

Sponsor or Exhibitor Survey



Ensure your sponsors and exhibitors are meeting their business objectives and connecting with potential customers. Help attendees connect with providers who can help them meet their customers' needs.

Recommended annually

WHY

The Importance

HOW

The Approach

WHAT

The Value

- Assess sponsor or exhibitor satisfaction
- Identify ways to improve sponsor or exhibitor experience
- Grow sponsor or exhibitor engagement and spend year-over-year
- Helps members better identify industry solutions
- Ensure attendees make the ideal industry connections to meet their needs

- 1:1 in-depth interviews with sponsors
- Online survey of all sponsors
- Translate research findings into actionable recommendations

- Assessment of sponsor's or exhibitor's experience (satisfaction with activations, logistics, fulfillment and business objectives)
- Recommendations for improving sponsor or exhibitor experiences that lead to increased engagement and spend



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