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Event Tech Hub

Deliver Greater Exhibitor ROI Using Your Event Platform

Select an Exhibitor

Candelabra Industries

Exhibitor Stats

72	72	9.17	51
Total Exhibitor Page Views	Unique Exhibitor Viewers	Average Dwell Time (min)	Exhibitor Rank

Viewers by Registration Type

Audience Demographic Breakdown — Interests

Preservation
Transport
Packaging
Processing
Certification
Distribution

Viewers

First Name	Last Name	Email	Registration Type	Company
Abelardo	Hicks	ahicks@fallow.com	Staff	Fallow
Charles	Ewing	cewing@elephant.com	Staff	Elephant

Audience Overview | Session Overview | Content Explorer | Audience Behavior | Individual Session Performance | **Individual Exhibitor Performance**

Increase trade show revenue
## *Make exhibitors happy & coming back for more*

If you're looking to deliver great exhibitor ROI, there are a few key things you can do with your event platform. Provide added value to your exhibitors by positioning exhibitors as engaging thought leaders, providing targeted leads, and creating spaces for meaningful connections.

As an event organizer, it's important to show your exhibitors that you understand their business objectives when providing valuable deliverables. By doing so, you'll create a stronger relationship with your exhibitors and build a more successful event.

A decline means that there are fewer dollars for trade show organizers to claim. In order to protect future revenue from existing exhibitors and investments from new exhibitors, trade show organizers must demonstrate valuable ROI.

Source: Center for Exhibition Industry Research (CEIR)

37.9% DECLINE
in US 2022 vs. 2019
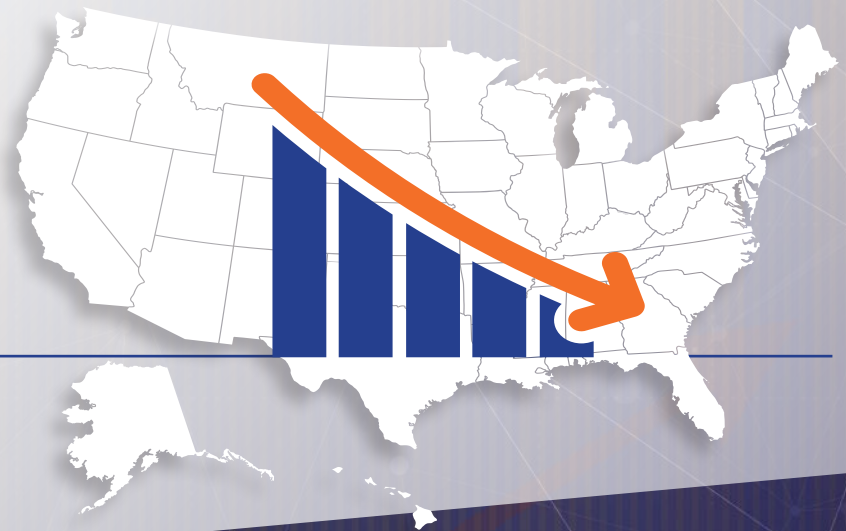
1 Position exhibitors as engaging thought leaders

Exhibitors are often experts in their field, so why not use your event platform to position them as thought leaders? This can be done in a number of ways, such as featuring exhibitor content as a separate track or an entire dedicated section. This will give exhibitors the chance to showcase their knowledge and expertise. It also helps attendees learn more about what they have to offer.

By sharing their knowledge and insights, exhibitors can attract attention and build trust with potential customers. In addition, thought leadership can help exhibitors to differentiate themselves from their competitors.

By offering unique perspectives and ideas, exhibitors can show that they are at the forefront of their industry. As a result, thought leadership can be a powerful tool for exhibitors to increase sales and grow their businesses.

"Thought leadership significantly changed their perception of a company for the better, while 64% say thought leadership is a more trustworthy basis for assessing a vendor's capabilities and competency than marketing materials and product sheets."

Source: LinkedIn

64%
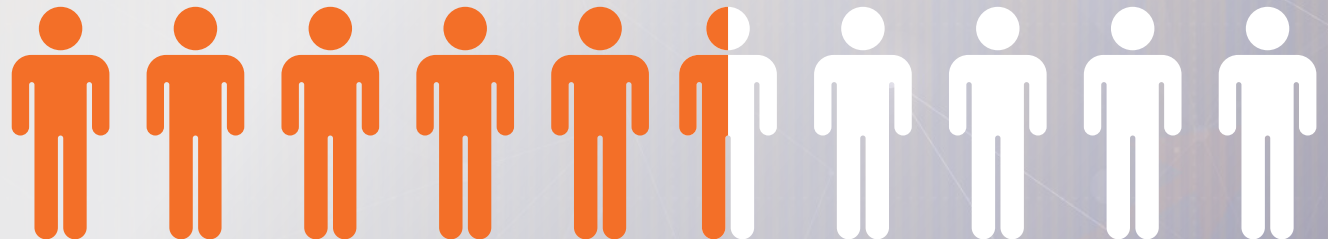
2 Provide targeted leads

Another great way to deliver exhibitor ROI is by providing targeted leads. Matchmaking tools help connect exhibitors with the right attendees. By using an events platform with built-in matchmaking, event planners can ensure that exhibitors get the most out of their participation.

Matchmaking allows exhibitors to specify their interests and target their marketing efforts accordingly. This leads to better quality leads and more sales for exhibitors, which in turn delivers more ROI to the event itself. In addition, matchmaking can also help to create a more engaging and enjoyable experience for attendees, as they are more likely to meet people who share their interests.

Ultimately, using an event platform with matchmaking capabilities is a win-win for both event planners and exhibitors.

68% of exhibitors rank lead generation as one of their top three objectives.

Source: CEIR
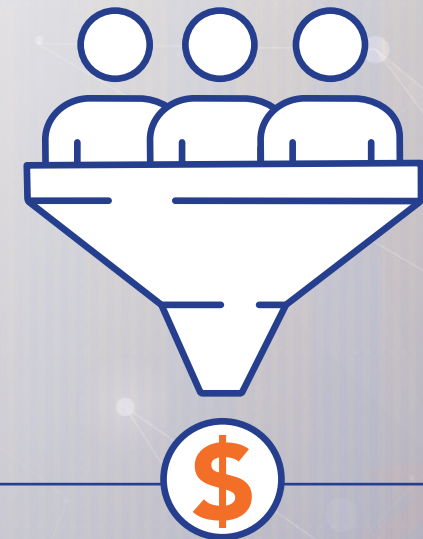
Top Ranked Objective
LEAD GENERATION

3 Create space for meaningful connections

Networking is a key part of any trade show experience, and there are opportunities to network before, during, and after the event. Exhibitors can reach out to potential customers in advance of the show to arrange meetings, and networking events can be held before or after the trade show floor is open. Additionally, networking can continue after the trade show has ended by following up with contacts and networking online. By networking before, during, and after the trade show, both attendees and exhibitors can maximize their chances of making valuable connections and getting a return on their investment.

Many times networking events are often limited to the show floor or designated conference times. With an event platform, networking can be extended before and after the show, giving exhibitors a chance to make those all-important connections. Event platforms also provide a way for exhibitors to host virtual networking events, which can be a cost-effective way to reach a larger audience. In addition, an event platform can help to track the ROI of exhibiting at a trade show by providing data on who is attending the networking events and how many leads are generated. Ultimately, an event platform can help to create a more engaging and beneficial trade show experience for exhibitors.
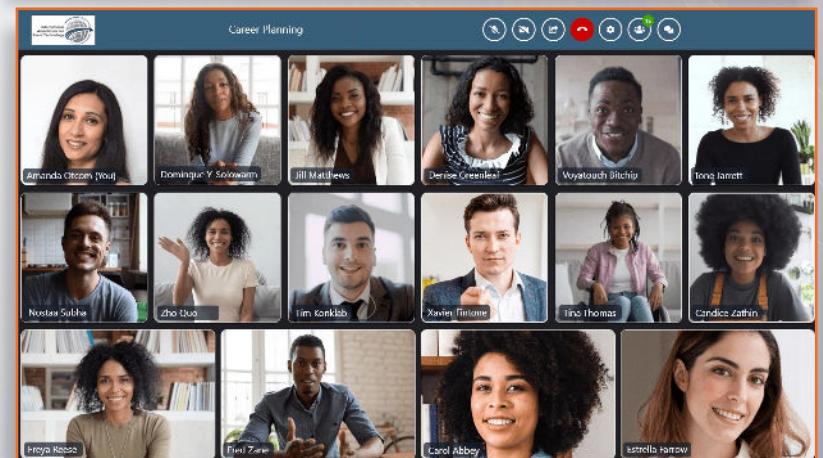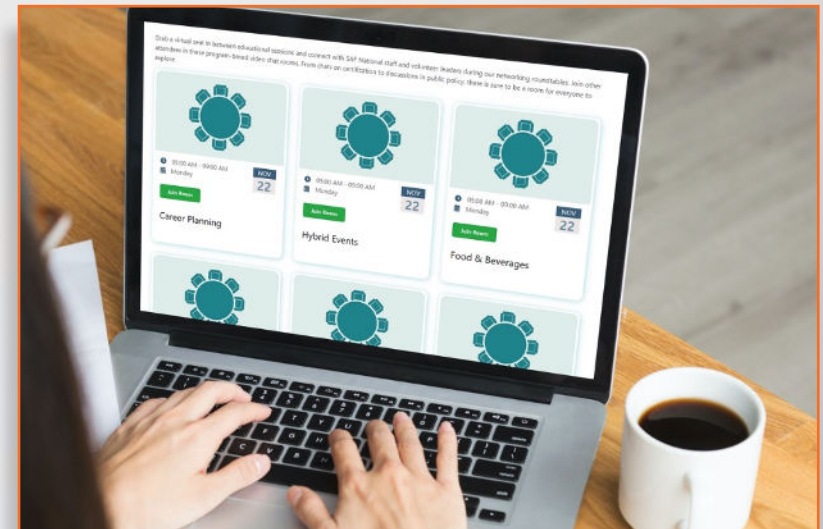
Source: EVA – Event Tech Hub

4 Utilize appointment setting tools that make connecting easier

For exhibitors, appointment setting is a key component of a successful trade show experience. Utilizing an event platform that offers appointment-setting tools can help make connecting with potential clients and customers easier and more efficient. Appointment setting can also help exhibitors maximize their ROI by ensuring they are meeting with the right people. Event platforms that offer appointment-setting tools provide a valuable service for exhibitors and can help make trade show success more likely.

Most trade shows last only a few days, which can be a challenge for exhibitors who want to connect with as many potential buyers as possible. One way to overcome this challenge is to extend the digital trade show time to allow exhibitors to make appointments before and after the trade show. This would give exhibitors more opportunities to connect with potential buyers and promote their products or services. Additionally, it would allow buyers to schedule appointments with exhibitors that they are interested in, making it more likely that they will come to the trade show. Extending the digital trade show time would also provide a greater return on investment for exhibitors, as they would have more opportunities to generate leads and sales. Ultimately, this would benefit both exhibitors and trade show organizers, making the event more successful overall.

Source: EVA – Event Tech Hub

5 Allow exhibitors to lead online discussion forums

It's no secret that online engagement is a key part of any successful conference or event. hile there are many ways to encourage online engagement, one of the most effective ways is to allow exhibitors to host online discussion forums related to conference sessions or tracks.

Being a thought leader allows exhibitors to make meaningful connections with people who are interested in their area of expertise. What's more, hosting online discussion forums can be a great way for exhibitors to boost their ROI from participating in a conference or event. So if you're looking for ways to increase exhibitor engagement and ROI, consider offering them the opportunity to host online discussion forums on your event platform.

56% of professionals say their organization's leadership view community as essential since the start of the pandemic.

Source: CMX

56% view community as ESSENTIAL

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Event organizers are always looking for ways to increase exhibitor ROI and keep them happy. Adding value doesn't have to be difficult or expensive. In fact, using an event platform like EVA can provide a greater return on investment for exhibitors at no additional cost to the show organizer. If you're interested in learning more about how EVA can increase your exhibitor revenue, book a demo with us today. We would be happy to show you how easy it is to increase ROI for your exhibitors – and make them even happier customers.

An event platform like EVA's Event Tech Hub can bridge engagement between activities IRL (in real life) and online. Show organizers can use EVA's interactive tools to add value to a trade show program generating greater ROI for exhibitors. With features like AI matchmaking, smart appointment setting, virtual networking rooms, online community discussion forums, and advanced data analytics, EVA's Event Tech Hub is essential for any tradeshow looking to stay competitive in today's market. Not only will exhibitors be able to connect with more potential customers than ever before, but they'll also be able to gather valuable data that can be used to improve their sales and marketing programs. In short, EVA's Event Tech Hub is a win-win for both event organizers and exhibitors.

Schedule Now!

#TeamEVA is here to show you how easy it is to generate greater ROI for your exhibitors. Schedule a meeting with us today, and see how we can help you elevate your trade show.

evareg.com/meet_TEAMEVA

meetings@evareg.com