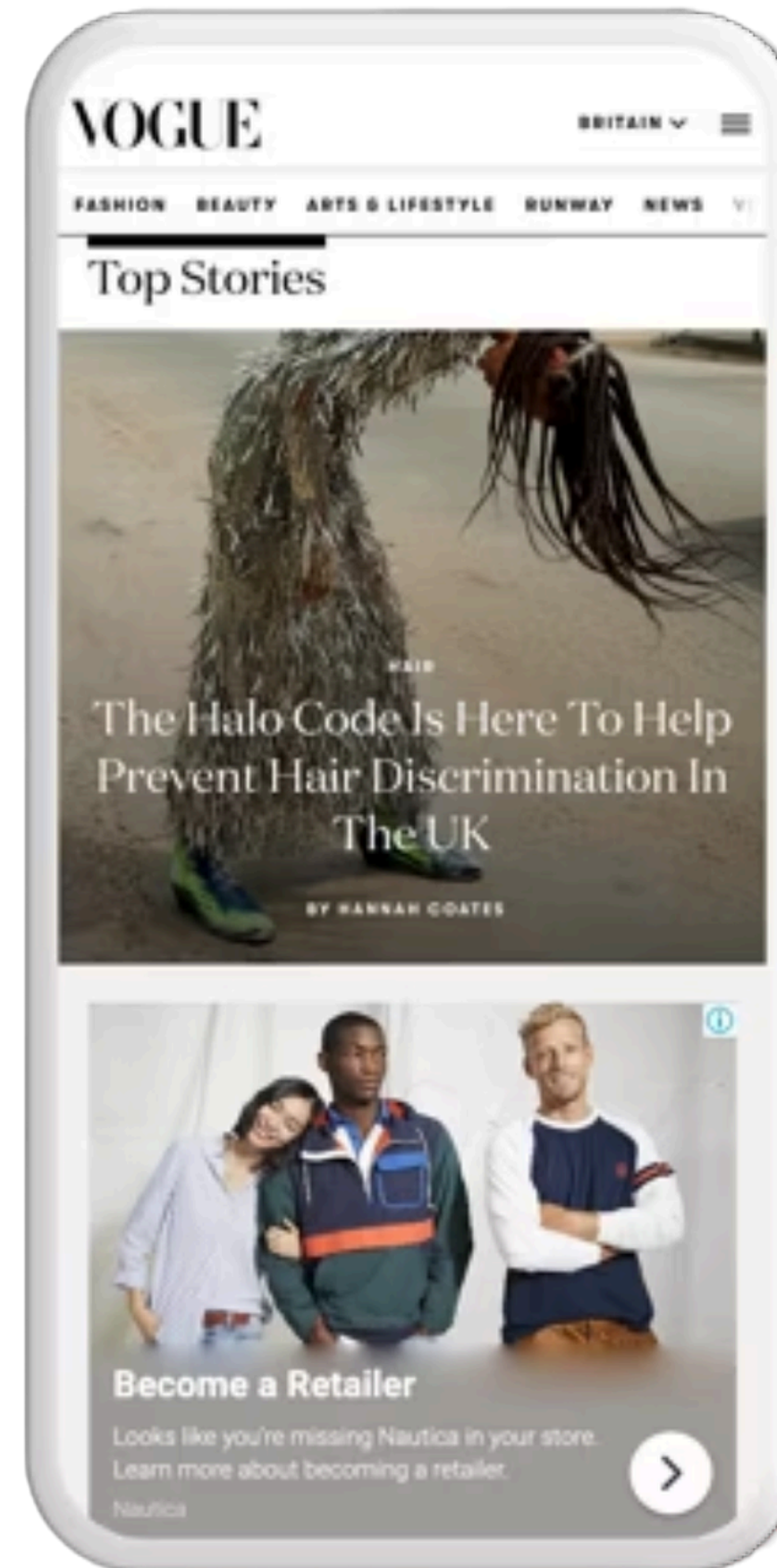
Leverage Your Gathered Data

Event visitor data

Website cookies

Digital accounts - social, analytics

500% ROI



Thank You
Any Questions?

