

IAEE and Zenus Partner to Deliver ROI Reports to Exhibitors

Get the most out of your 2024 Expo! Expo! Experience

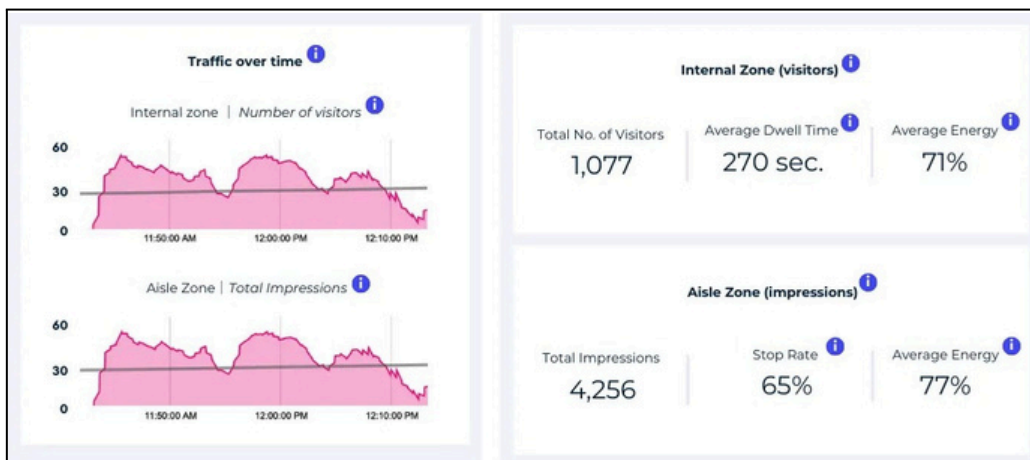
The ability to measure the value of being at the Expo! Expo! is at your fingertips.

IAEE will deploy mini sensors across the trade show floor to collect valuable attendee behavioral data for exhibitors. This initiative allows IAEE to provide your organization with insights that go beyond the traditional lead information you capture during the event. Each exhibitor will receive a summary report based on the zone where their booth is located.

The report for your designated zone will cover:

1. Aisle traffic
2. Number of visitors
3. Leads captured

These metrics provide a snapshot of the average exhibitor performance within each zone.



Example view: The zone data will be available in summarized and daily breakdown formats.

Internal Zone provides insights into visitor behavior (unique impression estimates excluding staff)

Aisle Zone focuses on overall impressions, reflecting non-unique passing traffic

The zone report will also highlight metrics such as average dwell time, visitor energy (indicating positive sentiment), and demographic breakdown (age group and biological sex).

Armed with this data, exhibitors can gain a comprehensive understanding of their show participation, facilitating internal post-event discussions and strategy planning.

All these valuable insights are available at a nominal fee of \$1.00 per square foot, calculated based on your booth size (e.g., a 10 x 10 booth equals 100 square feet, totaling \$100). To request a report, please contact IAEE Sales Team via sales@iaee.com.