





Data Driven Approach for Growing your Exhibition Business

Today, Everything is Connected

There are

4.5

billion social connections on Facebook, Twitter, LinkedIn and other social networks

By 2017 there will be

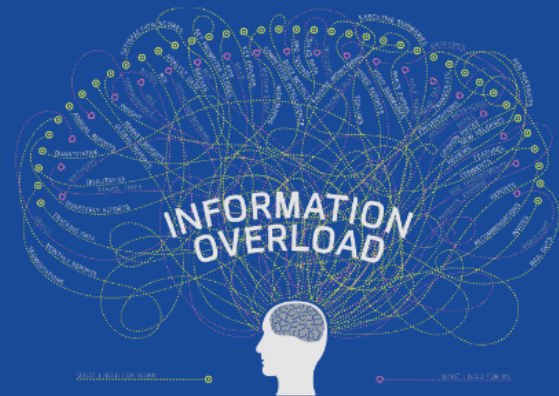
5

billion smart phones

&

50

billion connected products



Your customers are being overfed with sales information

The average Open rate for marketing emails is

16%

& Click-Through rate is a mere

2%

The average
Attention span
for digital content is
less than that
of a **gold fish**

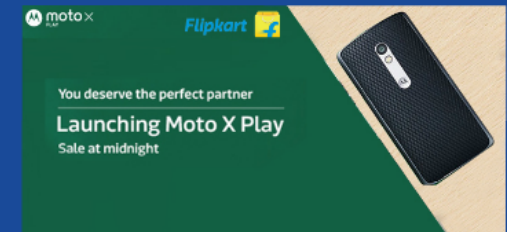




B2B trade is moving online

All major brands are launching products

online



In this digitally connected era, how do you position your exhibition as a channel for effective marketing and sales?



Top challenges faced by the Exhibition Organizer



Marketing challenges



- How do I make my marketing campaigns more impactful?
- How can I bring back my decision makers (buyers/visitors) to my next event?
- How can I market my event to the right seller group?

Sales challenges



- How can I demonstrate ROI for my exhibitors and sponsors?
- How can I convince a seller to invest in my exhibition?
- How can I bring back exhibitors for my next event?
- How can I substantiate increased pricing for booths and branding opportunities?

Operational challenges



- How do I ensure target audience footfall in booths across all industry sectors?
- How do I identify dead zones in my exhibition and channelize visitor flow?

Strategic challenges



- How can I identify new growth areas for my exhibition?
- How can I infuse cross-participation across my portfolio of exhibitions?



Its time to get in the DRIVER'S SEAT with

DATA

A Data-Driven approach is understanding and being able to predict customer needs and harnessing the power of that knowledge to grow your business





What does a data driven approach look like?

Data Driven Marketing



Your email campaigns understand the needs of each individual buyer and delivers highly personalized content generating immediate interest in your shows



Your exhibition website is smart. It understands individual buyer profiles; recommends products to explore, sellers to meet and conveys the exact reason why someone has to visit your event



Data Driven Sales



Your Sales rep is able to demonstrate ROI with detailed footfall and engagement metrics at the booth and retain exhibitors for the next edition



You are able to attract and convert new leads by showcasing success of peers and competitors at your event using relevant engagement and business outcome metrics



By sharing accurate eyeball and reach metrics your team is able to get more sponsorship and branding revenue for the future



Your organization is able to justify increases in booth pricing by sharing detailed business outcome metrics like B2B meetings with decision makers on the showfloor



Data Driven Operations



By monitoring detail footfall traffic in real time, your operations lead can channelize visitor flow and avoid dead zones



Data Driven Strategies



By analyzing buyer-seller onsite visit and meeting patterns across industry verticals at your show, you are able to identify new areas of growth for your exhibition



Using similar patterns and metrics, identify opportunities for cross participation across your portfolio of exhibitions



Sounds Great!

So what do I need
to make this happen?



Understanding buyer and seller behavior patterns on the show floor is key to unlocking a wealth of insights that can power data driven approaches

Common behavioral patterns include:

- Booths visited by decision makers
- B2B meetings at your show
- Time and duration of such meetings
- Visit Behavior of your buyer delegation

In short, it's essential to understand real world activity of every single individual at your exhibition

Introducing



The most advanced showfloor
behavioral intelligence platform
for exhibitions



What does Hubvents do?

Hubvents integrates with your registration system to get a deep understanding of your buyer and seller profiles



Hubvents tracks real world activity of every individual on your showfloor

By combining profile attributes from registration systems with showfloor behavior, Hubvents Insights presents out of the box and intuitive recommendations to grow your business



Advanced analytics powered by our query engine gives your strategic research team the might to gain deeper insights that fuel strategic business growth

How is Hubvents able to track activities on my showfloor?

Hubvents SmartTrac is a wearable technology designed to track real life activities at indoor locations.
It's a combination of these devices



Traco Beacon



Proximity Sensor

The Traco beacon is attached to the visitor lanyard and mapped to the visitor profile

The proximity sensors are affixed and mapped to locations in your exhibition venue (booths, aisles, registration venues, meeting venues and other points of interest). They track visitor movements.



Hubvents SmartTrac can track detailed footfall metrics in your exhibition including booths, aisles, registration venues, meeting venues and other points of interest

These metrics include:

- Who visited
- Day/time of visit
- Time spent



Hubvents SmartTrac can also track meetings between two individuals where the following metrics are identified:

- Profile of individuals met
- Time of the meeting
- Place of the meeting
- Duration of the meeting



GREAT!

So what kind of insights does Hubvents give me?



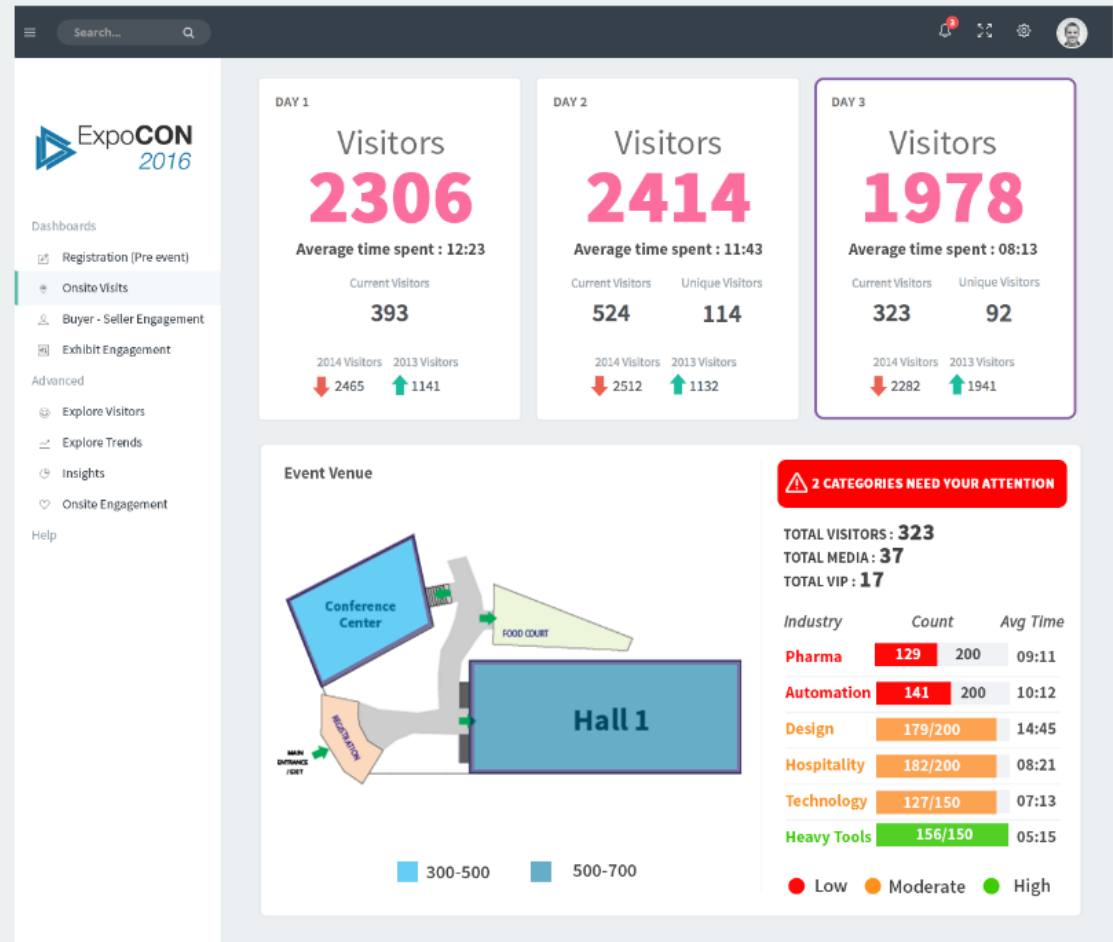
Introducing Hubvents Insights

Hubvents Insights is a set of Analytics dashboards and a powerful query engine for the simplicity and efficiency of out of the box recommendations, and advanced query options to gain deeper insights

Real time onsite engagement

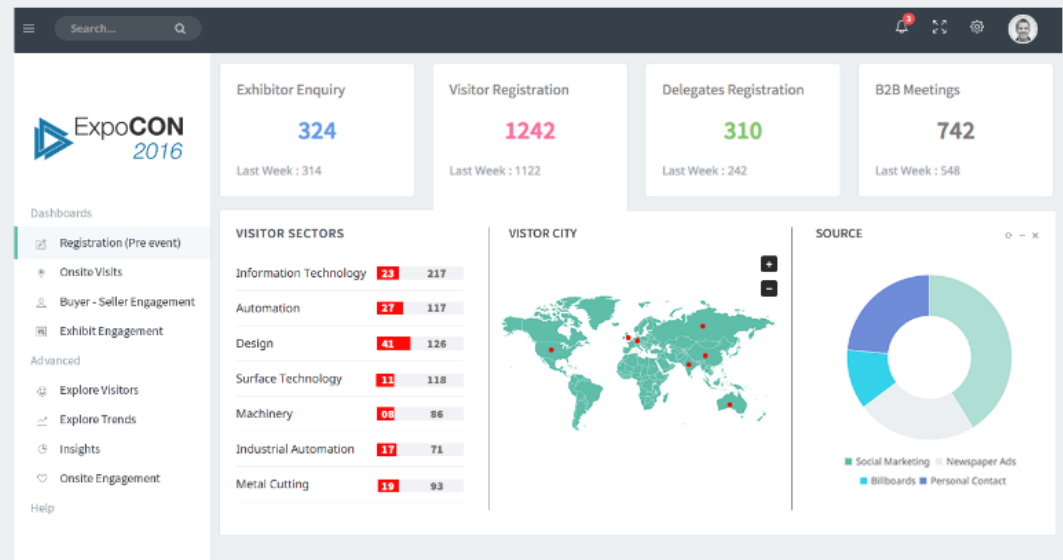
See daily visits and compare visit metrics with past year

See heat mapped zones on your venue map at multiple levels. Analyze visit metrics across industry sectors and compare with pre-set targets



Pre-Event engagement

See detailed insights on visitor registration and visualize delegate registration metrics including daily, topical, and session-specific interests.



Buyer/Seller Engagement

Understand buyer seller participation metrics across industry sectors. Compare buyer and seller engagement metrics across sectors based on critical data including booth visits and and B2B meetings on your showfloor. Identify opportunities for growth by reviewing cross sector engagement metrics and new buyer interest categories

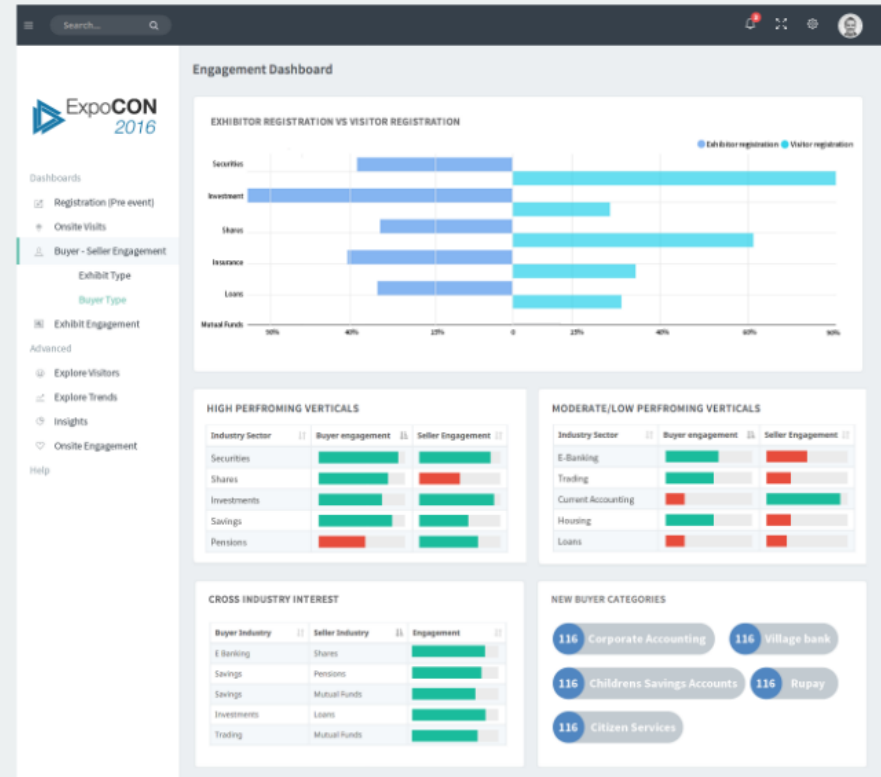
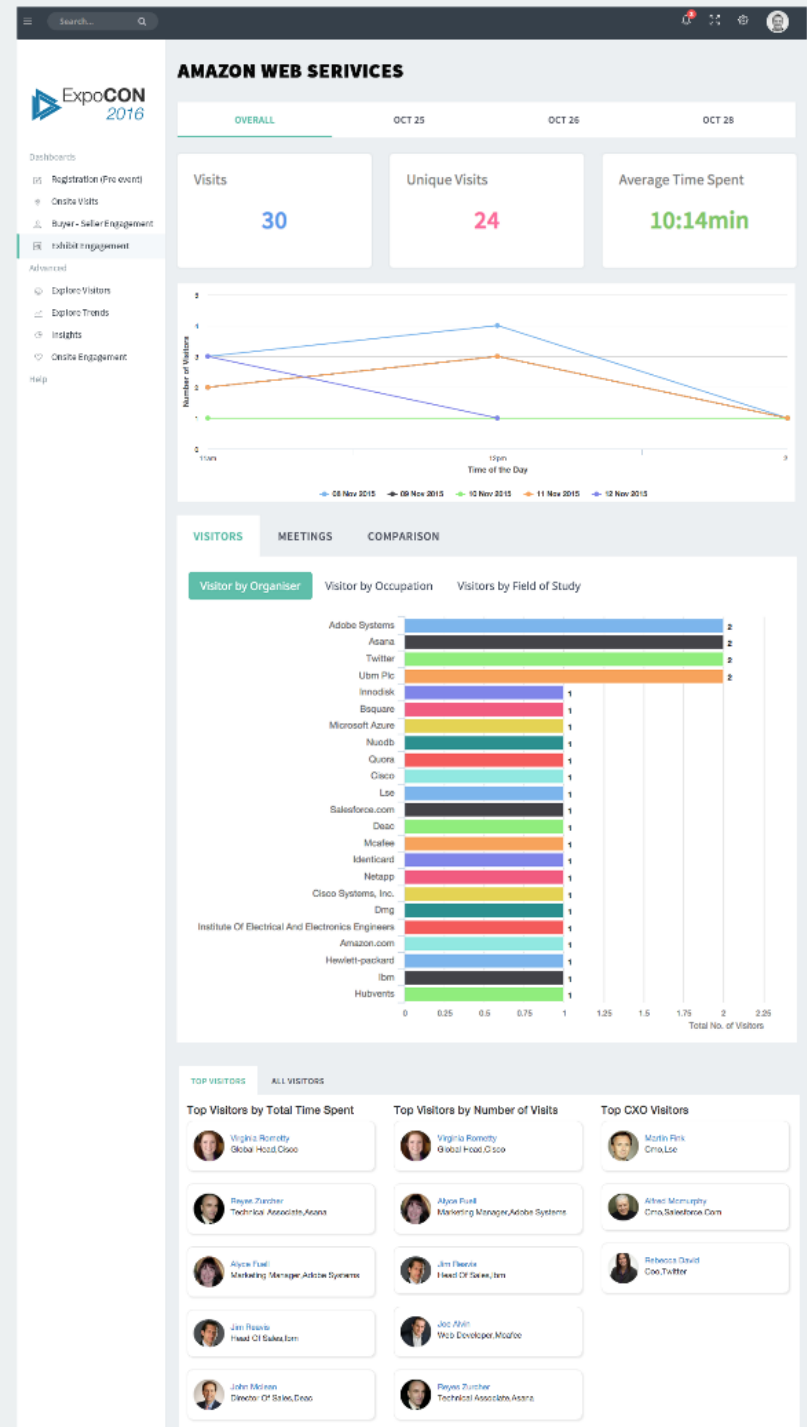


Exhibit engagement

Get detailed visit metrics for every booth. Segment booth visitor profiles by various attributes like organization, occupation, position, etc. Review list of all buyers who visited a specific booth





Learn more about data driven approaches and how **Hubvents SmartTrac** can power sustained growth for your exhibitions.

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