INSIGHTS PACKAGES

FOR SPONSORS AND EXHIBITORS

CAPTURING KNOWLEDGE THAT OTHERWISE WOULD BE LOST

Lorefully

WHO WE ARE

Lorefully began when our founders realised how much knowledge is lost within organisations and saw that events are the best place to capture knowledge - it's where industry experts meet.

Our team combines expertise in technology, research and business to capture insights, knowledge and market intelligence exchanged at trade shows, conferences, workshops and meetings. By turning what's learned into actionable guidance, Lorefully ensures no insight is wasted - helping teams make smarter decisions while giving events, sponsors and exhibitors a clearer view of their impact and ROI, taking every event to the next level.

CAPTURING INSIGHTS
DRIVING IMPACT

WHY THIS MATTERS

SPONSORS WANT MORE THAN FOOTFALL

SPONSORS AND EXHIBITORS ARE DEMANDING PROOF OF ROI

EVENTS ARE UNDER PRESSURE TO MONETISE BEYOND FLOOR SPACE

AI MAKES LIVE INSIGHT POSSIBLE IF DATA IS CAPTURED

EXHIBITORS WANT MORE THAN HANDSHAKES

PACKAGES OPTIONS

OPTION 1: MARKET INSIGHTS PACKAGE

OPTION 2: MARKETING CONTENT PACKAGE

OPTION 3: STAND SUPPORT & RESEARCH

OPTION 1

MARKET INSIGHTS PACKAGE

WHAT SPONSOR/EXHIBITOR PROVIDES

- UP TO 3 STRATEGIC QUESTIONS TO POSE TO YOUR CUSTOMERS
- CONTEXT OR BACKGROUND ON WHAT YOU HOPE TO LEARN
- AVAILABILITY FOR A SHORT ALIGNMENT CALL AHEAD OF THE SHOW

WHAT YOU RECEIVE

- ANONYMOUS CUSTOMER KNOWLEDGE CAPTURED DIGITALLY
- A 10–15-PAGE POST-EVENT INSIGHT REPORT TAILORED TO YOUR GOALS, DELIVERED WITHIN 2 BUSINESS DAYS OF THE SHOW ENDING
- ONE FEEDBACK CALL DURING REPORT PREPARATION
- RIGHTS TO USE THE CONTENT IN INTERNAL STRATEGY, PR OR MARKETING

DESIGNED FOR THOSE WHO WANT TO

- VALIDATE POSITIONING OR MESSAGING
- TEST PRODUCT DIRECTION
- UNDERSTAND MARKET SENTIMENT
- BRING CREDIBLE DATA INTO BOARD AND STRATEGY DISCUSSIONS

OPTION 2

MARKETING CONTENT PACKAGE

WHAT YOU PROVIDE

- THE THEME OR TOPIC ALIGNED TO YOUR GOALS
- KEY MESSAGING PRIORITIES
- TARGET AUDIENCE (CUSTOMERS, SPECIFIERS, INSTALLERS, MANUFACTURERS ETC.)

WHAT YOU RECEIVE

- CONTENT-READY ASSETS INCLUDING:
- BLOG ARTICLE DRAFT, LINKEDIN-READY POST COPY, QUOTE EXCERPTS FOR PR OR SALES ENABLEMENT
- RIGHTS TO REUSE ACROSS MARKETING, PR AND INTERNAL COMMUNICATIONS

DESIGNED FOR THOSE WHO WANT TO

- AMPLIFY VISIBILITY BEYOND THE EVENT
- DEMONSTRATE THOUGHT LEADERSHIP
- FUEL THEIR CONTENT PIPELINE
- SUPPORT SALES CONVERSATIONS WITH RELEVANT INSIGHT

OPTION 3

STAND SUPPORT & RESEARCH PACKAGE

WHAT YOU PROVIDE

- THE THEME OR TOPIC ALIGNED TO YOUR GOALS
- KEY MESSAGING PRIORITIES
- BRIEF INFORMATION ABOUT YOUR PRODUCTS

WHAT YOU RECEIVE

- A DEDICATED TEAM MEMBER TO YOUR STAND
- INSIGHT REPORT BASED ON YOUR THEME AND PRIORITIES
- RIGHTS TO REUSE ACROSS MARKETING, PR AND INTERNAL COMMUNICATIONS

DESIGNED FOR THOSE WHO WANT TO

- ADD CAPACITY TO THEIR STAND TEAM
- VALIDATE AND TEST PRODUCT AND SALES MESSAGING
- CONDUCT BRAND ANALYSIS
- SUPPORT SALES CONVERSATIONS WITH RELEVANT INSIGHT

"INSIGHT-DRIVEN, PURPOSE-LED CONTENT IS GOLD - AND LOREFULLY DELIVERS IT AT SCALE. ***IT SHOULD BE AT ALL EVENTS****."*

AMY MORAN
HEAD OF MARKETING AT MIXERGY

INSTALLERSHOW 2025
THEATRE STAGE SPONSOR

CASE STUDY: MIXERGY AT INSTALLERSHOW

TURNING THEATRE SPONSORSHIP INTO MARKET INTELLIGENCE

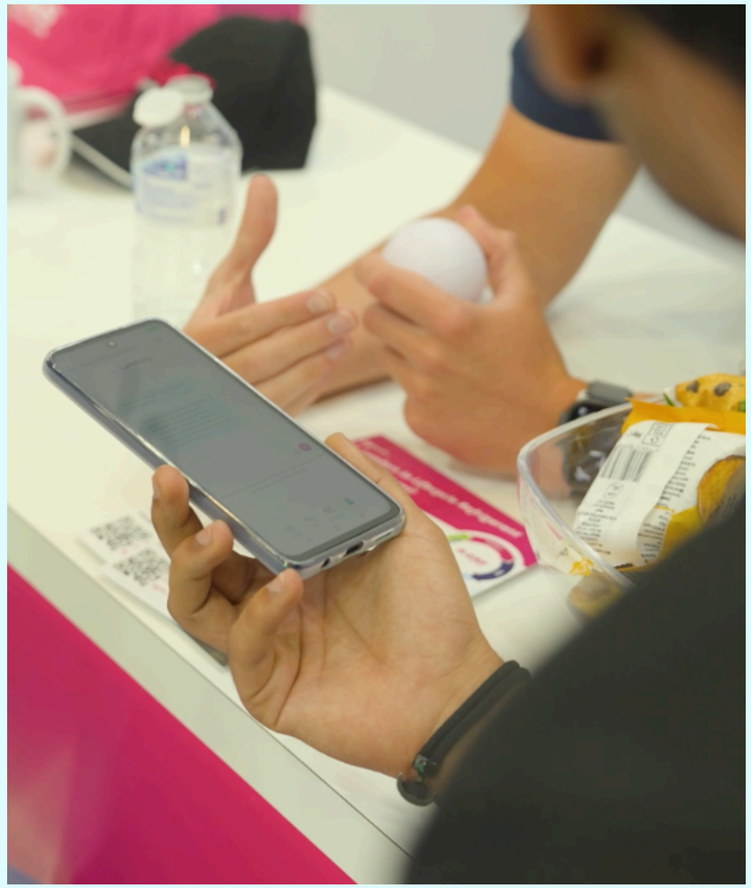
THE OBJECTIVE
MOVE BEYOND ENGAGEMENT METRICS AND CAPTURE REAL MARKET INSIGHT FROM THE EVENT AUDIENCE.

THE APPROACH
SPONSOR-DEFINED QUESTIONS CAPTURED LIVE VIA QR AND IN-ROOM LOREFULLY TEAM SUPPORT.

THE OUTCOME

- 200+ STRUCTURED RESPONSES
- 5 STRATEGIC SPONSOR-DEFINED QUESTIONS ANSWERED
- INSIGHT REPORT DELIVERED WITHIN 2 BUSINESS DAYS
- CONTENT-READY ASSETS IMMEDIATELY DEPLOYABLE

RESULT
SPONSOR LEFT WITH VALIDATED MARKET INSIGHT, NOT JUST BRAND EXPOSURE



60+

EVENTS DELIVERED

2.1M+

WORDS OF REAL AUDIENCE INSIGHT

100+

SPONSOR AND INDUSTRY REPORTS DELIVERED

PROVEN

VISIT OUR WEBSITE AT
WWW.LOREFULLY.COM

LET'S CAPTURE THE INTELLIGENCE TOGETHER