



CASE STUDY

NASCC: THE STEEL CONFERENCE



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NASCC: The Steel Conference is the premier event for everyone involved in the design and construction of steel buildings and bridges. The conference features more than 280 technical sessions; an exhibition hall showcasing over 300 products and services; and the opportunity to network with more than 6,500 steel industry colleagues.

The event also incorporates the World Steel Bridge Symposium, QualityCon, the NISD Conference on Steel Detailing, SafetyCon, Architecture in Steel, and SSRC's Annual Stability Conference.

OVERVIEW

After experiencing significant post-pandemic growth, The Steel Conference partnered with Map Your Show (MYS) to manage its booth sales, assignments, and exhibit hall logistics.

With the help of MYS's Booth Sales module, the show was able to streamline operations and elevate its exhibitor experience. This case study highlights how switching to MYS resulted in faster booth sales, customizable floor plan management, and improved reporting, ultimately enabling the show to scale.

THE PROBLEM

For six years The Steel Conference utilized a competitor exhibit sales program. Due to staffing changes and a reassignment to an inexperienced product support manager, show management experienced major setbacks days before the conference was scheduled to open.

Combined with no meaningful follow-up post show and a system that lacked the flexibility needed to scale, The Steel Conference needed a new solution.

IMPLEMENTATION AND SUCCESS

- **Flexible, User-Friendly Exhibit & Floor Plan Management**

With MYS, show management gained the ability to set up and modify the floor plan independently, without needing product support.

- **Faster Booth Sales**

Efficient technology as well as built-in email tools enabled quicker booth assignments and sales.



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- **Custom Reporting**

Robust reporting tools allowed the team to pull data faster and tailor reports to their needs.

- **Responsive, Knowledgeable Support**

Our dedicated MYS customer success team provided consistent, knowledgeable, and friendly support throughout the year and during the show.

RESULTS



32% INCREASE IN EXHIBIT SQUARE FOOTAGE OVER 3 YEARS



ADDITIONAL REVENUE GENERATION FROM ON-PLATFORM ADVERTISING



INCREASED EXHIBITOR SATISFACTION

“ MYS’s efficiency and features make it easy for me to sell booth space. Additionally, the support I receive from my customer success specialist is exceptional. I highly recommend it to other event organizers”



Renae Gurthet
Exhibit Booth Sales