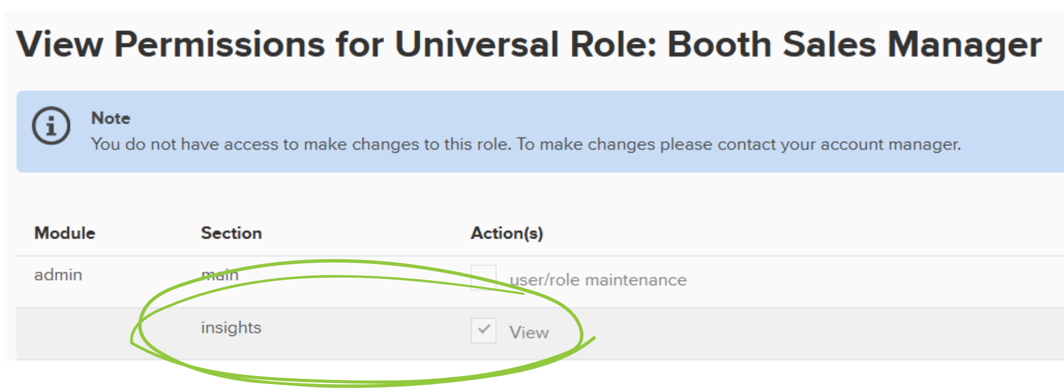
MYS Insights

Understand how your show is really performing - tracking revenue against prior cycles, your budget, and shows of comparable size. Know which exhibitors are at risk before renewal season, and see where you have room to grow.

Access MYS Insights from the Show Dashboard

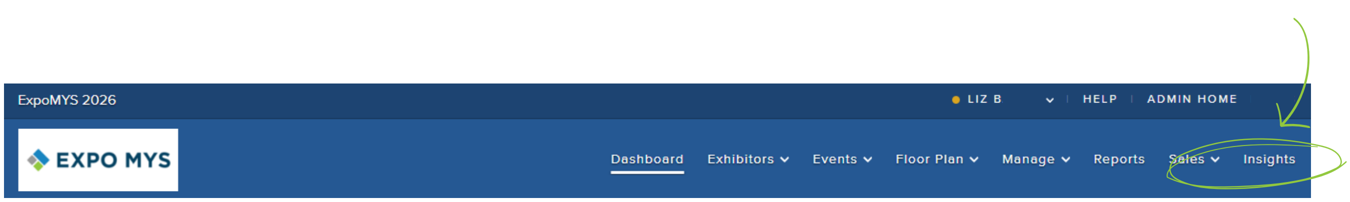
A new permission has been added to User Roles specifically for MYS Insights access. Show admins can now grant or restrict Insights access directly within the User Roles settings, giving you more precise control over who can view sensitive performance data.



Note

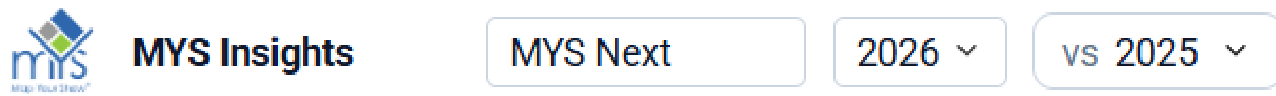
By default, access to MYS Insights is included in the following roles: All Access, Booth Sales All Access, and Booth Sales Manager.

Choose the event you want to review and select **Insights** from the navigation bar.

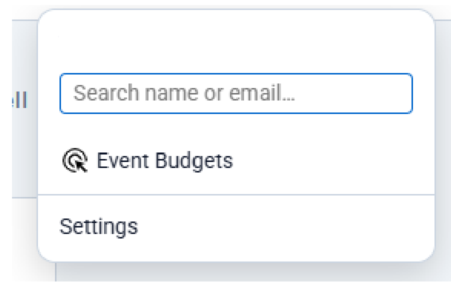


Navigating Within MYS Insights

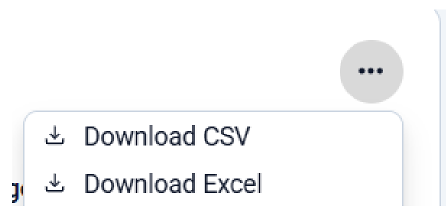
Use the dropdown menus at the top of the page to select the show and year(s) to be included in your Insights data.



Select your name in the top, right corner to set event budgets and update Insights settings.

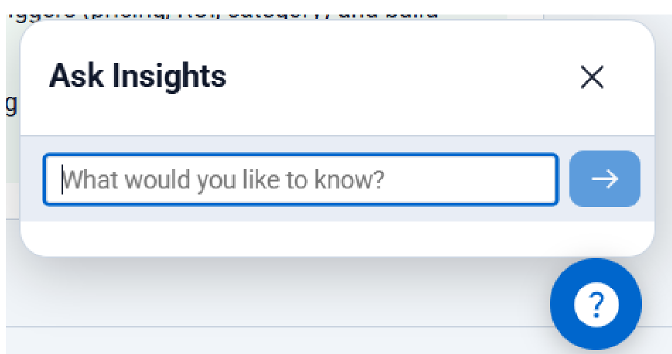


Click the three-dot menu to export to CSV or Excel.



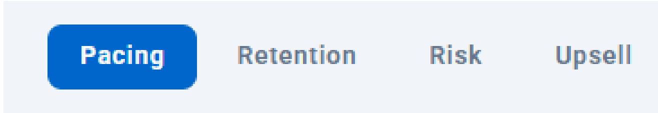
Ask Insights

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



MYS Insights is organized into four main views, accessible from the top navigation bar: Pacing, Retention, Risk, and Upsell. Click on each option to access the view.

Pacing View



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

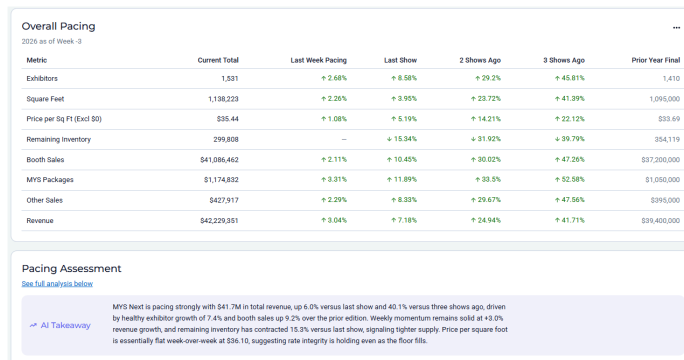
The Pacing Tab has two views:

- **Volume & Financial** - Focuses on sales data.
- **Engagement** - Focuses on planner and directory data.

Volume & Financial

Overall Pacing

Tracks current pacing across key metrics—exhibitors, square feet (or meters), booth sales, remaining inventory, MYS package sales, other sales, and total revenue—comparing progress week-over-week and against previous shows. The accompanying Pacing Assessment provides a plain-language summary of trends and notable changes.



Overall Pacing

2026 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%	↑ 8.58%	↑ 29.2%	↑ 45.81%	1,410
Square Feet	1,138,223	↑ 2.26%	↑ 3.95%	↑ 23.72%	↑ 41.39%	1,095,000
Price per Sq Ft (Excl $0)	$35.44	↑ 1.08%	↑ 5.19%	↑ 14.21%	↑ 22.12%	$33.69
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%	$37,200,000
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 Assessment

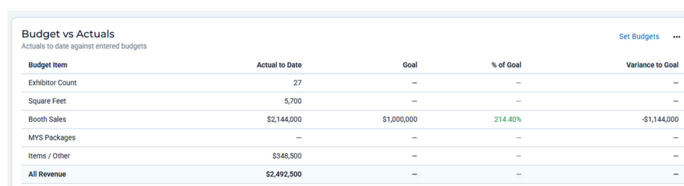
See full analysis below

AI Takeaway

MYS Next is pacing strongly with $41.7M in total revenue, up 6.0% versus last show and 40.1% versus three shows ago, driven by healthy exhibitor growth of 7.4% and booth sales up 9.2% over the prior edition. Weekly momentum remains solid at +3.0% revenue growth, and remaining inventory has contracted 15.3% versus last show, signaling tighter supply. Price per square foot is essentially flat week-over-week at $36.10, suggesting rate integrity is holding even as the floor fills.

Budget vs. Actuals

Compares your current totals against entered budget goals for exhibitor count, square feet (or meters), booth sales, MYS packages, items/other sales, and all revenue. Set goals directly from this section using the Set Budgets option.



Budget vs Actuals

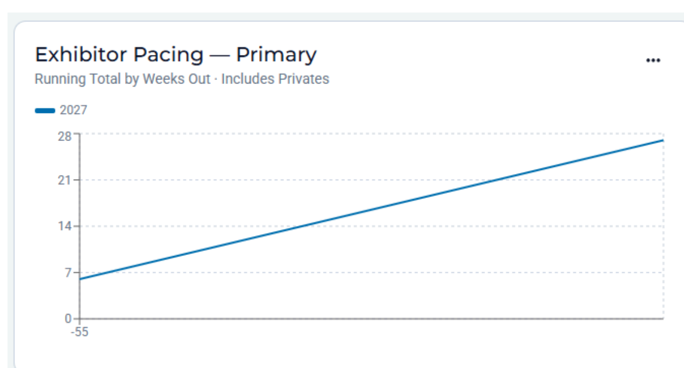
Actuals to date against entered budgets

Set Budgets

Budget Item	Actual to Date	Goal	% of Goal	Variance to Goal
Exhibitor Count	27	–	–	–
Square Feet	5,700	–	–	–
Booth Sales	$2,144,000	$1,000,000	214.40%	-$1,144,000
MYS Packages	–	–	–	–
Items / Other	$348,500	–	–	–
All Revenue	**$2,492,500**	–	–	–

Exhibitor Pacing — Primary

Tracks the running total of primary exhibitors (including privates) signed by weeks out, compared against previous shows. Helps you gauge whether exhibitor acquisition is ahead of or behind historical benchmarks.

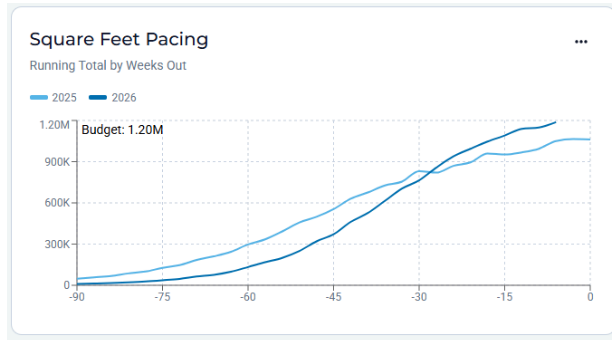


Exhibitor Pacing — Share

Similar to the view above, this includes only Share exhibitors (if applicable).

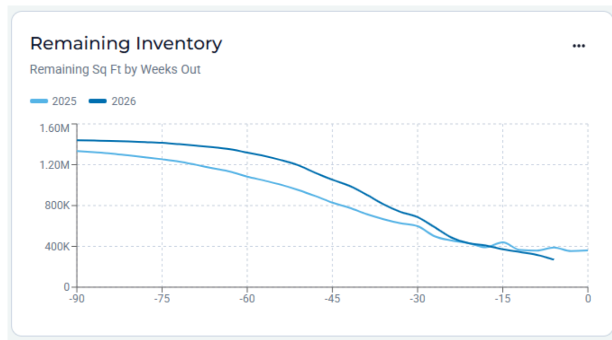
Square Feet Pacing

Displays the running total of square feet sold by weeks out, plotted show-over-show. Useful for identifying whether floor space commitments are tracking ahead of or behind prior cycles.



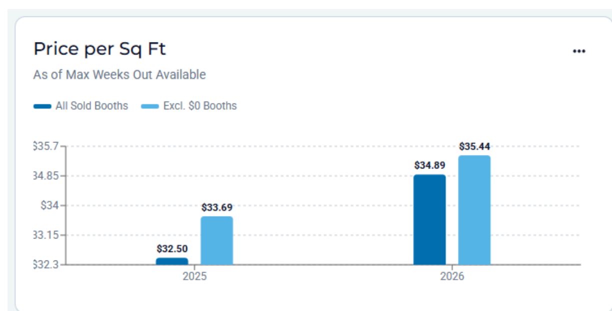
Remaining Inventory

Shows remaining square footage available for sale, plotted by weeks out. Helps your team anticipate when the show may approach sellout and plan inventory strategy accordingly.



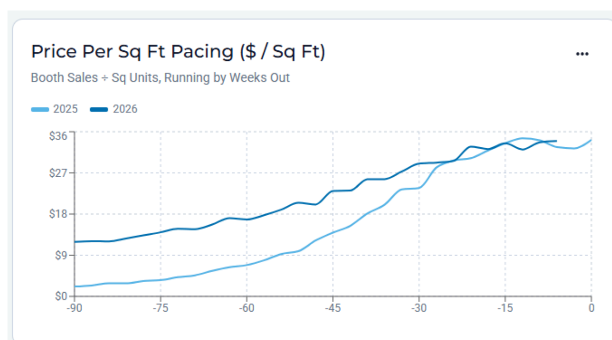
Price per Sq Ft

Displays the average price per square foot as of max weeks out available, compared show-over-show. Includes both all sold booths and all sold booths excluding $0 transactions.



Price Per Sq Ft Pacing ($ / Sq Ft)

Tracks revenue per square foot by weeks out across shows, giving insight into pricing efficiency trends over time.

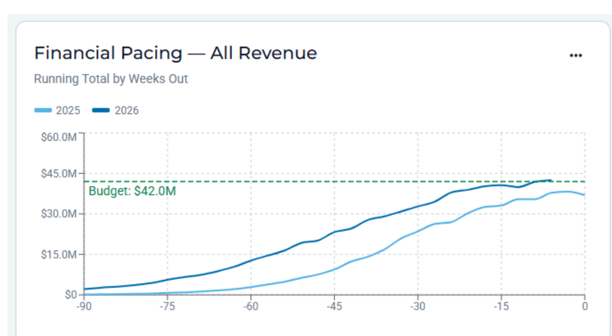


Financial Pacing — Booth / Space

Tracks booth and space revenue totals by week for all selected shows. If a budget is set, it will display a line for the budget for comparision.

Financial Pacing — All Revenue

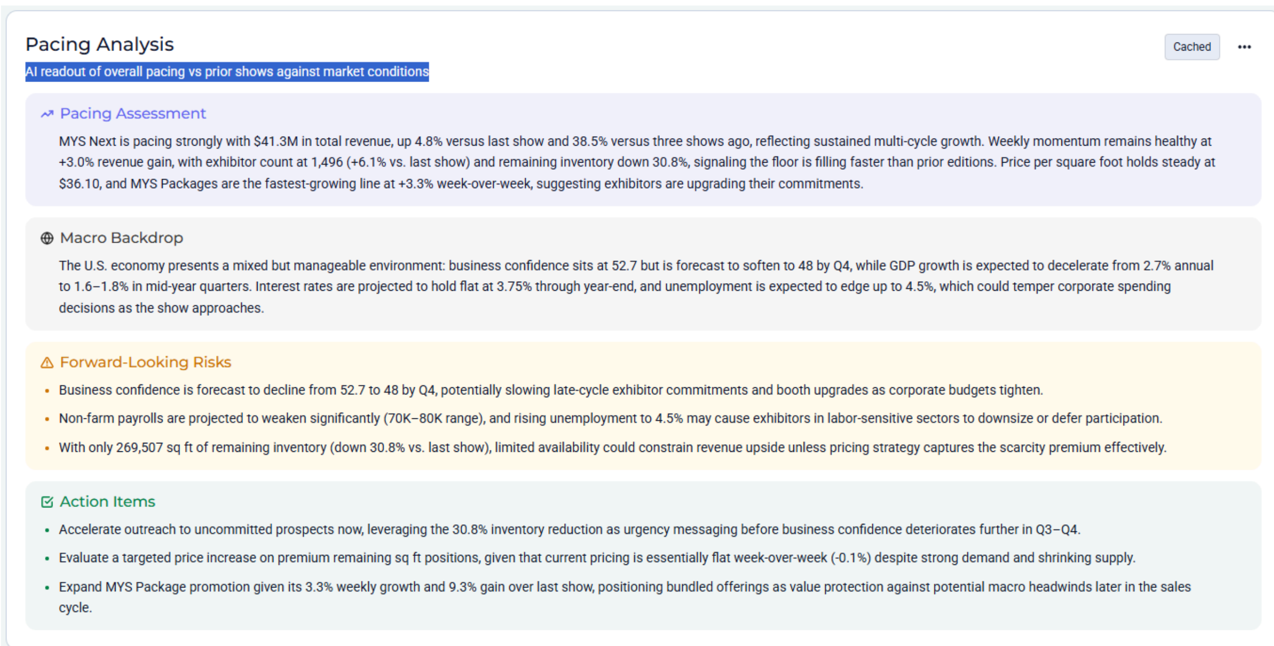
Tracks all-revenue order totals (booth sales, MYS packages, and other items) on a running basis by weeks out, compared show-over-show. Helps you assess overall financial trajectory against prior show performance. **The same view is also available broken out for MYS Packages and Items/Other individually."**



Pacing Analysis

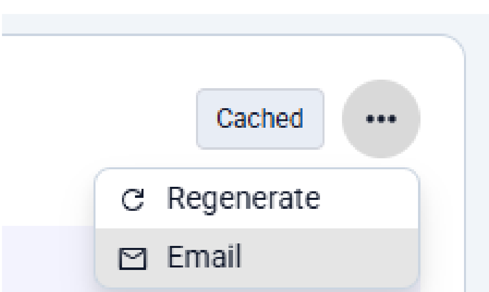
AI readout of overall pacing vs prior shows against market conditions including:

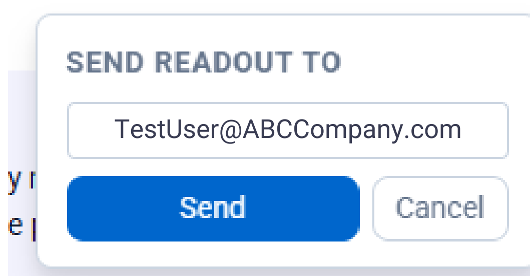
- Pacing Assessment — A snapshot of where current sales/bookings stand relative to prior periods (e.g., last year or last quarter), showing whether you're ahead, behind, or on track.
- Macro Backdrop — Context on broader economic or market conditions (ad spending trends, industry shifts, economic indicators) that are influencing the pacing picture.
- Forward-Looking Risks — Potential uncertainties on the horizon that could impact future pacing — things to watch or prepare for.
- Action Items — Specific recommended steps or decisions the team should take based on the pacing and risk analysis.



Regenerate & Email

Click Regenerate to refresh the analysis with the latest data. To share it, click Email, enter a recipient address, and click Send.



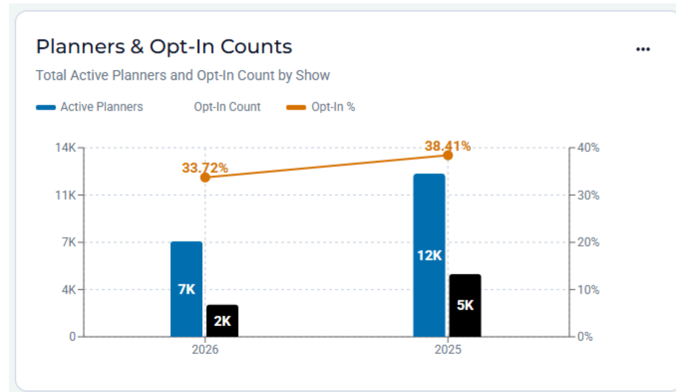


Engagement

The Engagement tab tracks attendee and planner activity on your show's digital platform, giving you a show-over-show view of how attendees are interacting with exhibitors, sessions, and content leading up to your event.

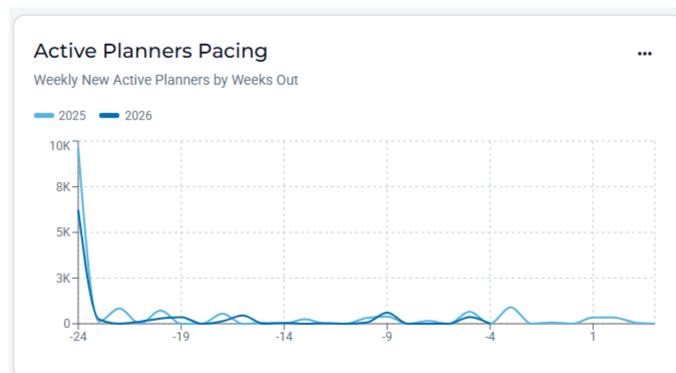
Planners & Opt-In Counts

Displays the total count of active planners and opt-ins per show, with a trendline for lead conversion rate. Active planners are attendees with at least one favorited item. The opt-in count represents active planners who chose to share their contact information, making them leads for the exhibitors they favorited. The opt-in percentage reflects the share of active planners who opted in.



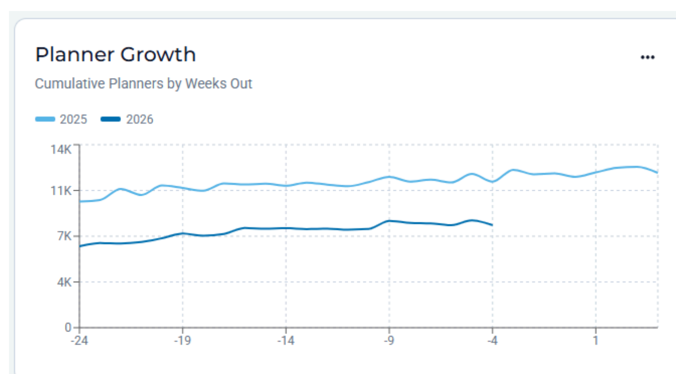
Active Planners Pacing

Tracks the weekly count of new active planners by weeks out, compared show-over-show. This view highlights when attendee planning activity accelerates relative to prior cycles, helping you identify whether engagement is building earlier or later than expected.



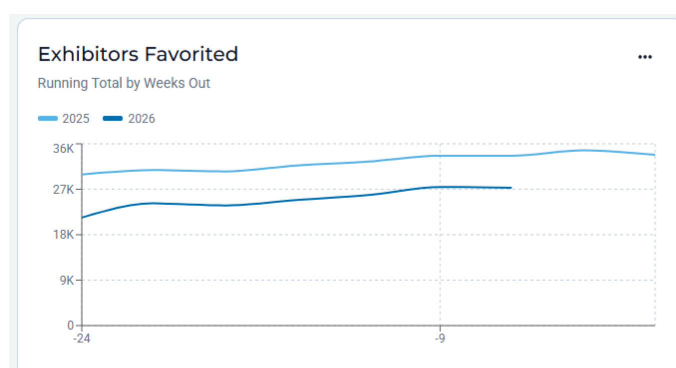
Planner Growth

Displays the cumulative running total of active planners by weeks out, plotted show-over-show. Use this chart to assess the overall growth trajectory of your planner base as the event approaches.



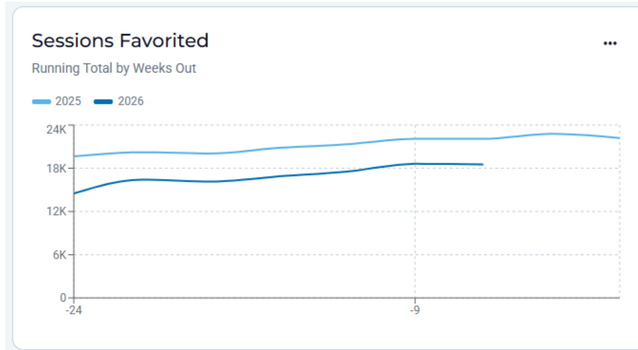
Exhibitors Favorited

Tracks the running total of exhibitors favorited by attendees, by weeks out, compared show-over-show. Higher favoriting activity signals strong attendee intent and increases the likelihood of opt-in lead generation for exhibitors.



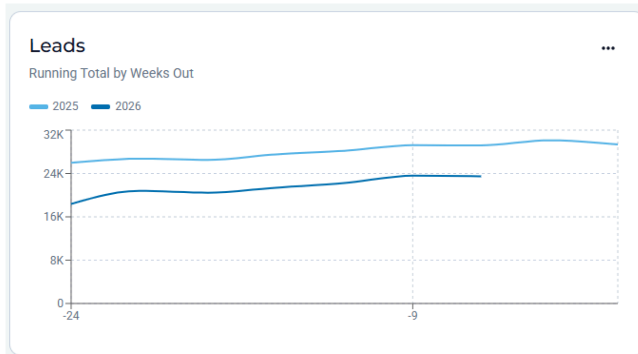
Sessions Favorited

Tracks the running total of sessions favorited by attendees, by weeks out, compared show-over-show. Useful for gauging content engagement and identifying whether session programming is resonating with your audience ahead of the event



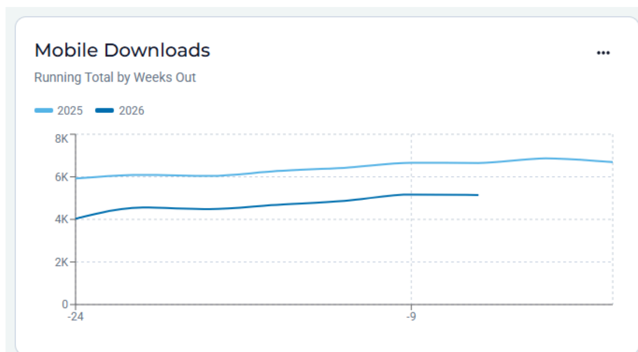
Leads

Tracks the running total of leads generated through the planner, by weeks out, compared show-over-show. A lead is created when an active planner opts in to share their information with an exhibitor they have favorited.



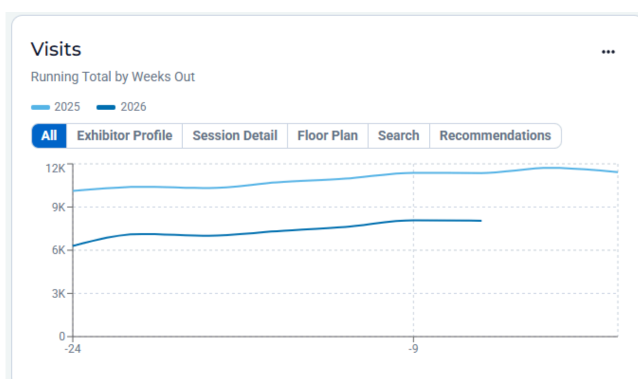
Mobile Downloads

Tracks the weekly count of mobile app downloads by weeks out, compared show-over-show. Spikes in download activity typically correspond to promotional pushes or the opening of the show, and can serve as a leading indicator of broader attendee engagement.



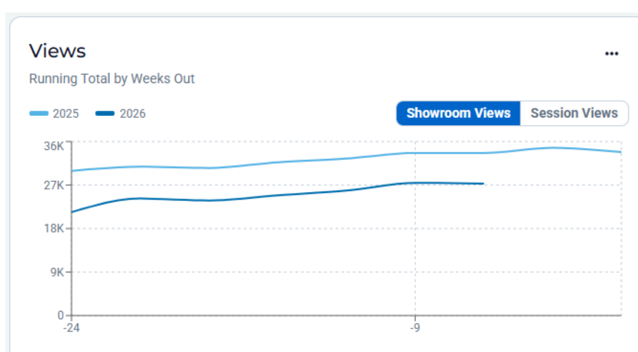
Visits

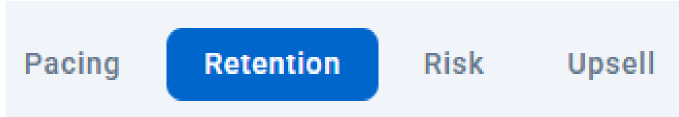
Tracks the running total of platform visits by weeks out, compared show-over-show. Use the filter tabs to segment visits by type: Exhibitor Profile, Session Detail, Floor Plan, Search, and Recommendations. This breakdown helps you understand which areas of the platform are driving the most traffic.



Views

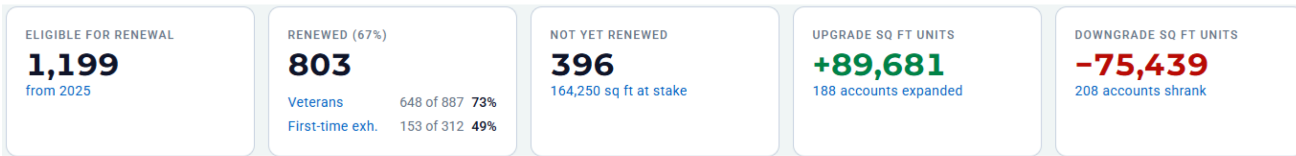
Tracks the running total of content views by weeks out, compared show-over-show. Toggle between Showroom Views (exhibitor profile page views) and Session Views to understand where attendees are spending their time on the platform.





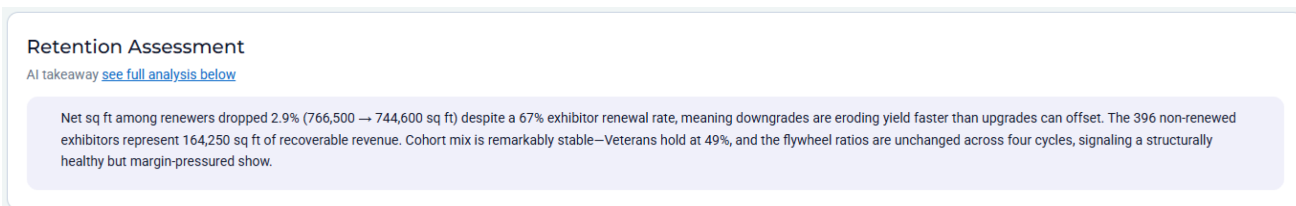
Retention View

The Retention view provides a focused look at exhibitor renewal health. At the top of the page, five headline metrics give you an immediate read on the current booking cycle: eligible for renewal, renewed (with Veteran and first-time exhibitor breakdowns), not yet renewed, upgrade sq ft units, and downgrade sq ft units.



Retention Assessment

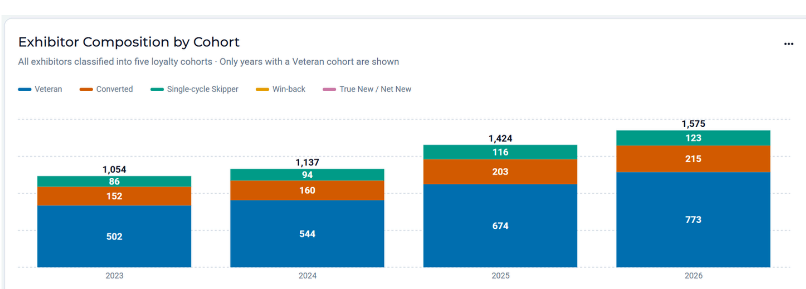
An AI-generated narrative summary analyzes the current retention picture, highlights notable risks, and surfaces actionable recommendations for your sales team. The assessment includes context on historic backdrop, forward-looking risks, and suggested action items.



Exhibitor Composition by Cohort

All exhibitors classified into five loyalty cohorts:

- Veteran – An exhibitor that has participated in multiple consecutive show cycles and returned again this time.
- Converted – A previously lapsed exhibitor that your team actively brought back into the current show.
- Single-cycle Skipper – An exhibitor that missed only the immediately prior show but has returned for this one.
- Win-back – A lapsed exhibitor (missed one or more cycles) that has been successfully re-engaged and rebooked.
- True New / Net New – A company exhibiting at this show for the very first time with no history in any prior cycle.

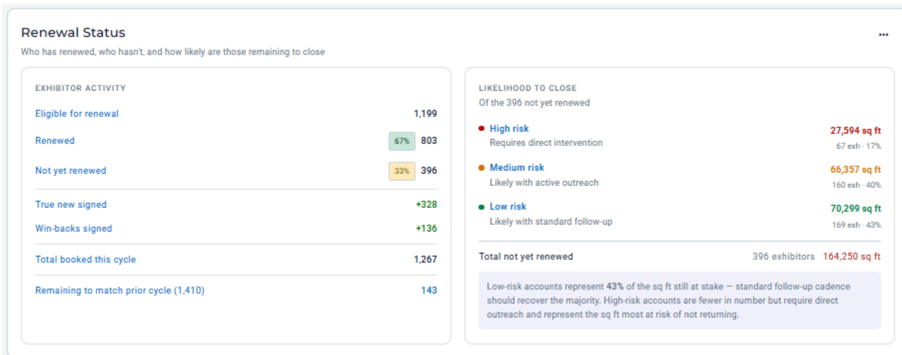


Note Only years with a Veteran cohort are shown

Renewal Status

See where your renewals stand at any point in the booking cycle. You'll get a customer count for each status — eligible for renewal, renewed, not yet renewed, newly signed (true new and win-backs) — along with a running tally of how much space you still need to match your prior show.

For exhibitors who haven't renewed yet, risk indicators break that group into High, Medium, and Low tiers so your team knows where to focus first.

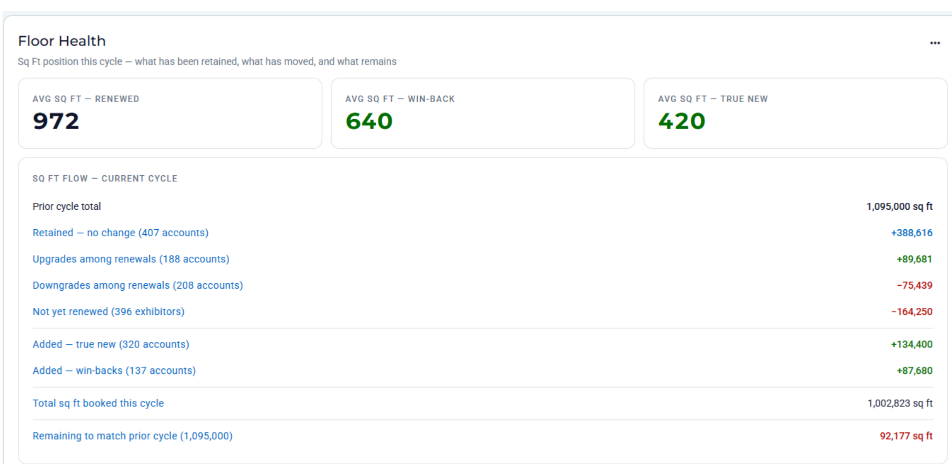


Floor Health

This section breaks down where your floor growth is actually coming from.

You'll see how booth activity — upgrades, downgrades, new signings, and first-timers — is adding up across the current cycle. The metrics break down net square footage by source, so you can tell at a glance whether you're growing through new acquisition, existing exhibitors upsizing, or a mix of both. A running total shows how far you are from matching last show's footprint.

Useful for sales leadership to track momentum and spot where to push harder.



Sq Ft Position by Cohort

This section breaks down how each exhibitor segment is contributing to your floor.

You'll see current square footage booked versus the prior show for each cohort — Veterans, First-Timers, Single-Cyle Skippers, Win-backs and True New — along with net change and average contribution per exhibitor. A ranking indicator shows how each group is tracking relative to expectations.

Useful for spotting which segments are driving growth and which ones might need a closer look.

Sq Ft position by cohort

Which groups are holding, shrinking, or building floor presence

COHORT	EXHIBITORS	PREV SQ FT	CURR SQ FT	NET SQ FT	AVG / EXHIBITOR	SIGNAL
Veterans	731	576,365 sq ft	599,420 sq ft	+23,055	+32 sq ft	Building
First-timers	213	101,085 sq ft	119,280 sq ft	+18,195	+85 sq ft	Building
Single-cycle	122	78,239 sq ft	71,980 sq ft	−6,259	−51 sq ft	Shrinking
Win-backs	137	81,185 sq ft	87,680 sq ft	+6,495	+47 sq ft	Building
True new	320	–	134,400 sq ft	+134,400	new	Building
Total	1,523	836,874 sq ft	1,012,760 sq ft	+175,886	–	–

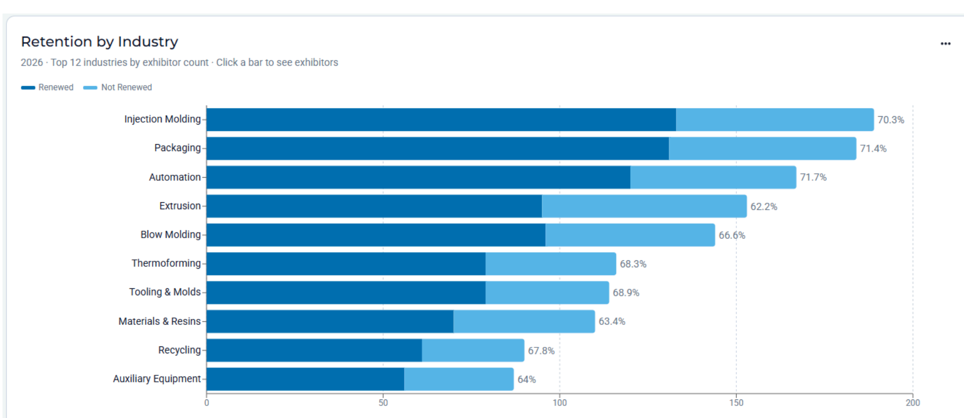
Cohort-level sq ft splits are estimated — connect to five-cohort SQL classification for exact figures per cohort.

Retention by Industry

This section shows renewal rates across your exhibitor base, broken down by industry and ranked from highest to lowest.

Each bar represents the percentage of exhibitors in that category who have renewed for the current show. Industry categories are generated automatically based on each exhibitor's profile and product data, so the segmentation reflects your actual floor makeup rather than a predefined list.

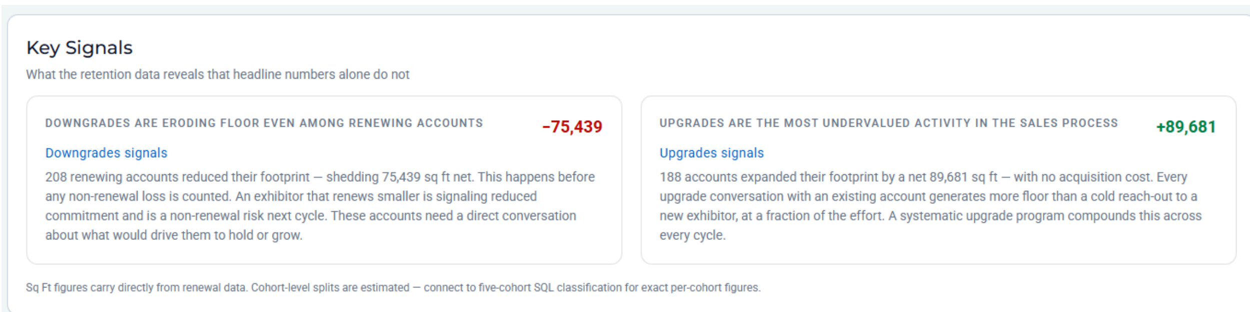
Useful for spotting which verticals are holdingstrong and which ones may need some attention before they become a retention problem.



Key Signals

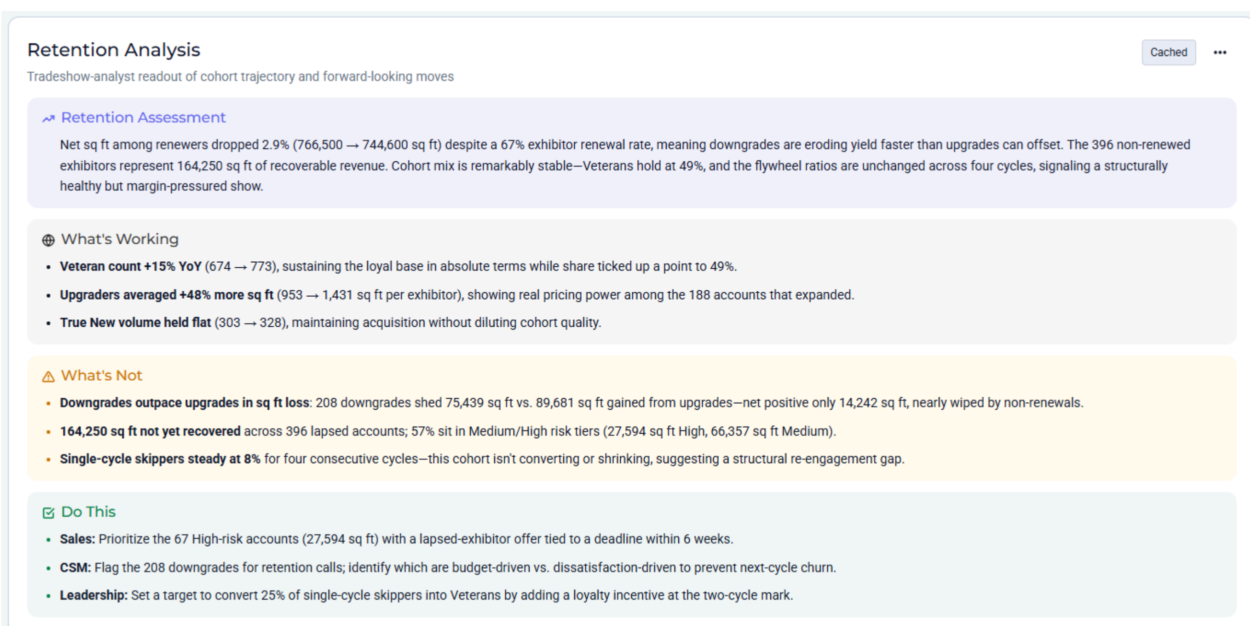
Surfaces the most important positive and negative trends emerging from the current booking cycle — quantifying the square footage impact of downgrades and flagging momentum areas where exhibitors are expanding or increasing engagement. Each signal includes a description to help your team act quickly.

Useful for catching momentum swings early and knowing where to focus.



Retention Analysis

A detailed AI-powered narrative built from the same signals, organized into three sections: What's Working (renewal rates, upgrade activity, engagement patterns), What's Not (areas needing targeted intervention), and Do This (prioritized action items for your sales and CSM teams).

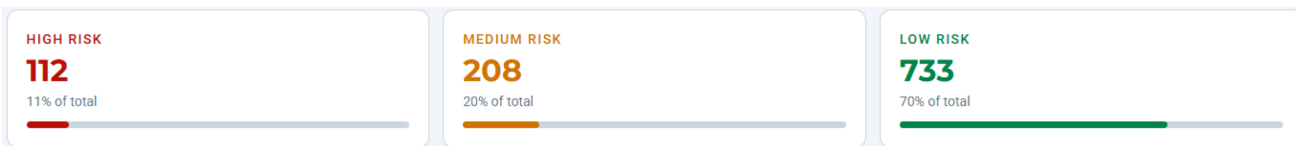


Risk View

This table 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.

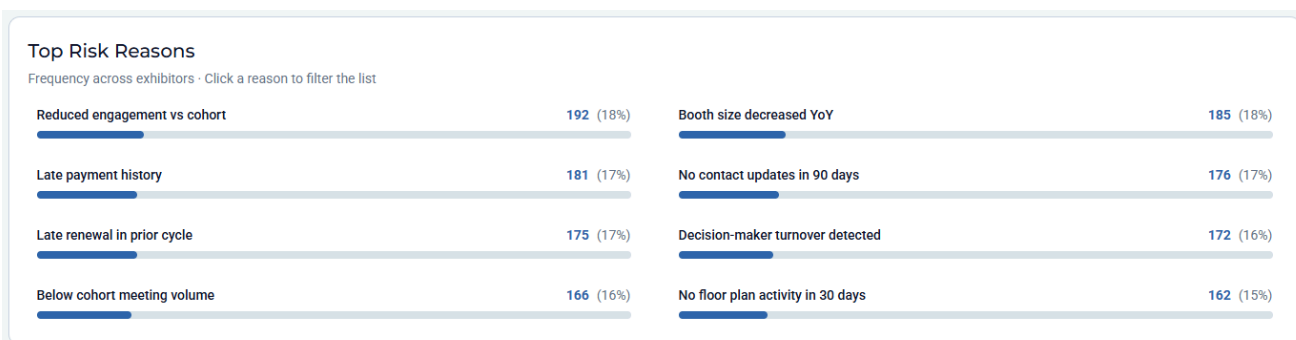
Risk Summary

Three headline tiles display the count of High Risk, Medium Risk, and Low Risk exhibitors, each with their percentage of the total exhibitor base. A color-coded progress bar for each risk level provides a quick visual on the overall exhibitor pool.



Top Risk Reasons

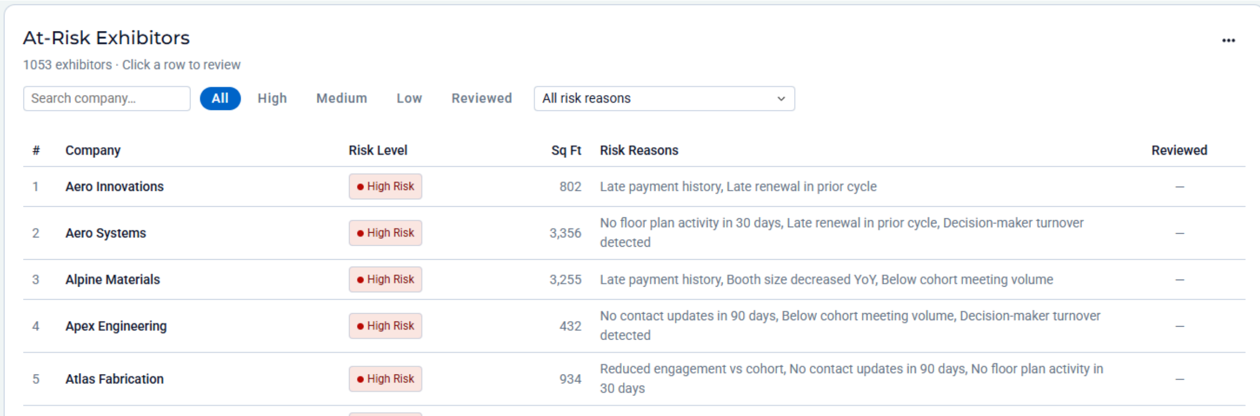
This table shows the most common reasons exhibitors are being flagged for renewal risk across your show. Click any reason to filter the At Risk Exhibitors list below to companies matching that signal.



At Risk Exhibitors

This section surfaces exhibitors who may be at risk of not renewing based on how they're engaging — or not engaging — with your platform and event.

Behavioral signals and event engagement metrics are used to flag accounts that warrant a closer look, giving your sales team the heads-up they need to reach out before churn becomes harder to reverse. Select any exhibitor to log notes or mark them as reviewed once they've been contacted.


At-Risk Exhibitors

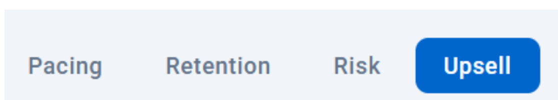
1053 exhibitors · Click a row to review

Search company... | All | High | Medium | Low | Reviewed | All risk reasons

#	Company	Risk Level	Sq Ft	Risk Reasons	Reviewed
1	Aero Innovations	High Risk	802	Late payment history, Late renewal in prior cycle	–
2	Aero Systems	High Risk	3,356	No floor plan activity in 30 days, Late renewal in prior cycle, Decision-maker turnover detected	–
3	Alpine Materials	High Risk	3,255	Late payment history, Booth size decreased YoY, Below cohort meeting volume	–
4	Apex Engineering	High Risk	432	No contact updates in 90 days, Below cohort meeting volume, Decision-maker turnover detected	–
5	Atlas Fabrication	High Risk	934	Reduced engagement vs cohort, No contact updates in 90 days, No floor plan activity in 30 days	–

Note The full Exhibitor Risk Analysis report—available in the Show Dashboard Reports—provides a detailed breakdown of each primary exhibitor and why they are flagged. For example, an exhibitor may not be opening emails or logging into the Exhibitor Resource Center. This lack of engagement can help your team get ahead of potential churn before it becomes a problem.

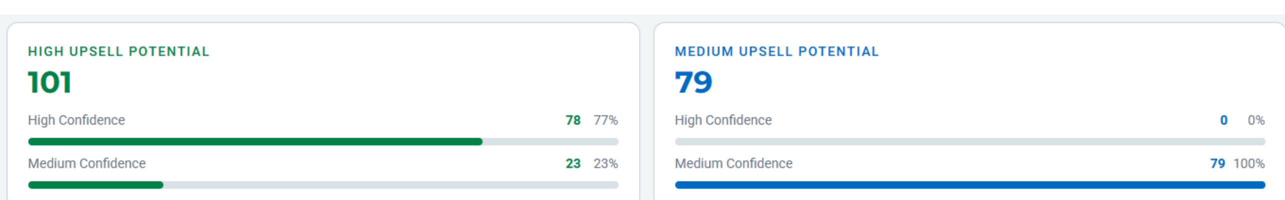
Upsell View



The Upsell view identifies exhibitors with the greatest potential to expand their investment in your show—whether through larger booth footprints, premium packages, sponsorships, or add-on products. Using behavioral signals and historical data, each exhibitor is scored and categorized by upsell potential and model confidence level.

Upsell Potential Summary

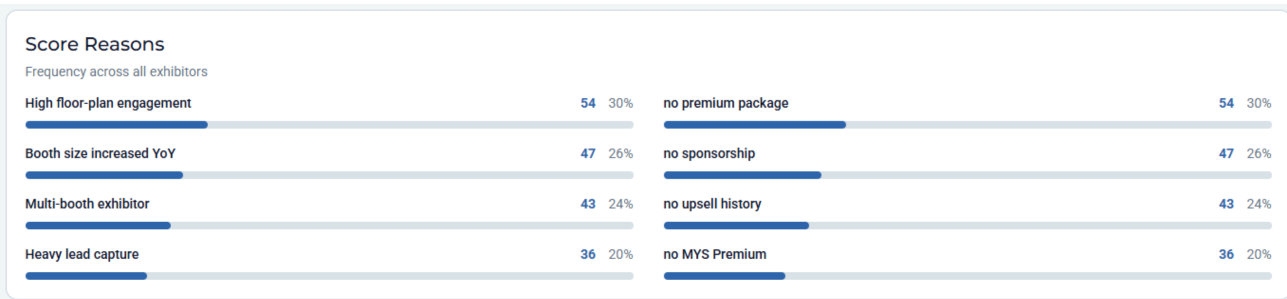
Two headline tiles at the top of the view display the total count of exhibitors in each potential tier: High Upsell Potential and Medium Upsell Potential. Within each tile, the exhibitor count is further broken down by model confidence level—High Confidence and Medium Confidence—with corresponding counts and percentages displayed as progress bars. These tiles give your sales team an at-a-glance read on the size and quality of the upsell pipeline.



Score Reasons

This table breaks down the signals behind upsell scores across your exhibitor base — the behavioral and historical factors that indicate potential opportunities for increased investment in your event.

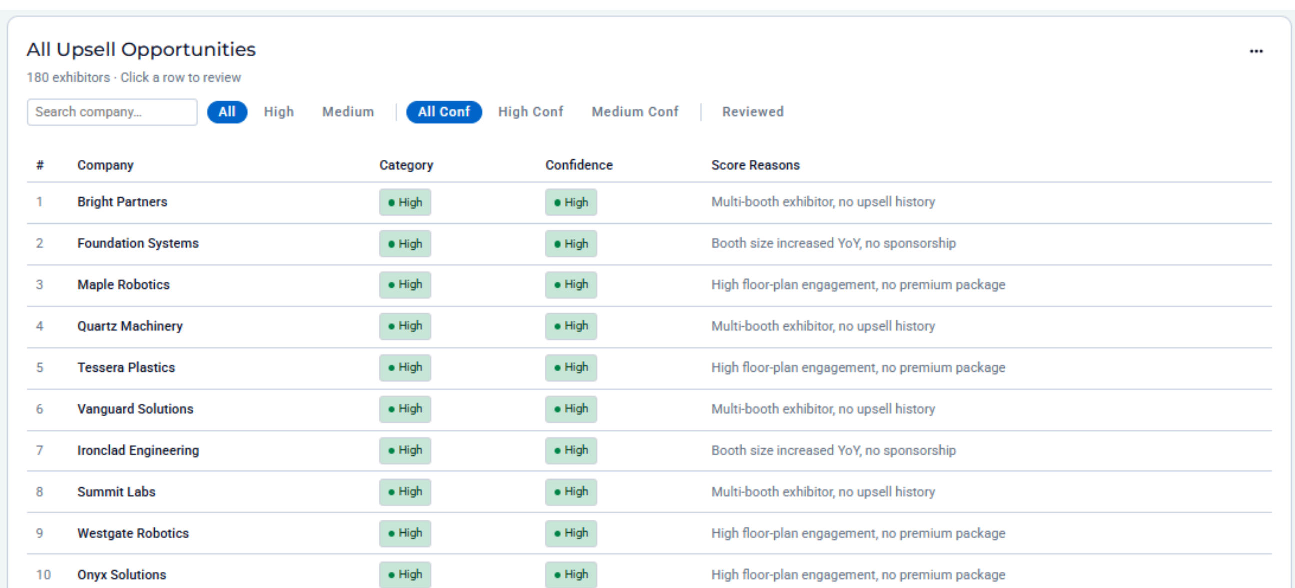
Each reason shows how many exhibitors it applies to and its share of the total pool.



All Upsell Opportunities

A sortable, searchable list of every exhibitor identified as an upsell opportunity, showing their upsell category, confidence level, and the signals behind the score.

Use the filter tabs and confidence filters to focus on the highest-priority accounts, or search by name to look up a specific company. Select any exhibitor to review their details, log notes, or mark them as reviewed once follow-up is complete.



#	Company	Category	Confidence	Score Reasons
1	Bright Partners	High	High	Multi-booth exhibitor, no upsell history
2	Foundation Systems	High	High	Booth size increased YoY, no sponsorship
3	Maple Robotics	High	High	High floor-plan engagement, no premium package
4	Quartz Machinery	High	High	Multi-booth exhibitor, no upsell history
5	Tessera Plastics	High	High	High floor-plan engagement, no premium package
6	Vanguard Solutions	High	High	Multi-booth exhibitor, no upsell history
7	Ironclad Engineering	High	High	Booth size increased YoY, no sponsorship
8	Summit Labs	High	High	Multi-booth exhibitor, no upsell history
9	Westgate Robotics	High	High	High floor-plan engagement, no premium package
10	Onyx Solutions	High	High	High floor-plan engagement, no premium package