

Evan Shubin's Background

- 19+ years in the trade show business
- Director of Marketing and then VP Sales & Marketing for CES
- Director of Marketing for SUPERCOMM
- President of Results.now, Inc.



EXHIBITOR INVITES™
increasing attendance through email technology

What is Exhibitor Invites?

- ❑ A better mousetrap to get your exhibitors to invite their customers and prospects to the show
- ❑ Proven results
- ❑ Cost effective
- ❑ Happy customers



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A Better Mousetrap

- ❑ Super fast: 20-30 minutes max
- ❑ Super easy
- ❑ Totally free and unlimited for all exhibitors
- ❑ The human factor



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Proven Results, Cost Effective

- On average, 90% of the people exhibitors are inviting are NOT in the show owner's house file beforehand
- On average, 1.5% are registering
- Registrants are verifying at the same rate as the rest of the pre-reg file, even though most are first-timers
- Average cost per registrant: \$15.00



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Happy Customers

- ❑ 2009: 18 major shows, most from the top 200
- ❑ 2010: 16 of the 18 have purchased EI again
- ❑ 46 shows total contracted for 2010
- ❑ NAB, PACK EXPO, WINDPOWER, PRINT and GRAPH EXPO, SEMICON West, Sweets & Snacks, RSNA, Interop, REALTORS, NRF, NBTA, SME, FRI, SGIA, many more



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NAB 09 Results

- ❑ 183 participating companies (14 percent of the exhibitor community)
- ❑ Total number of outbound emails: 1,304,000+
- ❑ 409,888 unique email addresses, only 13,121 were in the house file beforehand – 97 percent were not
- ❑ Open rate: 21 percent
- ❑ Click-through rate: 10.6 percent
- ❑ Total number of registrants: 3,691, and 93 percent were NOT in the house file beforehand



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ALL CANDY EXPO 09 Results

- ❑ 105 participating companies (nearly 25 percent of the exhibitor community)
- ❑ Total number of outbound emails: 60,000+
- ❑ 19,865 unique email addresses, only 4,675 were in the house file beforehand – 75 percent were not
- ❑ Open rate: 10.7 percent
- ❑ Click-through rate: 54 percent
- ❑ Total number of registrants: 1,602, and 56 percent were NOT in the house file beforehand



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SEMICON West 2009 Results

- ❑ 92 participating companies (17 percent of the exhibitor community)
- ❑ Total number of outbound emails: 187,000+
- ❑ 102,883 unique email addresses, only 9,450 were in the house file beforehand – 91 percent were not
- ❑ Open rate: 17.2 percent
- ❑ Click-through rate: 16.1 percent
- ❑ Total number of registrants: 1,198, and 98 percent were NOT in the house file beforehand



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