



Improve Financial Performance and Maximize Revenue

With MYS Insights

MYS INSIGHTS

MYS Insights analyzes historical data from previous show cycles to evaluate performance metrics such as revenue pacing, booth space sales, pricing trends and exhibitor retention.

With MYS Insights, your team can predict trends and revenue, address potential risks, and make strategic decisions to improve the show's financial outcomes and revenue targets.



MYS Insights

MYS Next

2026 - 2025 - Jane Doe

MYS Next

Jan 15, 2025

Pacing Retention Risk Upsell

Volume & Financial Engagement

Overall Pacing

2025 as of Week 3

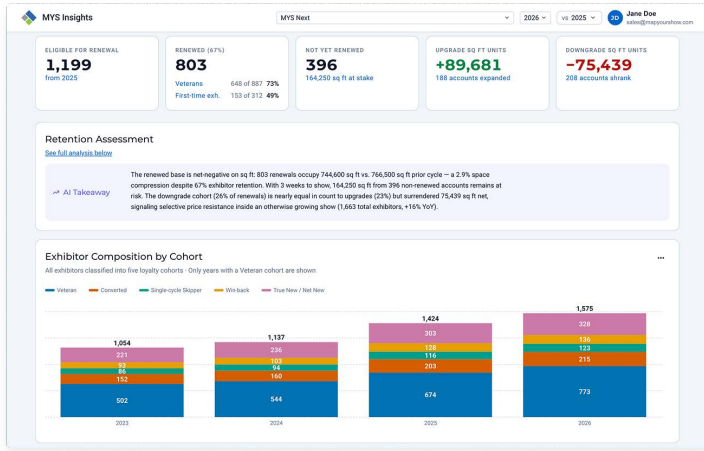
Metric	Current Total	Last Week Pacing	Last Show	2 Shows Ago	3 Shows Ago	Prior Year Final
Exhibitors	1,531	+ 2.68%	+ 8.56%	+ 29.2%	+ 45.81%	1,419
Square Feet	1,138,223	+ 2.26%	+ 3.95%	+ 23.72%	+ 41.39%	1,095,000
Price per Sq Ft	\$36	+ 0.15%	+ 6.25%	+ 5.09%	+ 4.15%	\$34
Remaining Inventory	299,808	-	+ 15.34%	+ 31.92%	+ 39.79%	354,119
Booth Sales	\$41,086,462	+ 2.11%	+ 10.45%	+ 30.02%	+ 47.26%	\$37,290,000
MYS Packages	\$1,174,832	+ 3.31%	+ 11.89%	+ 33.5%	+ 52.58%	\$1,050,000
Other Sales	\$427,917	+ 2.29%	+ 8.33%	+ 29.67%	+ 47.56%	\$395,000
Revenue	\$42,229,351	+ 3.04%	+ 7.18%	+ 24.94%	+ 41.71%	\$39,400,000

Pacing

Pacing gives you a comprehensive snapshot of your show's financial and exhibitor performance relative to prior shows and internal targets.

An AI pacing analysis readout provides a summary of overall pacing vs prior shows against market conditions. This includes a

pacing assessment on sales/bookings, a macro backdrop on broader economic or market conditions, forward-looking risks that could impact future pacing, and action items based on the pacing and risk analysis.

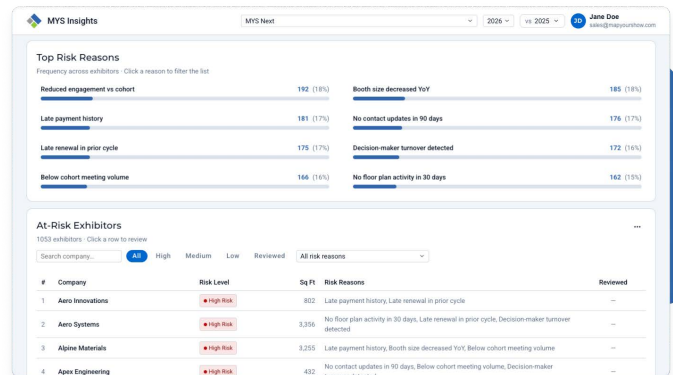


Retention

Retention provides a focused look at exhibitor renewal health. An AI-generated assessment analyzes the current retention picture, highlights notable risks, and surfaces actionable recommendations for your sales team.

Risk

Risk shows the most common reasons exhibitors are being flagged for renewal risk across your show. It equips your sales team with the intelligence needed to intervene early and reduce churn.



Upsell

Upsell identifies exhibitors with the greatest potential to expand their investment at the show. Behavioral signals and historical data, helps score and categorize each exhibitor by upsell potential and model confidence level.

Ask Insights

Ask Insights, an AI-powered tool, helps you interpret your data, surface key takeaways, and answer questions about your show's performance directly within the Insights experience.

Product Features

- ✓ Pacing Analysis
- ✓ Renewal Risk
- ✓ Ask Insights
- ✓ Exhibitor Retention
- ✓ Upsell

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