

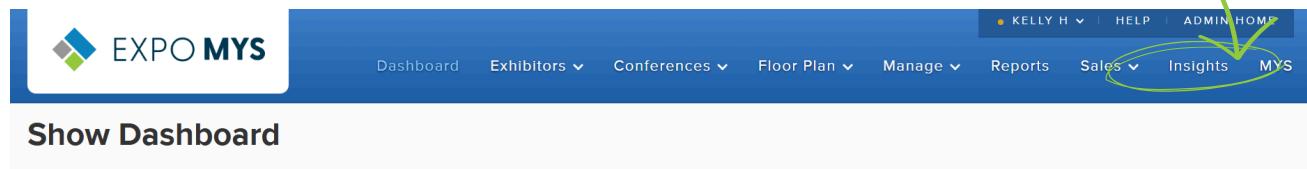


# MYS Insights

By combining data science and behavioral metrics, MYS Insights analyzes information from current and previous show cycles to help you predict revenue, mitigate risks, and make strategic decisions. MYS Insights also allows organizers to predict how their event will perform and benchmark against events with a similar exhibitor count.

## Access MYS Insights from the Show Dashboard

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



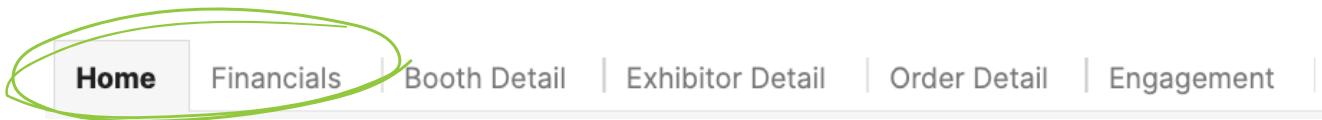
### Notes

MYS Insights includes sensitive financial information; therefore, not everyone with access to the Show Dashboard can view Insights. By default, when an event has contracted to use Insights, the client will have one designated contact who has access. They will be responsible for managing which team members have access and whether or not any of those colleagues should have permission to add users or not.

#### [Manage MYS Insights User Access](#)

The Exhibitor Risk Analysis and Renewal Progress reports are available through the Show Dashboard Reports, regardless of your Insights access, as long as the user has a user role with permissions to view exhibitor data.

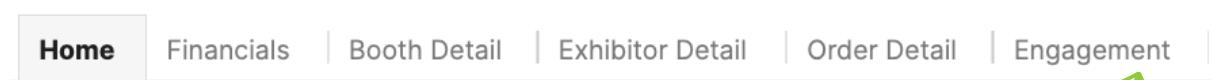
# Navigating within MYS Insights



**The Home and Financials tabs are your primary focus areas** when viewing Insights. These tabs provide an overview of key performance metrics, including exhibitors at risk, wallbound status, revenue pacing, booth space sales, pricing trends, and exhibitor retention. They also include benchmarks and predictions, giving you a comprehensive view of your show's performance.

*\*The Financials tab data is accessible only to shows using our Booth Sales module.*

The **Booth, Exhibitor, and Order Details** tabs display the data used to create each graph. To view specific details behind a graph, click the "View [Graph Title] Report" link at the bottom of the graph.



The **Engagement** tab displays attendee data, including active planners, favorited sessions, leads, mobile downloads, and more.

**Use the 'Controls' dropdown to filter the information included in your reports**, such as previous show IDs and the number of weeks out from your event.

Check/Uncheck a showID to include/exclude it from your graphs.

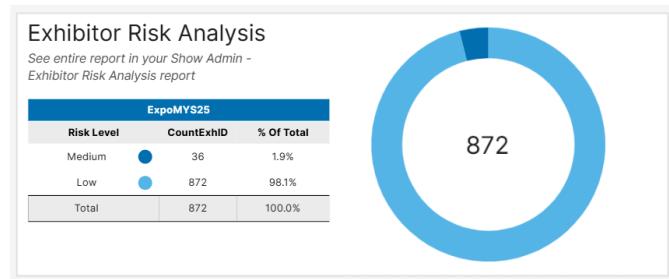
Adjust the weeks out from your show

Hover over a graph to access additional tools, including full-screen mode, sorting options, summary data, or export to CSV or Excel.

# Insights within the 'Home' Tab

## Exhibitor Risk Analysis

This report analyzes on-platform behavior and event metrics to identify exhibitors at risk of not renewing. It helps show organizers equip their sales team with insights to address issues early, improving retention.

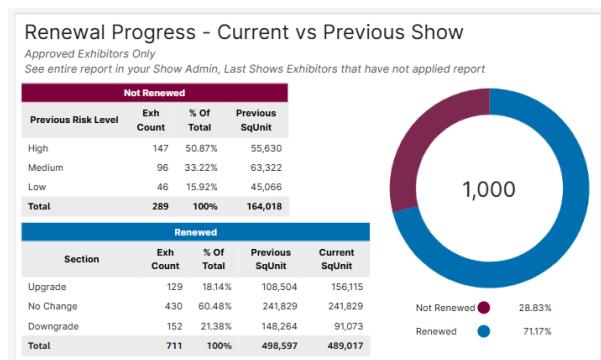


The **Exhibitor Risk Analysis report in the Show Dashboard** provides a breakdown of each primary exhibitor and why they are flagged as at risk. For example, an exhibitor may not be opening emails or logging into the Exhibitor Resource Center. This lack of engagement may be something to help your team get ahead of potential churn.

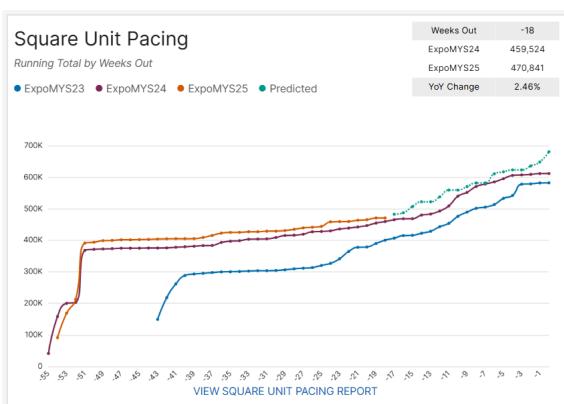
## Renewal Progress - Current vs Previous Show

This report compares approved exhibitor renewals from the previous show to the current one, tracking renewal rates, risk levels, and changes in net square units (upgrades, downgrades, or no change).

The **Renewal Progress report in the Show Dashboard** provides a detailed exhibitor breakdown within each category.



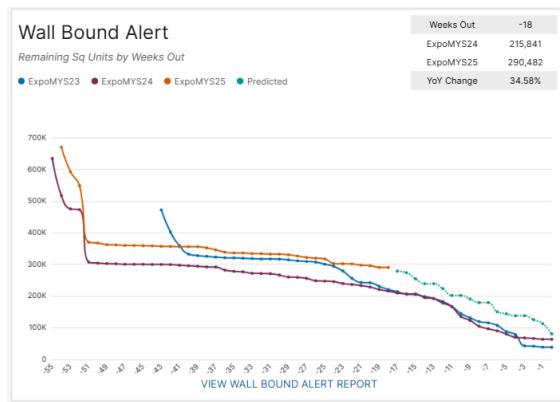
## Square Unit Pacing



This report tracks year-over-year or show-over-show square units sold leading up to the event. The graph displays current trends and uses machine learning to predict the total square units sold for your event.

## Wall Bound Alert

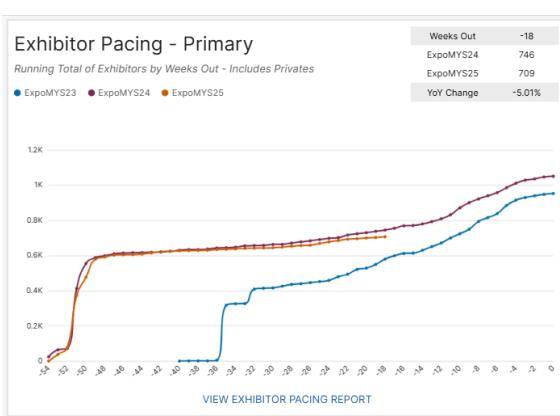
A pacing report that compares your current inventory to past events and uses data and machine learning to predict when your event will sell out (*predictions currently in Beta*).



## Exhibitor Pacing - Primary

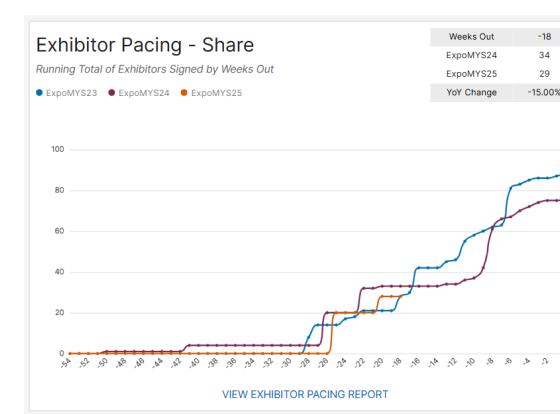
\*Includes Privates

Measures the pace at which your show gains exhibitors compared to previous events.



## Exhibitor Pacing - Share

Tracks the rate at which your show gains share exhibitors compared to previous years.



## Exhibitor Retention - Primary

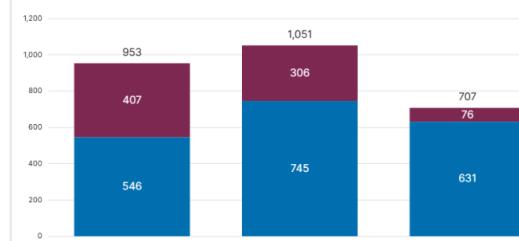
\*Includes Privates

Show the total exhibitor count with a breakdown of new vs returning exhibitors.

### Exhibitor Retention - Primary

Total Exhibitors by Year - Includes Privates

■ Returning Exhibitor ■ New Exhibitor



[VIEW EXHIBITOR RETENTION REPORT](#)

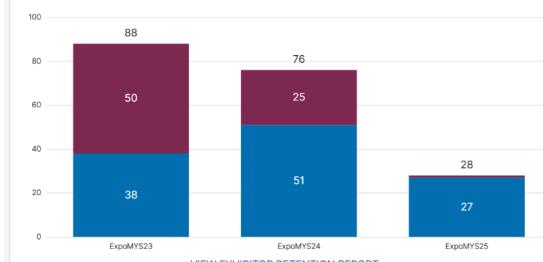
## Exhibitor Retention - Share

Displays total share exhibitor count with a breakdown of new vs returning share exhibitors.

### Exhibitor Retention - Share

Total Exhibitors by Year

■ Returning Exhibitor ■ New Exhibitor



[VIEW EXHIBITOR RETENTION REPORT](#)

# Insights within the 'Financials' Tab

## Average Price Per Square Unit

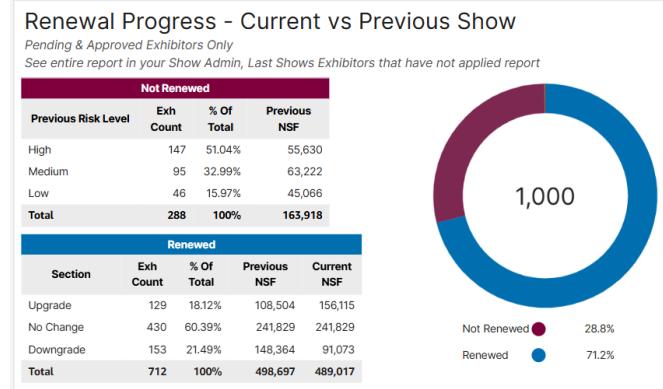
Displays the average price per square unit per show, tracked show-over-show.



## Renewal Progress - Current vs Previous Show

Shows the total number of pending and approved, renewed and non-renewed exhibitors, along with their risk level for non-renewal.

For renewed exhibitors, it tracks changes in net square units (upgrades, downgrades, or no change).



## Overall Pacing as of Current Week Out

Tracks current pacing across exhibitors, square units, and revenue streams, comparing progress to last week and previous shows to gauge whether sales are ahead of or behind historical benchmarks.

Overall Pacing for ExpoMYS25 as of Current Week Out

Approved Orders

	Current Total	Last Week Pacing	Last Show	2 Shows Ago	3 Shows Ago	Last Show Totals
<b>Exhibitors</b>	868	▲ 0.46%	▼ -5.45%	▲ 20.72%		1,051
<b>Square Units</b>	546,004	▲ 0.53%	▼ -1.88%	▲ 18.38%		611,779

Approved and Pending Orders

	Current Total	Last Week Pacing	Last Show	2 Shows Ago	3 Shows Ago	Last Show Totals
<b>Booth Sales</b>	\$21,292,028	▲ 0.32%	▲ 11.53%	▲ 20.46%		\$23,800,086
<b>MYS Packages Sales</b>	\$265,408	— 0%	▼ -3.99%	▲ 55.52%		\$376,057
<b>Other Sales</b>	\$2,242,310	▲ 1.67%	▲ 26.78%	▲ 45.22%		\$4,584,554
<b>Revenue</b>	\$23,799,747	▲ 0.44%	▲ 12.6%	▲ 22.74%		\$28,760,697

## Event Industry Benchmarks

A cohort analysis comparing your show's exhibitors, square units, booth sales, MYS packages, other sales, and total revenue—showing the percent change from the previous to the current show alongside the same percent-change metrics for comparable events of similar size.

Cohorts are grouped by exhibitor count (1–299, 300–699, 700+). Comparisons include only events occurring 16 months before to 2 months after your event's start date.

### Event Industry Benchmarks

YoY Comparison Between Current and Last Event vs Your Cohort

	Your Event	Cohort
Exhibitors	▼ -5.45%	
Square Units	▼ -1.88%	
Booth Sales	▲ 11.53%	
MYS Packages Sales	▼ -3.99%	
Other Sales	▲ 26.78%	
Revenue	▲ 12.6%	

## Financial Pacing - All

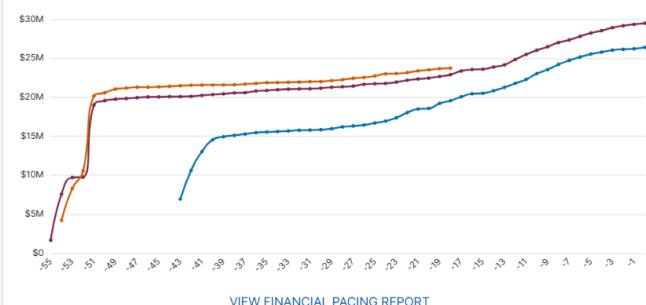
Tracks year-over-year or show-over-show order totals leading up to the event.

### Financial Pacing - All

Running Total by Weeks Out

● ExpoMYS23 ● ExpoMYS24 ● ExpoMYS25

Weeks Out	-18
ExpoMYS24	\$22,888,810
ExpoMYS25	\$23,711,292
YoY Change	3.59%



### Financial Pacing - Booth/Space

Running Total by Weeks Out

● ExpoMYS23 ● ExpoMYS24 ● ExpoMYS25 ● Predicted

Weeks Out -18

ExpoMYS24 \$20,762,612  
ExpoMYS25 \$21,362,225  
YoY Change 2.89%

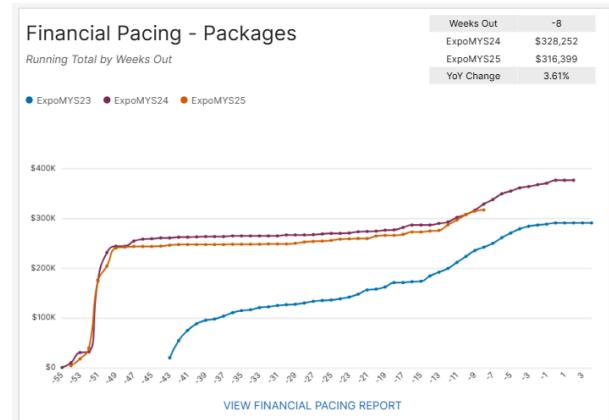
## Financial Pacing - Booth/Space

Tracks your booth/space revenue totals by week for all selected shows. A graph displays current trends and uses machine learning to predict your upcoming show's total booth/space revenue.



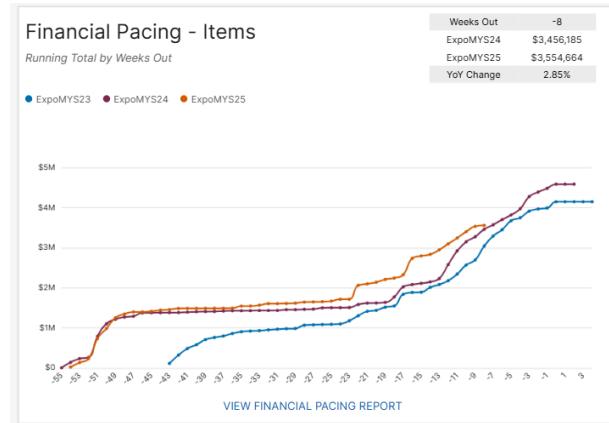
## Financial Pacing - MYS Packages

Tracks package revenue totals year-over-year or show-over-show.



## Financial Pacing - Items

Tracks item revenue totals year-over-year or show-over-show.



# Insights within the 'Engagement' Tab

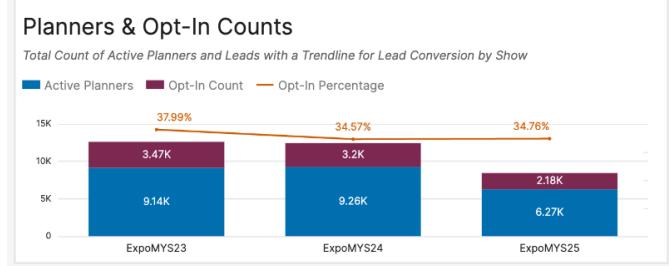
## Planner & Opt-In Counts

Planner engagement tracking showing year-over-year or show-over-show trends.

*Active planners* are users with at least one favorited item.

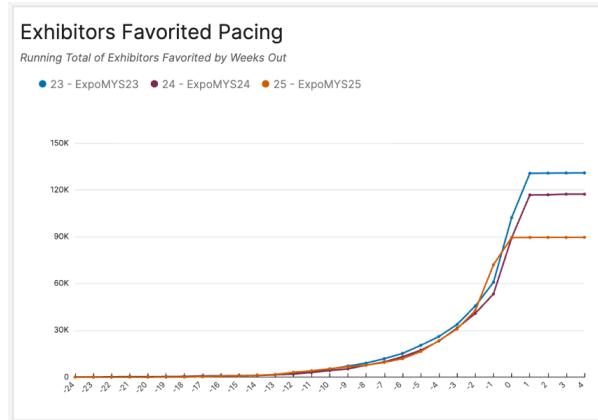
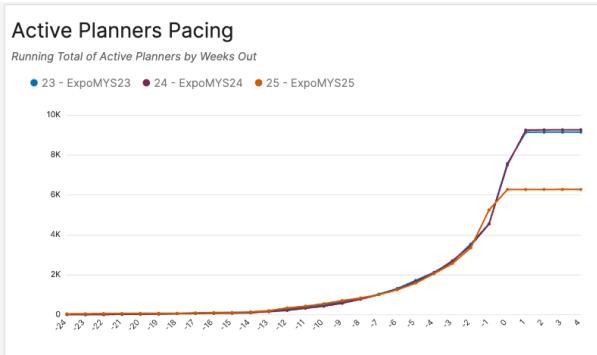
The *opt-in count* represents the number of active planners who chose to share their information, making them leads for the exhibitors they favorite.

The *opt-in percentage* reflects the share of active planners who opted in.



## Active Planners Pacing

Tracks active planners year-over-year or show-over-show. Active planners are users with at least one favorited item.



## Exhibitors Favorited Pacing

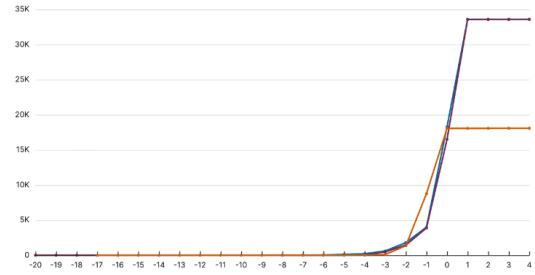
Tracks the total number of exhibitors favorited year-over-year or show-over-show.

## Sessions Favorited Pacing

Tracks the total number of sessions favorited year-over-year or show-over-show.

**Sessions Favorited Pacing**  
Running Total of Sessions Favorited by Weeks Out

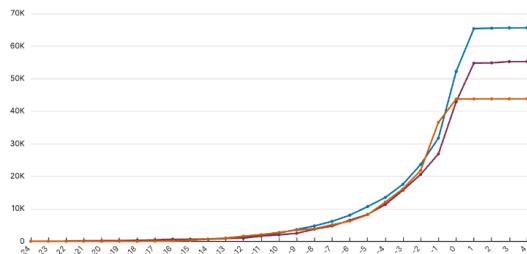
● 23 - ExpoMYS23 ● 24 - ExpoMYS24 ● 25 - ExpoMYS25



## Leads Pacing

Running Total of Leads by Weeks Out

● 23 - ExpoMYS23 ● 24 - ExpoMYS24 ● 25 - ExpoMYS25



## Leads Pacing

Tracks the number of leads generated through the planner on a year-over-year or show-over-show basis.

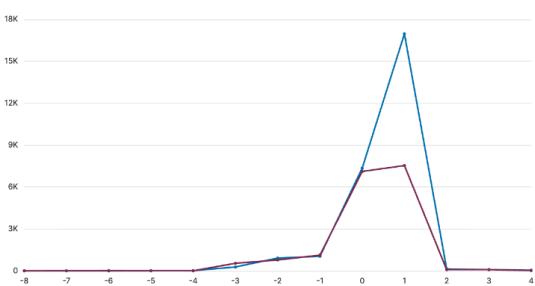
## Weekly Mobile Downloads Pacing

Tracks the count of mobile downloads year-over-year or show-over-show

### Weekly Mobile Downloads Pacing

Count of Downloads by Weeks Out

● 23 - ExpoMYS23 ● 24 - ExpoMYS24



## Weekly Visit Pacing

Tracks the count of visits (all, mobile or web) year-over-year or show-over-show.

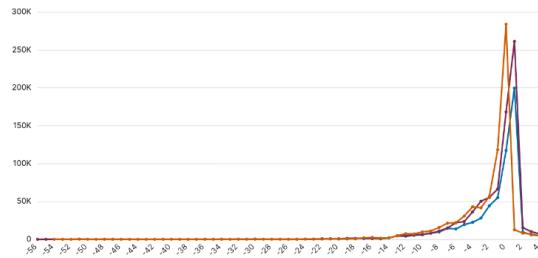
### Weekly Visit Pacing

Count of Visits by Weeks Out Based on Visit Type Selection

● 23 - ExpoMYS23 ● 24 - ExpoMYS24 ● 25 - ExpoMYS25

Visit Type Selection

All Visit Types  
 Mobile Visits  
 Online Visits



## Weekly Views Pacing

Tracks the view count (by session or showroom) year-over-year or show-over-show.

Use the toggle on the right to see 'showroom' (exhibitor) views vs 'session' views.

### Weekly Views Pacing

Count of Views by Weeks Out Based on View Type Selection

● 23 - ExpoMYS23 ● 24 - ExpoMYS24 ● 25 - ExpoMYS25

View Type Selection

Session Views  
 Showroom Views

