



The Show Revenue Playbook:

Booth Sales and Sponsorship Strategies That Deliver More Revenue For Your Event



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Introduction

Welcome to the “Show Revenue Playbook: Booth Sales and Sponsorship Strategies That Deliver More Revenue For Your Event” a guide designed to help maximize the ROI.

Booth sales and sponsorships are two of the most powerful revenue drivers for any trade show or exhibition, but where many events leave opportunity on the table. When exhibitors feel confident in the value of their space and understand how to amplify their presence through strategic sponsorships, your floor plan fills faster, renewal conversations get easier, and your event reputation grows year over year.



This guide brings together proven strategies from Map Your Show’s industry insights to help your team elevate both booth sales and sponsorship performance. Inside, you’ll find practical recommendations on pacing your sales cycle, positioning premium space effectively, packaging sponsorship inventory with purpose, and creating an exhibitor experience that leads to long-term retention.

Whether you’re looking to optimize an already strong process or rebuild your sales flow with more intention, this resource is designed to support your team in generating consistent revenue, improving exhibitor satisfaction, and unlocking new opportunities for growth.

This guide is brought to you by Map Your Show (MYS), your event management technology partner.



5 Booth Sales Mistakes Even Seasoned Event Management Teams Make



Justin Post

VP, Sales at Map Your Show

Exhibit sales do more than generate revenue; they shape the overall show experience, influence foot traffic, and affect attendee engagement, impacting how exhibitors view your event's value. However, booth sales can be complex and stressful, especially when your organization's mission depends on event revenue. Even experienced teams may fall into limiting patterns. Successful organizers regularly reassess their sales strategies, adapt based on data, and remain flexible to meet changing exhibitor expectations. Here are five common booth sales mistakes and strategies to avoid them.

01

Treating Booth Sales as a Post-Show Project

After a major trade show wraps up, it's natural for both your team and your exhibitors to want to step back, assess, and recharge. However, if booth sales are put on hold until after the show, you risk losing momentum and missing key rebooking opportunities. This could result in lower exhibitor return or rebooking rates.

Exhibitors are the most engaged during your event. They're thinking about their ROI, booth traffic, and



the quality of leads they're receiving from the show. That is exactly when the next sales cycle should begin.

Teams that launch rebooking while the current show is still live often see higher retention and a more efficient booth assignment process. Consider scheduling on-site appointments to maintain exhibitors moving into the following year, offering early access to the floor plan, or previewing sponsorship packages while the event's buzz is still fresh and you have an engaged audience of exhibitors.

Insider Tip #1

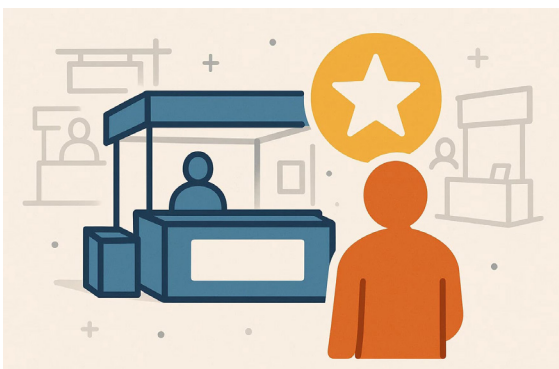
Use exhibitor behavior and historical engagement data to identify high-priority accounts. Tools like **MYS Insights** offer retention and risk indicators that help you prioritize conversations and avoid relying on instinct alone.

Insider Tip #2

Rebooking on-site is not just about convenience. It makes your sales team available to meet with every exhibitor onsite to provide timely support for current show questions.

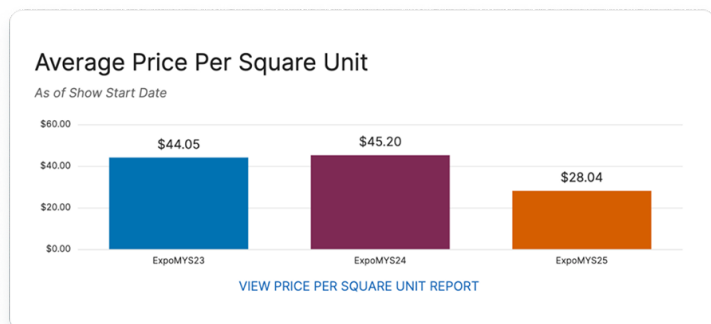
Rebooking on-site is not just about convenience, it humanizes and cements your relationship with your exhibitors in a timely manner. When your sales team meets with vendors it gives your show a chance to provide a deeper level of care, collect feedback for the future, and build the sales foundation for your next show.

02 Relying on Flat-Rate Pricing in a Dynamic Market



A flat-rate pricing model might simplify the sales process, but it often leaves money on the table or unintentionally alienates smaller exhibitors or startups trying to break into the market. These spots carry more value and should be priced accordingly. On the flip side, flat rates may price out smaller exhibitors who could benefit from placement in lower-traffic zones.

More organizers are implementing tiered, performance-based, location-driven, or time-sensitive pricing models. This allows you to align pricing with value and offer flexible packages to better meet your exhibitors' needs.



NEW: MYS Insights helps organizers visualize value using the Price Per Square Unit view. This tool allows you to track booth selection patterns, compare pricing year over year, and adjust your strategy based on data rather than relying on gut feeling.

03

Overlooking Segmentation in Exhibitor Outreach

Mass email campaigns with generic messaging are no longer effective, especially when your exhibitor base includes a wide range of company types, goals, and budgets.

Your top sponsors and returning exhibitors are looking for priority treatment, while new exhibitors may need more education, reassurance, and guidance. Those who skipped last year may need extra motivation to return. Treating these groups the same results in bland outreach and missed opportunities to tailor your message, so it's important to understand your audience as best as you can.

Strategic segmentation based on company size, exhibitor history, industry, behavior, or engagement during your last event can dramatically improve conversion rates.

Here's how some teams refine outreach:

- First-time exhibitors receive onboarding guides, ROI calculators, quick-start video tutorials, and additional support.
- Repeat customers are prioritized for early booth selection and loyalty incentives.
- Lapsed exhibitors are re-engaged with custom win-back campaigns and data-driven proof of value.

Bonus Insight: Surveys and lead retrieval data can help you assess which products or activations drew the most attention from attendees. This insight is valuable when framing your pitch to exhibitors who want clarity on ROI opportunities before making a commitment.

Insider Tip #4

Personalization of exhibitor emails doesn't always require a huge lift. Even small tweaks to subject lines or content blocks, based on exhibitor type, can boost open rates and the quality of responses.

04

Designing a Sales Process That Works for You but Not for Them

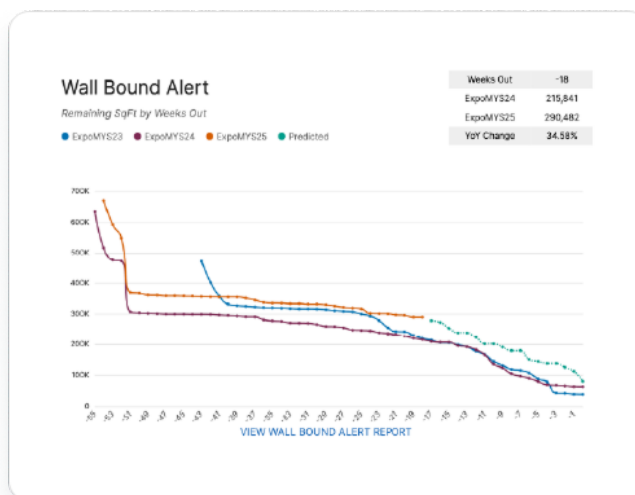
When the booth reservation process has many steps, this may create friction with your exhibitors. They may need to send multiple emails, wait for updates on floor plan availability, or get stuck in back-and-forth communication about contract signatures. These steps add unnecessary frustration and slow down sales.

Experienced organizers are shifting to real-time booth selection tools, interactive floor plans, and digital contracts with the ability to sign electronically, as well as automatically integrating order information into their CRM/AMS system, which simplifies the entire experience. Giving exhibitors clear visibility into what's available and allowing them to reserve on the spot can be the big impact your show needs to increase conversion rates.

Internally, your team also benefits. Automation reduces manual data entry, decreases errors, and ensures your sales team can spend more time on high-value conversations instead of processing forms.

Tools like **MYS Insights** also offer sales pacing dashboards that give you real-time visibility into space selection trends. Features like **Wall Bound Alerts** notify you when your show floor reaches layout thresholds. This helps you know when to add more inventory or make pricing adjustments.

With a clean sales workflow, you can reduce questions, minimize drop-offs, and continue to build relationships and increase confidence with your exhibitors. This is especially helpful for those comparing your event to competing shows.



Strong exhibitor relationships still matter. However, if your team relies solely on instincts, past performance, or exhibitor memory, you are working with one hand tied behind your back. With the competitive nature of the events industry today, data should inform every aspect of your strategy, from targeting and pricing to pacing and retention.

Teams that use real-time insights can quickly identify:

- Which exhibitors are at risk of not returning
- Where sales are ahead or behind
- What booth sizes and zones are trending up or down

Insider Tip #5

You can use pacing data to inform your marketing spend. If sales are lagging in a specific zone or among a certain exhibitor type, you can target digital ad campaigns or sponsored content to support re-engagement.

Final Thought: Expertise Is a Starting Point, Not a Finish Line

There's no denying that years of experience in trade show management are irreplaceable. However, even the most seasoned teams can benefit from revisiting their strategies and adopting new tools that streamline processes, unlock valuable insights, and support exhibitor success.

Whether you are fine-tuning your rebooking timeline, restructuring your pricing model, or modernizing your communication flow, small strategic shifts can make a significant impact. In a fast-evolving industry, the most effective teams are the ones that keep learning, adapting, and improving.



10 Unique Sponsorship Ideas for Your Next Trade Show



Madison Frye

Content Marketing Associate at Map Your Show

By monetizing your event, increasing ROI and brand exposure for your exhibitors has never been easier.

You've read multiple "Trade Show Planning Guides" and articles on "Planning for Trade Shows", but how about some insight into the new sponsorship opportunities that many shows are offering for their exhibitors? Trade Show Sponsorships can be a great tool to gain exposure before, during, and after your event. They can also be a way for your event to generate additional revenue. Pairing traditional sponsorships with online sponsorships can be a real game changer for your exhibitors to project their brand in a more eye-catching and memorable way. Here are ten unique sponsorship opportunities to keep in mind as you plan your next trade show.

01

Trade Show Bag or Tote Sponsorship

Never underestimate the value of a branded trade show bag. Many trade show "frequent flyers" know that attending a trade show can often leave them with the need for a larger suitcase by the time they fly home. Try instead offering a free large tote bag to attendees at the show. This bag can include an exclusive sponsorship opportunity for a company to have its logo present.

The company that selects this sponsorship opportunity can have the choice of giving these out at registration or they can give them out exclusively at their booth. This also

makes for easy advertising on and off the show floor. If you're looking at an eco-friendly option, try recycling the prior year's signage and banners into totes for attendees!



02

Attendee Care Package Sponsorship

We all have had that feeling of forgetting something only to figure it out once we get to our destination. All attendees are only human, so allow exhibitors to sponsor a Welcome Pack for attendees that will contain some essentials to get them through each show day. Whether it is a toothbrush, ibuprofen, or band-aids, it never hurts to have the necessities on hand and if attendees decide to take the unused items home, the brand exposure will continue after your event.

03

Mobile App and Gamification Sponsorships

If you haven't considered gamification for your event, you may want to. Scavenger hunts are a great way to guide attendees to certain areas of the show floor while giving you the opportunity to sell more sponsorships. Choose to sell one sponsorship for the entirety of the scavenger hunt or split it out by station. You can also sell a sponsorship for the entire mobile app overall, which includes a banner, or even push notifications that can be sent out to attendees during your event. All of these options generate additional revenue for your event.

04

Show Specific Sponsorship Opportunities

When thinking of sponsorships to offer for your next trade show, think about the things that make your show unique. Are you an agriculture show? Or perhaps a boating show?

Incorporate your theme and think outside of the box! Attendees love an interactive experience – it also increases the likelihood of engagement on social media about your trade show.

05

Product Highlight and Banner Sponsorships

The online directory is also an opportunity for exhibitors to shine. While attendees are researching exhibitors on the online portal, banners, spotlight ads, and directory home page banners are available for purchase to help your exhibitors reach their lead-gen goals. Check out [Digital Advertising](#) for more information.

06

Sponsorships for an Outdoor Trade Show

When attending an outdoor trade show, oftentimes it happens to coincide with some of the hottest days in the summer. When attendees are uncomfortable, they are more likely to leave a trade show earlier than originally planned. You can overcome this by providing a cool-down station sponsorship opportunity for exhibitors. This can be an easy spot for attendees to refill water bottles (or grab custom-branded bottles), cool down under the misting fans, etc. Another option is a “Cool Down Sponsorship” where the sponsor can offer refreshments across the show during move-in.



07

Lounge Sponsorship

A lounge sponsorship for indoor trade shows will give attendees a place to take a break, grab a snack, and catch up on work in between the show. Give your lounge a theme to home in on the attendees your sponsor is looking to chat with.

Great examples would be:

- First-Timer's Lounge
- Social Media Lounge
- Tech Lounge
- VIP Lounge

08

Ticket Discount Sponsorship

Ticket prices can be steep for attendees, which may cause a delay in registration. Instead, “hit two birds with one stone” by offering a Ticket Discount Sponsorship. This discount will appear on ticket prices if the attendee registers for a meeting with the sponsor.

09

Branded Session Paths

Tangible items are not always the most memorable. Sometimes guidance can have the biggest impact on your day. Let’s face it, navigating your way through a show can be overwhelming, especially if an attendee has not utilized an agenda-planning tool. Finding your way from hall to hall or from session to session can be overwhelming, so what better way to navigate than to provide a path for attendees? Give your exhibitors the option to sponsor floor graphics, wall signage, and more.

10

Sponsored Webinars and Group Discussions

By hosting group discussions, sessions, or live-streaming events, you can help create and foster a sense of community among attendees, customers, and prospects. That sense of community, which also offers its members a sense of belonging, can often increase member loyalty to a company and its brand, making it an appealing sponsorship opportunity.

Conclusion

Trade Show Sponsorships offer unique opportunities for exhibitors to increase brand exposure and generate additional revenue. From sponsoring trade show bags or attendee care packages to mobile app gamification and show-specific sponsorships, there are numerous ways for exhibitors to stand out to attendees. Additionally, offering ticket discounts, branded session paths, and sponsored webinars and group discussions can create a sense of community and foster loyalty among attendees. By incorporating these sponsorship ideas into your trade show planning, you can maximize ROI and provide a memorable experience for exhibitors and attendees alike.

To learn more about unique sponsorship opportunities and how they can benefit your next trade show, visit [Map Your Show](#).



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



Madison Frye

Content Marketing Associate, Map Your Show

How do top-tier events like the Mine Exchange Conference consistently excel at booth space and sponsorship sales? Justin Courtney, CEM, Exhibits Specialist at the Society for Mining, Metallurgy & Exploration (SME), shares insights on how SME optimizes the sales process for their events, joined by Ben Dunlap, Vice President of Sales at Map Your Show (MYS). This discussion dives into strategies for handling booth selection, selling sponsorships, and managing event layouts—onsite and online. Here's a look at the game-changing advice we gathered!



Justin Courtney, CEM
Exhibits Specialist, SME



Ben Dunlap
VP, Sales, Map Your Show



Watch the On-Demand Webinar
Booth Sales Best Practices



01

Onsite Sales Must Be a Well-Oiled Machine

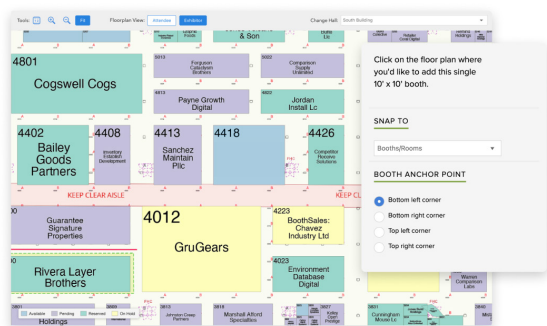
One of the most important takeaways from the conversation is the impact of onsite sales. SME's biggest event, the Mine Exchange Conference, sees 7,000-8,000 attendees and 580 exhibitors. For SME, the onsite booth selection process is a key part of the event's success. They set up a dedicated 30x80-foot sales office on the show floor so exhibitors can quickly select their booth for the next year and get on with their day in under 15 minutes.

"We definitely prefer to sell onsite," Justin notes. "Having those in-person meetings during the current conference for future events really helps." Over the course of just two and a half days, SME handles space selection for 500 companies—an efficient process that helps exhibitors lock in prime spots while the event is still fresh in their minds.

SME also manages space selection for smaller events like the SME Minnesota Conference, but they do it remotely using Microsoft Teams. Scheduled appointments give exhibitors a chance to choose their space, though Justin sees even greater potential in transitioning this process to an onsite model in the future. "When 70% of your floor plan for the following year is sold onsite, it's a win," he says.

02

Managing Event Layouts and Growth



As events grow, the challenge of managing layouts becomes more complex. At the Mine Exchange Conference, SME uses every inch of exhibit space. In fact, for the 2025 event in Denver, there won't even be room for a boneyard (AKA: a storage area for equipment and other supplies at a trade show, fair, or industry event).

To manage the increasing demand, SME strategically places anchor booths, or booths that are 20x20 or larger, throughout the show floor to ensure traffic flows smoothly across the exhibit hall. Additionally, SME includes "idea exchange" stages, giving exhibitors the opportunity to present short TED-style talks that draw attendees to their booths.

“Our exhibitors are here to conduct business and sell their products and services, so we want to make the process seamless and quick for them,” Justin explains. By focusing on ease and efficiency, SME ensures exhibitors can focus on what matters—building connections and driving sales.

03

Simplified Pricing That Works

Booth pricing doesn't have to be complicated. SME simplifies its pricing structure by offering just two rates: inline and corner booth. Gone are the days of prime, premium, and standard rates, which only added confusion and pushed longtime exhibitors into prime spots. “We used to have a tiered pricing structure, but moving to just two rates has worked really well for us,” Justin says. By keeping it simple, SME has seen a positive impact on booth sales.

In addition to straightforward pricing, SME makes it easy for exhibitors to reserve space. No deposit is required for next year's booth, which encourages companies to secure their spots early. Last year, SME sold over 80% of its floor plan onsite, exceeding its goal of 70%. This success comes down to making the process clear and communicating the benefits effectively.

04

Unique Sponsorships That Deliver

In addition to booth sales, sponsorships offer a valuable revenue stream. SME focuses on retaining previous sponsors and tailoring sponsorship opportunities to meet specific needs. Justin emphasizes the importance of understanding each company's goals: “We listen to what their ‘why’ is—what they want out of the sponsorship—and then create a package to deliver that.”

For new sponsorship opportunities, SME keeps an eye on industry publications and competitor events like the Canadian Institute of Mining Conference and MINExpo. This research helps identify companies with marketing budgets that align with SME's events, making them great sponsorship prospects.

SME's flexibility with sponsorships allows them to offer packages tailored to specific goals—whether it's increasing brand awareness or tapping into SME's 13,000-member network. Listening to sponsors and crafting custom solutions ensures that companies see value in their investments.

As technology evolves, so do the opportunities for selling booth space and sponsorships. While SME has successfully implemented remote space selection via Teams, they see the potential to expand onsite sales to more events. The convenience and efficiency of securing space while at the event can boost sales, reduce follow-up, and simplify the process for exhibitors.

“When you can come back from an event with 70% of next year’s floor plan already sold, it makes everything easier,” Justin notes. The future of event sales lies in using technology to complement onsite interactions, creating a streamlined experience for both exhibitors and organizers.

Conclusion

The key takeaway? Simplification and communication with your exhibitors are essential. By focusing on onsite sales, simplified pricing, and tailored sponsorship options, these strategies aim to create a smoother experience for exhibitors while driving revenue for events. Partnering with Map Your Show ensures you have the right technology to support this approach.

On behalf of Map Your Show, we would like to send a huge thank you to both Justin Courtney, CEM, and the Society for Mining, Metallurgy & Exploration (SME) for their help in the creation of this content.

Interested in learning more about what event management technology can do to help your event prosper? Contact us today at [Map Your Show](#) for a free demo.



Rebooking & Booth Sales Strategies that Drive Results



Richard Kensett

Regional VP (EMEA), Sales at Map Your Show

Every successful event begins the same way: with a blank floor plan and a big vision. The challenge is turning all that open space into a sold-out exhibition floor, packed with exhibitors, opportunities, and energy.

These fully booked events don't happen by accident. They result from detailed planning, strong relationships, and the right tools behind the scenes. When you combine strategic rebooking tactics with an optimised stand sales process, or booth sales for those of you in the States, you're not just filling a hall but laying the groundwork for long-term success.

Let's explore how today's top event organisers are turning empty exhibition halls into sold-out shows.

01

Rebooking Begins Long Before the Event Opens

If you're waiting until the event begins to think about rebooking, you're already behind. The most effective rebooking strategies start with early conversations, preparation, and managing expectations well before the doors open.

What this looks like:

Secure Your Anchor Exhibitors Early: Get your key exhibitors signed up for next year or at least on the floor plan first. Their early commitment helps build momentum and



credibility.

Personal Touches Count: Have your sales team reach out to exhibitors ahead of time. Let them know that rebooking will be taking place onsite and that it's a no-pressure opportunity to secure premium locations.

The typical rebooking process starts about 8-10 weeks before the event. This means you'll need to have rates secured, collateral ready, and perhaps most importantly, the new edition floorplan prepped and ready to go.

It's about opening the door, not pushing anyone through it. When exhibitors feel respected and informed, they're much more likely to rebook. This early start is an essential part of a successful strategy. Key decision makers don't always make it onsite

for events, so starting early gives you the best opportunity for engaging decision makers and discovering any objections or early warning signs of churn.

Map Your Show's new tool, **MYS Insights**, will also be able to provide you a list of exhibitors, before you even begin re-book, who are 'at risk'. This is developed using our proprietary algorithm, combining data points from exhibitor behaviour at previous events and leading up to

this event, and carries 50-75% accuracy. Well worth a look to give you a head start with these conversations.



02

Make Rebooking an Experience not a Transaction

Rebooking doesn't have to be a high-pressure sales exercise. In fact, it's often more effective when it isn't.

How to make it easy and even enjoyable:

- **Create a Welcoming Rebooking Area:** Choose a space that's highly visible, accessible, and staffed with friendly, knowledgeable team members.
- **Empower your team:** Enhance engagement by equipping your sales team with tablets or laptops displaying real-time floor plans of the event venue. This technology

enables personalized service and support for exhibitors and attendees, leading to improved interactions and an overall enhanced experience.

- **Stay Consultative:** Assign manageable groups of around 10-15 exhibitors per account manager/representative, per day of the event. This approach will foster meaningful and personalised conversations, ensuring that interactions are more than just rushed pitches.
- **Listen and Collect Customer Objectives:** This is a fantastic opportunity to better understand the goals, product launches, and short to mid-term objectives for each exhibitor. Take the time to really listen. This will help you shape strategy for future events and create tailored sponsorship proposals.

Quick Win

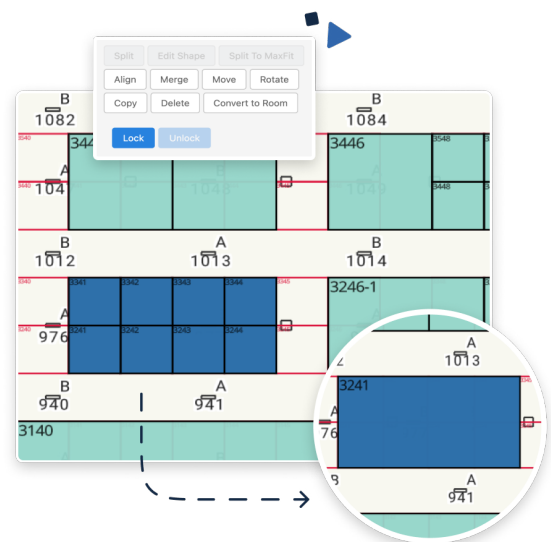
Offer onsite incentives such as discounted rates, better stand placements, bundled marketing offers, and a 14-day “cooling-off” period so exhibitors can rebook confidently.

03 Treat Your Floor Plan as a Sales Tool

Your floor plan isn't just a map—it's one of your most powerful sales tools.

Add these tactics to your sales process:

- **Keep It Live:** Utilize a software system that continuously updates the plan in real time, ensuring that changes are made promptly as stands are sold throughout the event or sales period.
- **Highlight Hot Zones:** To ensure that everyone is aware of the bustling activity areas within the venue, it is essential to mark the entrances, lounges, catering areas, and stages, as these locations tend to attract a higher volume of foot traffic throughout the event.
- **Show (Don't Just Tell) Scarcity:** As inventory continues to decrease, potential customers feel a natural sense of urgency to make their purchases.



When exhibitors can see their options disappearing, they're far less likely to delay and far more likely to act.

04 Be Structured— But Stay Flexible

A well-organised rebooking process greatly benefits both your team and your exhibitors. It ensures smooth coordination and communication, fostering a productive environment for everyone involved.

Explore options that work:

- **Priority Appointments:** Booking times should be allocated considering the loyalty and participation history of each exhibitor. This method not only ensures that dedicated exhibitors receive priority but also helps in fostering relationships within the community. Furthermore, even if some exhibitors do not show up, the allocation process can still promote valuable conversations and networking opportunities among those who are present.
- **Walk-In Flexibility:** Keep your rebooking desk open throughout the show. This ensures that attendees have a convenient option for drop-ins whenever they need to reschedule their bookings.
- **Mobile Sales Setups:** Equip sales representatives with mobile technology so they can finalise bookings on the spot—no need to bring exhibitors to the office unless they prefer it.

Pro Tip

Ensure each sales rep has access to a current, shareable floor plan and that bookings can be updated instantly to avoid double-booking or errors.

05 Create and Display Scarcity on the Event Floor Plan

People tend to make faster decisions when they believe they might miss out on something valuable.

How to build urgency:

- **Utilize Real-Time Floor Plans:** With the right event management technology provider, you can create a visual representation of the event layout, clearly indicating which stands have been sold and which are available. This immediate transparency not only informs potential buyers but also enhances their sense of competition for the remaining stands.
- **Live Updates:** Live updates can effectively create a sense of urgency, such as messages that announce, “Only 20 stands left in Hall B!” These timely notifications can trigger prompt decision-making among attendees, encouraging them to act quickly to secure their space.
- **Further Create Urgency:** Incentives that expire when the show ends can motivate exhibitors and attendees to finalize their decisions promptly. By highlighting that discounts or special offers are only available for a limited time, you create an environment where swift actions are necessary to avoid missing out.

This isn't about adding pressure. It's about helping exhibitors take timely action while their preferred options are still available.

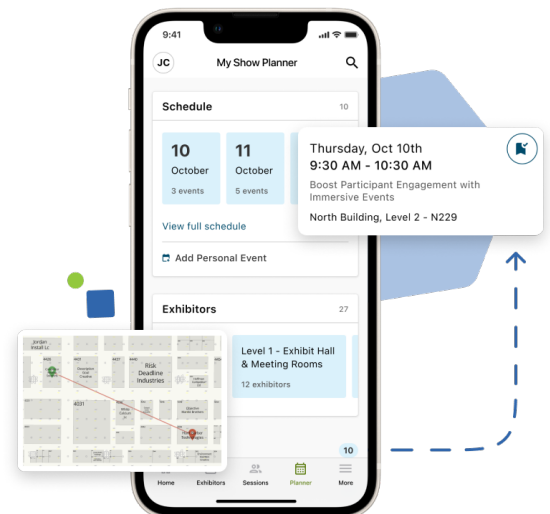
06

Lean on Technology to Streamline the Process

No one wants a clunky or confusing rebooking process.

Event tech tool features worth investing in:

- **Digital Applications & E-signatures:** To speed up the contract process and easily keep records for show management teams.
- **CRM Integration:** Export data daily—or better yet, in real time via API.
- **Exhibitor Portals/ Exhibitor Dashboards:** Allow clients to review contracts, select locations, and manage preferences with minimal friction.
- **Analytics and Reporting:** Track event performance through comprehensive metrics and analytics dashboards to measure success and identify areas for improvement.
- **Mobile Event Apps:** Provide attendees with a personalized experience, featuring schedules, networking opportunities, and event information on-the-go.



Smart Move

Towards the end of the cycle, consider enabling self-selection tools for the remaining stands. This helps you fill out the show floor without overwhelming your sales team.

07

Keep the Momentum Going Post-Show

Even if an exhibitor doesn't rebook onsite, the conversation shouldn't end there. It's important to maintain open lines of communication and explore other opportunities for engagement in the future.

Effective follow-up:

- Quick post-show emails with floor plan updates.
- Personalised calls reviewing the exhibitor's event success and outlining next steps.
- Early access to next year's marketing packages or premium sponsorship opportunities.

Momentum is everything. Let too much time pass, and you risk losing the energy—and the easier sale that comes with it.

Final Thought: Sold Out Shows Are the Result of Strategy, Not Luck

An empty floor plan isn't daunting with strategic and thoughtful planning, reliable technology, and a customer-first approach to rebooking and stand sales. With this, you can transform any blank space into a thriving, sold-out event.

Because ultimately, it's not just about selling stands. It's about creating something even greater: a show that exhibitors want to return to, year after year.



CASE STUDY

Powering Exhibitor Success at the Sweets & Snacks Expo

The 2025 Sweets & Snacks Expo in Indianapolis was packed with flavor, innovation, and excitement. But beyond the product launches and colorful booths was real-time, relationship-driven support that helped exhibitors maximize their presence and performance. That support came from the Map Your Show Exhibitor Engagement team, who were on-site throughout the event to provide personalized, in-the-moment guidance for exhibitors.



01

A Show Full of Flavor and Function



While attendees were treated to bold new flavors, nostalgic treats, and the ever-growing influence of snacks with functional ingredients and sustainable packaging, the event itself ran on a complex, tech-enabled infrastructure. With thousands of buyers, brands, and industry leaders converging on the Indiana Convention Center, the importance of smooth exhibitor support couldn't have been clearer. Behind every well-placed booth, digital listing, or sponsorship banner was a thoughtful layer of event management, and a dedicated team helping exhibitors get the most out of their investment.

02

Onsite Engagement That Makes a Difference

Map Your Show's Exhibitor Engagement team plays a crucial role in the months leading up to the event, but their onsite presence adds a whole new dimension to exhibitor support. With decades of experience, our in-house team of Exhibitor Engagement Managers works as an extension of your team.

During the 2025 Sweets & Snacks Expo, team members walked the floor, met with exhibitors face-to-face, and answered questions in real time. Whether it was assisting with mobile app listings or helping exhibitors understand their digital sponsorship placements, the team was there to guide and educate, ensuring exhibitors could create their company profile, upload content, and add enhanced listings.

This hands-on, high-touch approach gave exhibitors confidence and clarity during a busy few days. Instead of wondering if their efforts were paying off, exhibitors had a trusted resource just a few steps away, ready to optimize their experience.



03

From Conversation to Conversion

One standout story from the show came from Belle's Gourmet Popcorn, a brand that brought serious flavor and marketing savvy to the Expo. Belle's wowed attendees with their product and walked away with the coveted "Best in Show" title at the Most Innovative New Product Awards — not to mention another win for Best Salty Snack.



After an on-site conversation with the Exhibitor Engagement team, Belle's made the strategic decision to invest in the Overall Sponsorship package, a premium opportunity offered by the Sweets & Snacks Show Management team and implemented through

Map Your Show's technology. The sponsorship included added visibility through online directories, mobile app features, and enhanced onsite branding, all elements that made sure their award-winning product got even more attention.



"The banner sponsorship gave Belle's an incredible boost in visibility from the moment attendees walked through the doors. With hundreds of brand vying for attention, having our brand prominently displayed helped us stand out, drive consistent booth traffic, and reinforce our identity as a fun, trend-forward company. It created a sense of presence before people even tasted our popcorn, and we believe that early recognition contributed to our strong engagement and ultimately to winning two major awards at the show."

Dror Sharon, CEO and Co-Founder of Belle's Gourmet Popcorn

Belle's story is a perfect example of how real-time exhibitor engagement can drive meaningful outcomes. By providing timely insights and support, the team helped convert interest into action and action into added ROI for both the exhibitor and the event organizer.

You can learn more about this exhibitor with their Popcorn Personality Quiz and their website. To see all the winners of the 2025 Most Innovative New Product Awards, visit SweetsAndSnacks.com.



04

A Win-Win for Show Management

While exhibitors clearly benefit from onsite support, show organizers gain just as much. By partnering with Map Your Show and activating the Exhibitor Engagement team onsite, show management extends its service reach, increases exhibitor satisfaction, and ensures higher adoption of digital tools and sponsorships.

The result? A more dynamic, organized, and profitable event.



"Map Your Show is a valuable partner in ensuring the success of Sweets & Snacks Expo. Their Exhibitor Engagement team brings both expertise and a collaborative spirit that helps our exhibitors feel supported and confident. That kind of partnership makes a real difference in delivering the positive outcomes our industry expects from this show."

Elise Fennig, Chief of Staff & Senior Vice President of Industry Engagement for the National Confectioners Association

When exhibitors fully understand the tools available to them, from interactive floor plans and lead retrieval systems to marketing upgrades and sponsorship packages, they're more likely to engage, invest, and return year after year. That long-term value creation is at the heart of what the Exhibitor Engagement team delivers.

05 The Human Side of Event Tech

At its core, this approach is about bridging the gap between powerful technology and the people who use it. Trade shows are full of moving parts, and it's easy for exhibitors to feel overwhelmed or underinformed. The Exhibitor Engagement team serves as a bridge, not just between tech and user, but between goals and outcomes.



06 Looking Ahead

As the events industry continues to evolve, hybrid strategies that combine innovative technology with human support will define the next generation of trade shows. The 2025 Sweets & Snacks Expo showed just how effective that model can be.

We're proud to work alongside the National Confectioners Association to help make this event a success, and the Exhibitor Engagement team that brought Map Your Show's tools and values to life on the show floor.

To every exhibitor we connected with, thank you for your time, your questions, and your trust. And to those planning for next year, we'll see you on the floor!

07

About the Sweets and Snacks Expo

The Sweets & Snacks Expo is the premier event for the confectionery and snack industries. Featuring new product launches, business-building solutions, and merchandising innovations, this annual trade show brings together qualified candy and snack retail professionals and company representatives who showcase the latest in candy and snack products. The event is hosted by the National Confectioners Association. Learn more at [SweetsAndSnacks.com](https://www.sweetsandsnacks.com).

About Map Your Show

Map Your Show is your trade show operating system. For 20 years, our technology has been trusted by the world's leading trade show and event organizers. MYS offers the technology solutions you need to power your event: building an expo floor plan, helping exhibitors stay on top of their deadlines, navigating attendees through the event with a mobile app, and driving booth and advertising sales.

Now, with AI-powered technologies like Sales Accelerator and **MYS Insights**, organizers and exhibitors can drive more revenue from an event. Sales Accelerator helps exhibitors prioritize leads, find more contacts, and create personalized follow-up messages to drive more sales from an event. **MYS Insights** drives real-time analytics to track event revenue, find at-risk exhibitors, and benchmark the success of an event.

Our technology powers trade shows and conferences so that organizers can focus on what matters most: delivering a successful event. Learn more at mapyourshow.com.



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