



Guide to Trade Show Growth: Turning Exhibitors into Your Strongest Event Marketing Asset



Contents

03 Introduction

04 Amplify Trade Show Marketing with Exhibitor Content

13 Using AI to Maximize Exhibitor ROI and Trade Show
Event Planning

19 Increase Booth and Sponsorship Sales at Trade Shows
and Events: Proven Strategies for Success

23 The Future of Trade Shows: Why Data-Driven
Decisions Matter

Introduction

Welcome to the **Guide to Trade Show Growth: Turning Exhibitors into Your Strongest Event Marketing Asset**, a guide designed to help you maximize the impact of your exhibitors and elevate your event's performance.

Exhibitors play a vital role in enhancing the return on investment (ROI) for any trade show or industry event. They are key drivers of attendee engagement, and their success directly translates into the success of the event itself.

In this guide, we'll explore some essential aspects of boosting exhibitor performance, such as how to maximize exhibitor-driven marketing efforts and proven strategies for increasing booth and sponsorship sales. We will also take a look at new tools to introduce to your exhibitors and your show management team to increase show success. This will ensure you're not only meeting your goals but exceeding them.

This guide is brought to you by [Map Your Show](#), Your Trade Show Technology Partner, committed to supporting your event's success.





Amplify Trade Show Marketing with Exhibitor Content



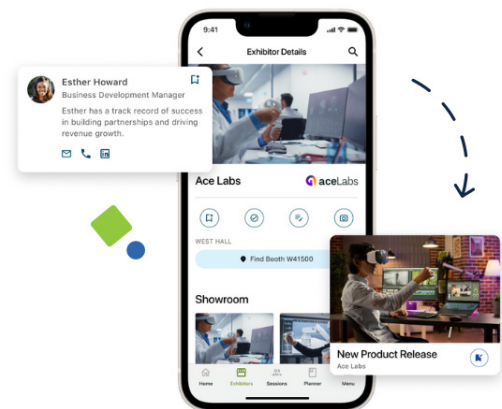
Madison Frye

Marketing Associate at Map Your Show

When it comes to trade shows, the key to increasing attendance is through effective marketing tactics. One of the most underutilized strategies in an event manager's marketing toolbox is the ability to leverage the content created by exhibitors. Let's explore how trade show managers can strategically use exhibitor content to broaden their marketing reach, engage attendees, and create a more dynamic and successful event, as well as tools to utilize to encourage the creation of exhibitor content.

01 The Value of Exhibitor Content

Exhibitors invest significant resources in creating valuable content to showcase their products and services at trade shows. This extensive content covers a variety of formats, such as engaging videos, informative blog posts, in-depth whitepapers, compelling case studies, attention-grabbing social media updates, and so much more. By leveraging the wealth of existing exhibitor content, trade show managers can effectively save time and resources by reducing the need to create original show content from scratch.



Moreover, this strategic approach enhances the credibility and value of marketing materials provided to attendees, solidifying the exhibitors' brand and offerings in the eyes of potential clients. It also allows for a more diverse and comprehensive content strategy, catering to the varied preferences and interests of the target audience.

02

Steps to Effectively Use Exhibitor Content



1. Build Strong Relationships with Exhibitors

In order to effectively utilize exhibitor content, it starts with prioritizing building strong relationships with your exhibitors on an individual level. By fostering open communication and collaboration, you can create a supportive environment where exhibitors feel valued and understood. This can lead to a more successful partnership, as you can align your goals, share insights, and address any challenges together. Building these solid relationships can also provide opportunities for feedback, allowing you to tailor show content to meet their needs and expectations better.

You can start with the following strategies:

1. Regular Communication.

Maintaining regular communication with exhibitors is key to ensuring they are well-informed about the various sponsorship and marketing opportunities available to them. This communication also provides an opportunity to address any needs they may have regarding the event. By maintaining an open line of communication, exhibitors can better understand the potential benefits and exposure they can gain from participating in the event. This approach also fosters a positive and productive relationship between the organizers and the exhibitors.



2. Exclusive Sponsorship Opportunities.

Offering unique sponsorship opportunities for exhibitors to feature their content in event promotions is the easiest way to get them to engage more with the event and increase the opportunity for stronger bonds to form. It's also crucial that your exhibitors are well-

educated about what opportunities are available, which the Map Your Show Exhibitor Engagement team can easily assist your team in this process. 3. Providing Measurable Insights.

Ensure you supply your exhibitors with data, insights, and feedback on how their content performs with your show's audience once promoted. This will allow them to make more informed decisions and provide insights into potential changes that can be made in their unique marketing strategy.



4. Curate High-Quality Content

When selecting content for your event's marketing campaign, it is crucial to understand that not all exhibitor content will meet the criteria. To overcome this, giving your exhibitors the tools to create engaging and exciting content that aligns with your event's goals and audience interests is essential.

An effective tool that you and your exhibitors can utilize comes through Map Your Show's partnerships with two of the top event media sources: [Cision PR Newswire](#) and [CNTV \(Convention News Television\)](#). These unique partnerships assist exhibitors with content creation, such as press releases or event video content, which event managers can then repurpose for their event's marketing strategy.

03

Creating a Content Calendar

Something often overlooked is the pre-planning that goes into a successful marketing campaign. A content calendar is a schedule that outlines the type and timing of content to be distributed across various marketing channels. For trade show management teams, using a content calendar is crucial when planning to utilize exhibitor content because it helps in organizing and planning the distribution of exhibitor-generated content effectively over the entire span of your show's lifetime. By creating a content calendar, trade show management teams can maintain consistency in content distribution, aligning with key event milestones and ensuring a diverse and engaging mix of content types to keep the audience interested and informed.

Here are important tips to remember when creating a content marketing calendar for your next event:

1. Identify Key Dates

Mark important dates such as your event's early bird registration deadlines, keynote speaker announcements, and other important milestones to mention to your audience. Ensure you create both initial announcement posts and reminders of the upcoming milestone within your content calendar.

2. Content Mix

To engage your audience, plan a mix of content types, such as videos, articles, guest-featured blog posts, webinars, and assorted social media posts. This is where utilizing exhibitor content can come in handy. Integrate exhibitor content into your content mix to generate excitement and ease your team's overall load of content creation.



3. Distribution Channels

Identify the most effective distribution channels for every piece of content, whether it's through social media, email newsletters, or your event website for optimal engagement and reach.

4. Collaboration Opportunities

Remember to create opportunities to collaborate with industry influencers and strategic partners in order to expand your network and reach.

5. Content Optimization

Schedule regular reviews of past content performance and optimize your calendar based on past successes.

However, when working with events, it can't be stressed enough to be flexible with the timing of your calendar's content. During the event, scheduled posts may often need to be rearranged to be the first to capture an "in the now" onsite experience.

Pre Show Marketing Tactics

Social Media

Social media is a powerful tool for amplifying exhibitor content and reaching a broader audience. You can leverage social media for your event with the help of:

- **Hashtags:** Create and promote event-specific hashtags that exhibitors and attendees alike can use
- **Tagging and Mentions:** Tag exhibitors in posts, such as their content you have repurposed, and encourage them to do interact and engage. Your team can utilize a social media management platform, to assist with pre-scheduling and managing your social media content
- **Catering Content to Each Platform:** While there are many social media platforms, the standard for industry events continues to be LinkedIn, X, Facebook, and Instagram. Decide what sort of content should be available for each platform and how each one varies from another. LinkedIn is traditionally used as the “authoritative content” for B2B, while Facebook and Instagram are great for creating connections between your followers and your brand

Don't forget that social media content can build relationships with your audience from anywhere in the world while increasing brand awareness. Utilizing social media as a key marketing tactic can also help you reach other members of your specific audience.



Email Marketing

Email marketing remains one of the most effective ways to reach your direct audience. You can incorporate the following styles of emails into your content marketing plan:

- **Newsletters:** Feature exhibitor content in your regular newsletters alongside your show content updates.
- **Dedicated Emails:** Send dedicated emails



highlighting exhibitor content, such as new product announcements or special offers. This can also be a source of additional sponsorship revenue

- **Personalization:** Use personalized email content based on attendee interests and behaviors

Event Website

Your event website is a central hub for information and engagement around your trade show. You can incorporate exhibitor content throughout your landing pages to make it more dynamic and informative. Consider these approaches:

- **Exhibitor Spotlights:** Create dedicated sections or pages for exhibitor spotlights, showcasing their content and offerings
- **Resource Library:** Develop a resource library where attendees can access whitepapers, case studies, and other valuable content from exhibitors. This can be utilized on the webpage for your trade show

Video Content

Video is one of the most engaging forms of content. You can use exhibitor video content to create excitement and provide valuable information to attendees. Video content can also be adapted to the needs of your other marketing tactics, such as email marketing, social media, and more. Here's how to make the most of exhibitor video content:

- **Promotional Videos:** Share exhibitor promotional videos on your social media channels and website
- **Product Demos:** Feature product demo videos to give attendees a sneak peek of what to expect at the event



Post- Event Follow-Up

As a trade show manager, you know that marketing efforts don't stop once the event ends. Post-event follow-up is essential to maintain engagement and build long-term relationships with attendees and exhibitors. Here's how to use exhibitor content post-event:

- **Event Recaps:** Create event recap articles and videos featuring highlights from exhibitors

- **Thank You Emails:** Send thank you emails featuring content and takeaways from the event to attendees and exhibitors
- **On-Demand Content:** Make exhibitor presentations and content available on-demand for attendees who couldn't attend live sessions

05

Best Practices for Using Exhibitor Content

1. Obtain Proper Permissions

Make sure to have the appropriate permissions before using exhibitor content for your show marketing materials. It's crucial to have clear communication and agreements with exhibitors regarding content usage to avoid any legal issues. One effective way to address potential issues is by stating that any exhibitor content uploaded onto an exhibitor profile can be repurposed by the show within the booth application process.

2. Maintain Consistent Branding

While using exhibitor content, maintaining a consistent branding strategy for your event is key. You will need to verify that the content aligns with your event's branding guidelines and messaging to maintain a cohesive and impactful representation of your event.



3. Avoid Favoritism

To maintain fairness when featuring vendor content at a trade show, establish clear, transparent criteria and commit to rotating features with even hands. Prioritizing content quality and involving neutral parties in the selection process ensures a neutral approach, fostering trust and demonstrating your dedication to all participants.

4. Track and Analyze Performance

Monitor the performance of exhibitor content to understand what resonates with your audience. You can use Map Your Show's reporting software to track engagement metrics and gather insights for future marketing efforts. Using exhibitor content should also be a mutually beneficial arrangement. Ensure that exhibitors see the value in participating by providing them with metrics gained by the content they provide.

06

Enhancing Exhibitor PR and Video Content: Map Your Show's Strategic Partnerships

In the ever-evolving world of trade shows and events, visibility and effective marketing are key to success. Recognizing this, [Map Your Show](#), a leading provider of event management technology, has forged two powerful partnerships to enhance the promotional means of exhibitors and organizers alike.

PR Newswire Partnership: Amplifying Event PR

[Map Your Show](#)'s recent collaboration with [PR Newswire](#) introduces the Exhibitor PR Boost, a feature designed to make event PR more accessible and practical. Through this partnership, exhibitors can now promote their event participation using PR Newswire's industry-leading press release distribution platform, with a reach of over 440,000 newsrooms, websites, and influencers worldwide.

The Exhibitor PR Boost offers discounted web distributions and user-friendly press release templates directly through the MYS event dashboard. This seamless integration allows exhibitors to efficiently announce their attendance while event organizers benefit from enhanced engagement with their event community. This collaboration enhances exhibitors' visibility, attracts more attendees, and drives better outcomes for all involved.

07

CNTV Partnership: Elevating Event Video Content

In another strategic move, [Map Your Show](#) has teamed up with [CNTV](#), a premier video production company in the exhibitions and events industry. This partnership aims to provide affordable, high-quality broadcast content that helps trade show organizers and exhibitors boost their brand recognition and engage prospective clients.

Exhibitors can now create short-form video clips before the event, which are professionally branded and edited by CNTV. These videos, designed to promote attendance and highlight product offerings, can be featured in press releases, email campaigns, and social media channels. Additionally, CNTV offers



onsite video production, allowing exhibitors to showcase highlights from the show floor, further enhancing their marketing efforts.

This partnership with CNTV not only simplifies event marketing but also sets a new standard for dynamic and seamless event coverage. With videos available within 24 hours, exhibitors can quickly leverage their content to attract and engage attendees.

08

The New Era of Event Marketing

Through these strategic partnerships with PR Newswire and CNTV, Map Your Show is leading the charge in transforming how trade shows and events are marketed. By integrating powerful PR and video content solutions into their platform, MYS is helping exhibitors and organizers maximize their exposure, streamline their marketing efforts, and ultimately deliver more successful events. Whether it's through a well-crafted press release or an engaging video, these collaborations ensure that every exhibitor has the tools they need to shine on the global stage.

09

Conclusion

In conclusion, leveraging exhibitor content can greatly enhance trade show marketing. By building strong relationships with exhibitors and using their diverse content, event managers can boost engagement, attendance, and create a dynamic event. This approach saves time, adds credibility, and appeals to a wider audience. Practices like regular communication, exclusive sponsorships, and a content calendar maximize this collaboration. Partnerships with PR Newswire and CNTV further enhance visibility and engagement. Embracing exhibitor content benefits both exhibitors and attendees, leading to more successful events. Contact [Map Your Show](#) to amplify your trade show's marketing strategies.





Using AI to Maximize Exhibitor ROI and Trade Show Event Planning



Madison Frye

Marketing Associate at Map Your Show

In the competitive world of trade shows and events, connecting exhibitors with valuable leads is more important than ever. With numerous chances to attract attendee engagement before, during, and following the event, both trade show managers and exhibitors require sophisticated tools that deliver practical insights and efficient processes. This is exactly why Map Your Show is thrilled to introduce Sales Accelerator, our newest tool aimed at transforming the way attendees plan their experience preshow where onsite leads can be added post-show. **Turn Engagement into Leads — and Leads into Business.**

01

Introduction

Sales Accelerator isn't just a tool—it represents a transformative shift in how trade shows leverage AI to create opportunities to connect exhibitors to the best prospects. As the events industry continues to evolve, tools like Sales Accelerator are setting new standards for targeting new leads and communicating with them efficiently. This platform empowers exhibitors by delivering targeted insights and enabling personalized communication. Let's break down how this transformative product works and why it's the ultimate game-changer for trade show managers and exhibitors alike.

02

What is Sales Accelerator?

Jenny Wilson HOT LEAD
VP of Regional Purchasing
jwilson@thompsonmin.com

[Generate Email](#)

Previous Emails Generated
[Add Salesperson](#)

Overlapping Areas of Interest:

- Precision measurement tools - **High**
- Quality control and inspection equipment - **High**
- Metrology instruments - **High**
- Calibration services - **Medium**
- Dimensional analysis tools - **Medium**
- Gages and indicators - **Medium**
- Manufacturing quality assurance - **Slight**

Lead Engagement Activity

Collateral	RTC Product Series Brochure, LMS Product Series Brochure
Sent email	lbgsp@acelabs.com, 10/5/24
Badge scanned onsite	Yes

Add a Note
Add notes...

Powered by AI (Artificial Intelligence), Sales Accelerator from Map Your Show uses proprietary data on planner activity and behavior to understand and predict users' needs, interests, and intent. This means exhibitors spend less time in the sales process and more time focusing on converting leads into customers. This will drive faster results and increase exhibitor ROI from your event, bringing exhibitors back again and again.

03

The Power of AI: Transforming Show Data into Actionable Insights

At the heart of Sales Accelerator lies proprietary data. Unlike traditional lead-tracking tools that merely track in-person booth visits, Sales Accelerator goes several steps further by using AI to analyze behavioral data within the Map Your Show platform to predict attendees' needs, interests, and intentions. This information is gathered naturally within the Map Your Show platform. This ensures exhibitors aren't just chasing cold leads—they're engaging with prospects who are primed for a buying decision.

Jenny Wilson HOT LEAD
VP of Regional Purchasing
[Generate Email](#)

Helen Williams HOT LEAD
Business Development Manager
[Generate Email](#)

STEP 1: Behavioral Data Analysis

Sales Accelerator begins by analyzing attendee behavior across various touchpoints, reflecting the broader trend of leveraging omnichannel attendee engagement to drive actionable insights.

Here are a few examples of the behavior:

- Exhibitors and content a user or attendee is viewing on MYS
- The content a user or attendee is favoriting
- Who a user or attendee is planning to visit

- Who a user or attendee actually visited onsite

This rich dataset provides a holistic view of each attendee's journey, allowing our Gen AI-driven lead-scoring tool to rank leads by their buying potential. Attendees are categorized as "Hot, Warm, or Cold" leads (Hot being the highest ranked), helping exhibitors focus their efforts where they matter most.

Step 2: Expanding Lead Opportunities

Sales Accelerator doesn't stop at individual attendees. With Sales Accelerator, the technology will identify additional contacts within the same organization who may share similar interests or purchasing authority. This expanded list of potential leads ensures exhibitors maximize their reach, nurturing broader connections and increasing the chances of closing the next deal while maintaining relationships.



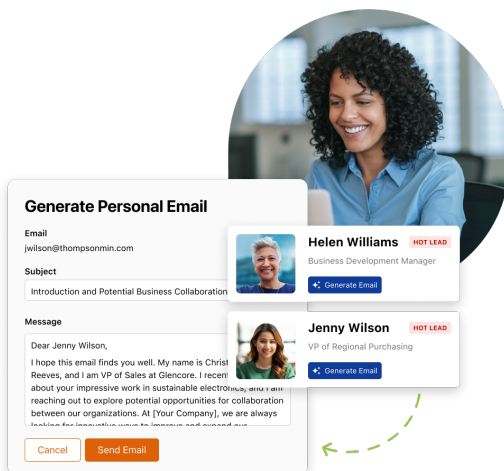
Step 3: Personalized Outreach

Engaging with leads effectively requires more than a generic follow-up email. Sales Accelerator's AI-powered email crafting

tool takes personalized outreach to the next level. Using the attendee's behavioral data and preferences, the system generates tailored email messages that resonate with the recipient. The result? Higher open rates, stronger engagement, and more meaningful connections.

Exhibitors can:

- Craft customized emails for each lead
- Ensure communications feel personal and impactful yet timely



- Be timely! One of the biggest “misses” we see from exhibitors is the lack of follow-up post show, or that the email is sent in an untimely manner
- Build rapport with potential clients through relevant messaging

04

How Sales Accelerator Benefits Your Exhibitors

Sales Accelerator provides exhibitors with unmatched insights into attendee behavioral data they can't find anywhere else. By harnessing predictive capabilities alongside AI, the tool empowers exhibitors to navigate the sales process more efficiently, increases the likelihood of closing sales, and positions your event as the hub for meaningful business outcomes.

1. Prioritized Focus

With a ranked list of leads, exhibitors can focus their energy on attendees with the highest buying potential, addressing one of the biggest challenges in today's competitive trade show environment: maximizing ROI. By prioritizing prospects who are most likely to convert, exhibitors can ensure their time and resources are spent where they will have the greatest impact. This strategic approach makes sure they make the

most of their time on the show floor and engage with prospects who are already showing a strong intent to buy.



2. Broader Reach

The expanded contact list generated by Sales Accelerator means exhibitors can connect with not just one lead but a network of potential buyers within an organization. This feature helps exhibitors tap into new opportunities, foster deeper connections, and build relationships with multiple stakeholders who influence purchasing decisions. By having access to an entire ecosystem of contacts, exhibitors can strategically plan their follow-ups to maximize their impact.

3. Personalized Engagement

Tailored email messages help exhibitors stand out in a crowded inbox, fostering meaningful connections that lead to stronger business relationships. Sales Accelerator ensures each outreach is relevant and resonates with the recipient by:

- Generating unique, data-driven messages for each lead
- Including specific insights or preferences based on attendee behavior
- Delivering timely and impactful follow-ups

4. Enhanced Efficiency

By automating lead prioritization, contact expansion, and email personalization, Sales Accelerator saves exhibitors valuable time. Instead of spending hours sifting through data or crafting follow-ups, exhibitors can focus on what they do best: building

05

Benefits for Trade Show Managers

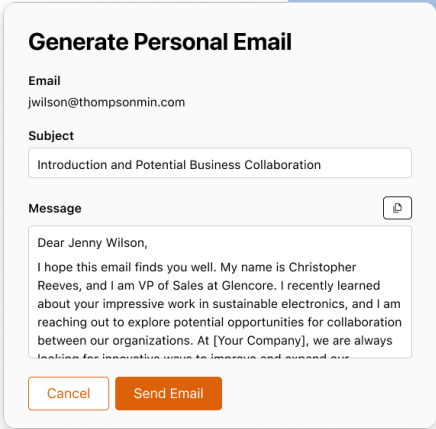
As a trade show manager, your ultimate goal is to deliver value to exhibitors while driving the overall success of your event. **Sales Accelerator offers several key advantages:**

1. Enhanced Exhibitor ROI

When exhibitors see a direct correlation between their participation and tangible business outcomes, they're more likely to return year after year. Sales Accelerator provides the tools they need to turn their trade show investment of time, money, and other resources into successes they can measure with ease.

2. Positive Event Reputation

By equipping exhibitors with cutting-edge technology, your event becomes part of a larger movement redefining trade shows in the AI era. Emerging technologies like Sales Accelerator are reshaping event reputations industry-wide, positioning them as essential platforms



Generate Personal Email

Email
jwilson@thompsonmin.com

Subject
Introduction and Potential Business Collaboration

Message
Dear Jenny Wilson,
I hope this email finds you well. My name is Christopher Reeves, and I am VP of Sales at Glencore. I recently learned about your impressive work in sustainable electronics, and I am reaching out to explore potential opportunities for collaboration between our organizations. At [Your Company], we are always looking for innovative ways to improve and expand our...

Cancel Send Email

for business innovation and strategic growth. This reputation not only attracts more exhibitors but also draws high-quality attendees looking to connect with top-tier companies.

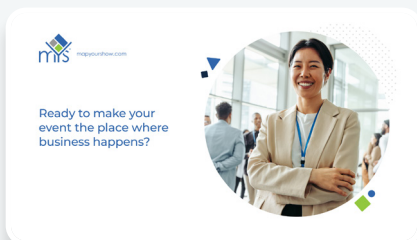
3. Automating Manual Operations

Sales Accelerator reduces the burden on trade show managers to create emails from scratch. This AI-driven platform helps to create emails tailored to the user, allowing exhibitors to focus on other aspects of event planning and execution.

05

Real-World Impact: Making Your Event the Go-To Destination for Business

In today's fast-paced business environment, trade shows must deliver more than just a venue for networking; they must create opportunities for tangible business outcomes. Sales Accelerator bridges the gap between attendee engagement and exhibitor success, making your event the place where deals are made and relationships are built for years to come.



Introducing:
**Sales Accelerator by
Map Your Show**



06

Ready to Accelerate Your Event's Success?

With Sales Accelerator, revolutionize how exhibitors engage with attendees and close deals. **Turning Engagement into Leads — and Leads into Business.**

Want to see Sales Accelerator in action? Contact Map Your Show today for a demo and discover how this innovative solution can elevate your next event.

With Sales Accelerator, the future of trade shows is here—and it's smarter, faster, and more connected than ever.



Increase Booth and Sponsorship Sales at Trade Shows and Events: Proven Strategies for Success

Ben Dunlap

Vice President of Sales at Map Your Show



Increasing booth and sponsorship sales is critical for trade shows and events to cover exhibitor attrition and to grow the event. The challenge is to implement strategies to sell more space while still enhancing the overall experience for attendees and exhibitors. Learn how to leverage data analytics, create more engagement with exhibitors, and leverage technology to drive more booth and sponsorship sales for your next event.

01

Leverage Data and Personalization for Strategic Selling

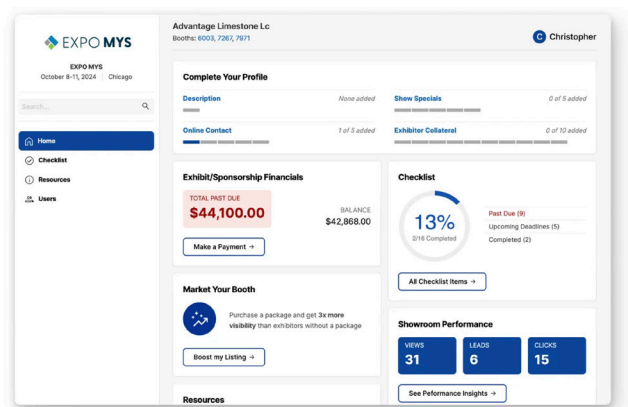
One of the most powerful tools in your arsenal is data. By utilizing data analytics, you can identify trends and patterns in exhibitor behavior, which allows you to tailor your sales strategy more effectively. For instance, tracking which booths had the highest traffic in previous years can help you determine the most desirable locations on the floor plan and encourage exhibitors to book those locations right away.

Use data to help you identify at-risk exhibitors—those who might not renew their booths or sponsorships based on low booth traffic and attendee engagement. By recognizing these at-risk accounts early, you can reach out to them with personalized offers or incentives to re-engage and encourage them to book early for better placement at the show.

Combine data analysis with exhibitor feedback to create customized booth, sponsorship, and advertising packages that meet the needs of your exhibitors. Create personalized communications, exclusive offers, and customized sponsorship packages to show exhibitors you value their partnership and are invested in their success.

02

Enhance the Exhibitor Experience



Ensuring that exhibitors are fully prepared and equipped to maximize their ROI is crucial. This involves more than just selling them a booth space; it means providing them with the tools and resources they need to succeed. Training sessions, webinars, and detailed guides on how to set up their booth, upload content, create their event listings, and leverage PR and social media effectively can make a big difference. Use technology like the

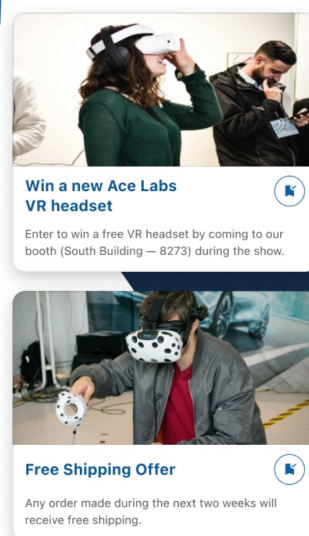
Exhibitor Resource Center to make it simple for exhibitors to manage their listings, upload content, and see attendee engagement. By offering tools, resources, and support, you help exhibitors get the most out of their investment and increase their likelihood of returning for future events.

03

Incorporate Digital Advertising and New Product Showcases

Digital advertising offers another lucrative revenue stream that can be bundled with booth sales. By allowing exhibitors to purchase digital ads that are prominently displayed in your event's mobile app, website, or digital signage, you provide them with additional visibility and engagement opportunities.

New product showcases are another excellent way to increase exhibitor satisfaction and revenue. By offering exhibitors a premium space to highlight their latest innovations, you create a focal point that draws attendee attention and increases foot traffic to those booths. Include showcases in a larger sponsorship package, enhancing the exhibitor's presence at your event.



04

Emphasize Networking and Engagement

One of the primary reasons exhibitors participate in trade shows is the opportunity to network with attendees and other exhibitors. By enhancing the networking opportunities at your event, you can create more value for your exhibitors. This can be achieved through networking lounges and exhibitor appointment sessions during the event.

Integrate networking tools within your event's mobile app to help connect attendees to exhibitors. Features like virtual business card exchanges and user groups can make networking more efficient and rewarding, which in turn increases the likelihood of exhibitors renewing their participation in future events.

05

Leverage On-Site Booth Sales for Future Events

One of the most effective strategies to boost booth sales is to secure commitments from exhibitors while they're still on-site at your current event. Exhibitors who are already immersed in the event are more likely to see the value of renewing their booth space for the following year.

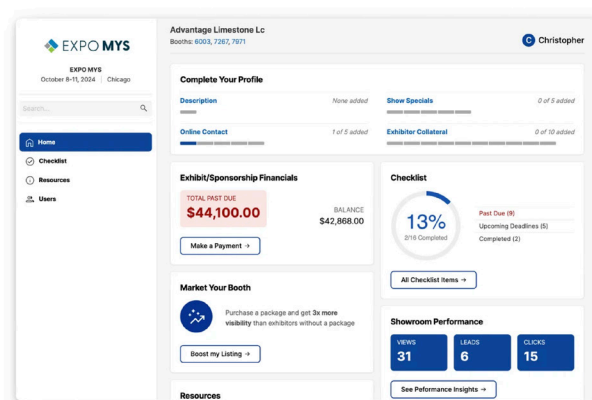
Here's a framework to follow for successful on-site booth renewals:

Offer Incentives

Creating a sense of urgency is key. Offering early-bird discounts or limited-time incentives can push exhibitors to commit on the spot. For instance, you could offer a 10-15% discount for exhibitors who sign up for next year's event before the current one concludes. Additionally, providing perks like prime booth locations, complimentary digital advertising, or bonus sponsorship opportunities can sweeten the deal.

Dedicated Sales Team

Having a dedicated on-site booth sales team is crucial. This team should be trained to handle inquiries, negotiate deals, and close sales efficiently. Equip them with the necessary tools, such as floor plans and contract forms, to facilitate quick decision-making.



Pre-Schedule Appointments

To streamline this process, consider scheduling appointments with your exhibitors during the event to discuss their booth placement and sponsorship options for the upcoming year. This personal touch ensures that exhibitors feel valued and that their specific needs are addressed. It also provides a structured environment to finalize agreements.

Flexible Payment Options

Flexible payment plans can also drive on-site sales. Offering an option to secure booth space with a deposit, rather than requiring full payment upfront, can reduce financial pressure on exhibitors, making them more likely to commit early. This flexibility can be particularly appealing to smaller exhibitors who need time to manage their budgets.

Offer Tiered Sponsorships and Renewals

Introduce tiered renewal packages that cater to different exhibitor needs. For example, offer a basic package with standard benefits, a premium package with added visibility, and an elite package with exclusive perks like keynote sponsorships or enhanced branding opportunities. This approach can appeal to a wide range of exhibitors and encourage them to upgrade their participation level.

Utilize Technology for Easy Renewals

Implement a smart event technology solution that allows exhibitors to renew their booth space with ease. This software can provide easy access to floor plans, available spaces, and pricing options, making the renewal process seamless and convenient. It can also remember an exhibitor's prior year booth selection, making renewing on the spot easy and increasing conversion rates.



06

Conclusion

In conclusion, boosting booth and sponsorship sales is about more than just filling spaces on the show floor. It requires a strategic approach that leverages data, enhances the exhibitor experience, and offers value through innovative packages and engagement opportunities. By implementing these strategies, you can not only increase your sales but also build long-term relationships with exhibitors, ensuring the continued success and growth of your events.



The Future of Trade Shows: Why Data-Driven Decisions Matter



Madison Frye

Marketing Associate at Map Your Show

Trade shows are changing, now more than ever. As competition increases and exhibitors chase opportunities for increased ROI, event organizers need to exceed traditional planning techniques.

In today's changing environment, lasting success means more than selling booth space or getting sponsorships. It requires understanding why exhibitors come back or not. It also involves understanding how revenue streams differ and identifying where growth opportunities may exist.

Here, data-driven decision-making will set apart simply hosting an event by optimizing the financial future of events to come.

01

The Challenge: Making Sense of Complex Trade Show Data

For years, trade show organizers have experienced a large gap in data. While registration numbers, exhibitor lists, and past revenue figures provide useful information, they often miss important future questions:

- Are we on track to meet our revenue goals?
- Which exhibitors are at risk of not returning next year?
- How do our numbers compare to similar events?
- Where are the best opportunities for growth?

Show organizers need to understand exhibitor behavior, event sales, and financial performance. Without event data, tendencies are to react rather than plan ahead. In a time when exhibitor expectations are growing, a late response can cause lost revenue and lower retention rates.

02

From Intuition to Insights: Why Data Must Drive Event Planning Decisions

While experience and intuition have long been valuable tools for trade show organizers, they are no longer sufficient. The ability to see beyond current numbers and find hidden trends will set apart the best trade shows in 2025 and beyond.

Imagine an event organizer who notices a decline in exhibitor retention but lacks the tools to analyze the underlying reasons. Is it due to pricing? A lack of engagement? A competitor offering better incentives? Without deeper insights, the organizer is left to wonder—and that speculation can be at a huge cost.

Think about the same situation but with real-time data. This data shows which exhibitors are not engaged vs which are ready to buy. It also reveals changing sponsorship trends and how revenue compares to past years. The organizer can make informed decisions, acting quickly to stop losses and encourage growth.



03

The Shift: Moving from Historical Event Data to Predictive Trade Show Insights

The modern trade show industry needs a new approach. This approach should focus on future analytics, not just past performance. Emerging technologies, particularly AI-powered forecasting models and behavioral analytics, are helping organizers see patterns that weren't visible before. Rather than relying solely on past show cycles, new tools can now:

- Track revenue pacing in real-time, allowing teams to make quick adjustments
- Identify exhibitors at risk based on engagement and participation trends
- Compare event performance to industry benchmarks to uncover untapped opportunities

By using predictive analytics and AI insights, organizers can change raw data into smart actions. This helps their shows not just survive but also thrive.

One of the most overlooked aspects of trade show success is exhibitor retention. Event professionals need to do more than sell booth space. They must show exhibitors the long-term value of joining each year.

The challenge? Many organizers don't know an exhibitor is at risk until they choose not to return. And by then, it's often too late to re-engage them.

That's why smart organizers are using exhibitor risk analysis. This method looks at behavior data, engagement patterns, and past participation to spot potential drop-offs early. By finding warning signs, like fewer sponsorship purchases or less engagement online, organizers can act quickly. This helps improve retention rates and financial stability.

05

How to Use Data to Improve Retention Strategies

To move from reactive to proactive exhibitor engagement, organizers should:

- Monitor behavioral signals – Tracking engagement patterns on event platforms can reveal which exhibitors are actively participating and which may be losing interest
- Segment exhibitors by risk level – Using data-driven insights, organizers can group exhibitors into “high, medium, and low-risk” categories to tailor outreach efforts
- Offer personalized retention incentives – Exhibitors flagged as “at risk” may need additional support, such as targeted promotions, bundled sponsorship deals, or strategic engagement opportunities

06

How to Use Data to Improve Retention Strategies

Another critical aspect of data-driven event management is understanding where your event stands in the industry.

Traditionally, trade show organizers and event planners alike have focused on internal metrics—comparing performance year over year. While this provides useful insights, it lacks a competitive perspective.

Benchmarking against similar-sized shows offers a wider lens, helping organizers answer key questions like:

- Is our exhibitor retention rates on par with industry averages?
- Are we underpricing or overpricing booth space compared to competitors?
- What sponsorship trends are shaping similar events?

Access to comparative insights helps show organizers change their strategies confidently. This ensures they stay competitive in a changing market.

07

Financial Sustainability and the Role of Predictive Insights

Beyond retention and benchmarking, one of the most valuable applications of predictive analytics is ensuring long-term financial sustainability.

Trade shows are significant investments, and financial planning must go beyond revenue reports. Data-driven organizers now rely on AI-powered event tech to:

- **Analyze pricing trends** – Ensure booth space and sponsorship rates align with market demand
- **Forecast revenue trajectories** – Using predictive models to estimate future sales and make informed budget decisions
- **Identify growth areas** – Highlighting underutilized opportunities, such as new sponsorship packages or exhibitor upsell strategies

Using data-driven financial planning, organizers can prevent surprise revenue drops. This helps them make smart, long-term investments for a successful event.

08

Looking Ahead: Why Data Will Define the Future of Trade Shows

As the events industry continues to evolve, one thing is clear: data-driven event planning will shape the future of event success.

The shift toward real-time analytics, AI-driven forecasting, and exhibitor behavior tracking is no longer a luxury—it's becoming an essential component of strategic event management. With the right event management tech, this is easily achievable.

Organizers who embrace data as a core decision-making tool will gain a significant advantage in:

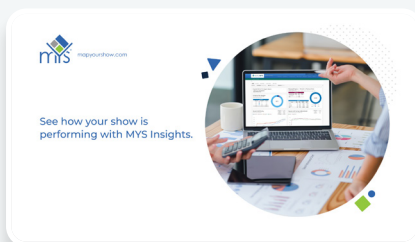
- Maximizing exhibitor retention and engagement
- Identifying and capitalizing on new revenue opportunities
- Making proactive decisions instead of reactive adjustments

For trade shows to thrive in the years ahead, the industry must move beyond guesswork and toward a future built on data, insights, and strategic intelligence. The industry will only continue to grow with AI-supported events.

09

Track and Predict Show Performance: MYS Insights

MYS Insights is a powerful new analytics tool designed to help trade show organizers track and predict revenue, identify at-risk exhibitors, and improve overall event performance. For years, event organizers relied on fragmented data to gauge their event's financial health, and predicting success was often guesswork. MYS Insights changes the game by transforming exhibitor behavioral data to give real-time visibility into revenue pacing and sponsorships. These insights allow organizers to make smarter, data-backed decisions before, during, and after an event.

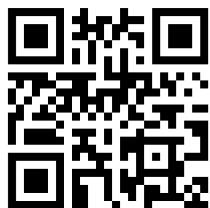


Introducing:
**MYS Insights from
Map Your Show**





Contact Us



888-527-8822



sales@mapyourshow.com



www.mapyourshow.com

