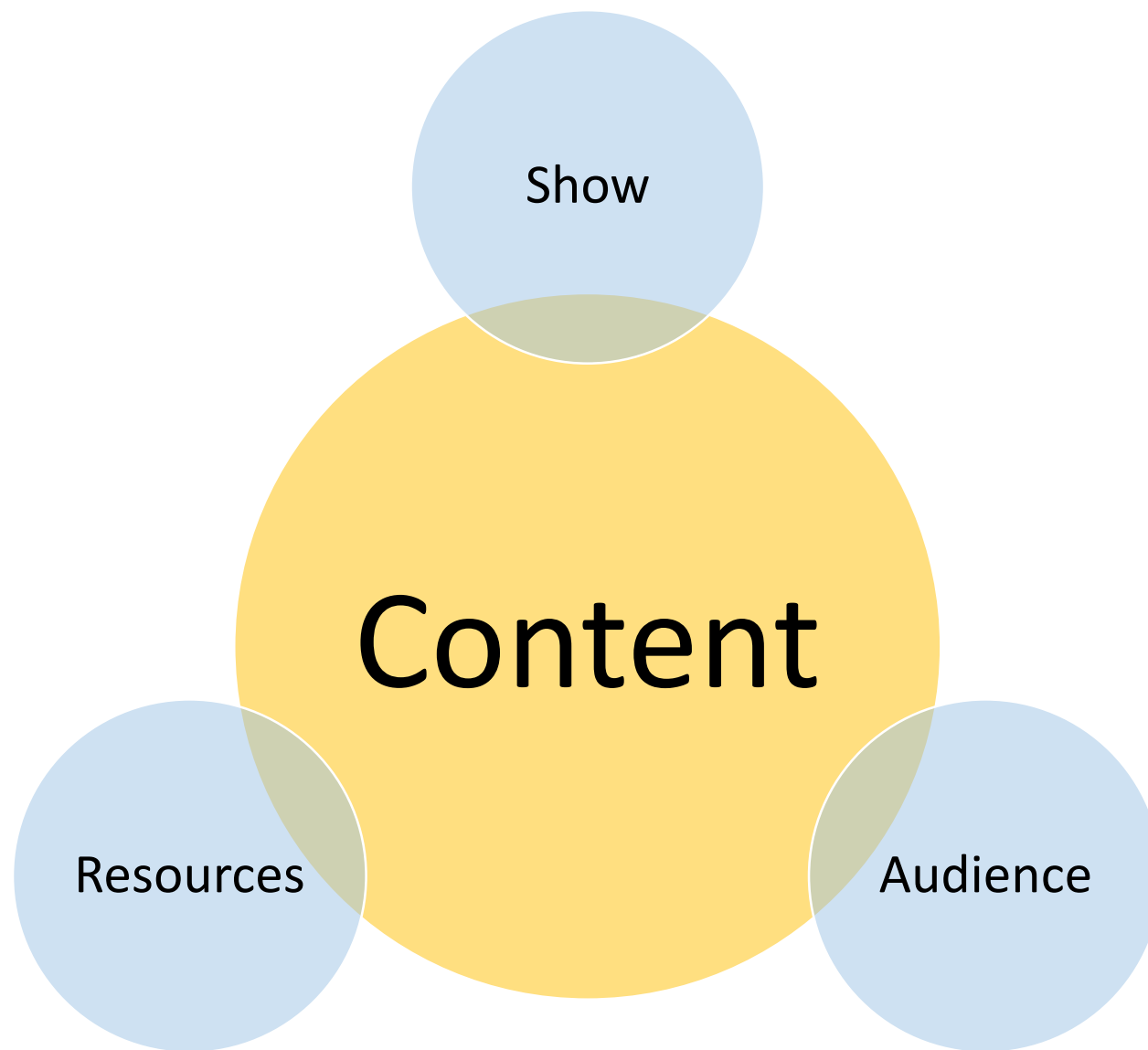


# Building Content – Best Practices



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# SHOW

**Culture**



**Personality**



**Marketplace**



# AUDIENCE



# RESOURCES



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# BUILDING YOUR CONTENT

- Use your resources
- Use your research
- Be selective
- Be innovative
- Keep it fresh



# THINK HOLISTICALLY

- Learning doesn't happen just in sessions
- Networking doesn't happen just during the cocktail hour
- Exhibitors don't capture leads only on the show floor



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Attendees and exhibitors gain from a holistic experience



# GENERATING REVENUE

a.k.a. Generating Value to Your Sponsor

- Keynotes
- Cocktails & Learning
- Fireside Chats
- Case Studies
- Rapid Fire Presentations
- Roundtables
- Tours
- Demonstration stages
- Start-up pitch competitions
- Audio tours
- Digital events
- Mobile App
- ARS/Wi-Fi



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# THANK YOU!



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