



## Event Track™ Tradeshow Marketing Features and Benefits

Here is a summary of the features and benefits that the Event Track Tradeshow Marketing System provides to you and your marketing team:

### Event Track™ Online Data Views

1. **The Executive Summary** – First view that will show up when you log in. Provides Macro level Reporting on Forecasted Attendance versus the Attendance objective. This view and all others compare current year pacing to last year. The Executive Summary also forecasts the success levels on critical KPI's versus their current show objectives.
2. **Registration Pacing Tracker** – This looks at registration pacing graphically and numerically. You can track the pacing overall and also by a selected KPI comparing the current show's pacing to the last event's pacing.
3. **Geography Tracker** – The Geography Tracker looks at geographical performance by state in the US and by country outside of the USA. It has heat maps for both domestic and international. You can hover above any state or country and see current registration levels. Comparisons are made for the current year at this time to the same time last year by state or country.
4. **Demographic Tracker** – You set the demographics you wish to track in the onboarding process. Most clients will pick the top 4 to 8 demos to track. We can do more if required. These demos will be selectable in Data HQ. We track registrations and actual revenue where available.
5. **Registration and Attendee Dynamics** – Examines key registrations and attendance behaviors that may trigger various messaging opportunities. The Registration and Organizational Dynamics compares this year's and last year's registrations, at the same days out from the event, and displays:
  - a. First Time Attendees from New Locations
  - b. First Time Attendees from Repeat Locations
  - c. Veteran Attendees from the Repeat Locations

6. **Key Attendee Dynamics** – These are attendee dynamics that we have reported on for years in post-show analysis. Now we have these metrics updated each week for analysis and marketing purposes. We compare each of these attendee metrics to their performance in the last event. These metrics include:
  - a. First Timers from the prior show that have returned
  - b. Super Loyalists that have attended the last 5 shows in a row
  - c. Loyalists that have attended 3 out of the last 5, and 1 of the last two events
  - d. The attendees that were here last year and have signed up again this year – Future Loyalists
  
7. **The Registration Source Tracker** – The updated version includes the following marketing influencers: Email, Direct Mail, Telemarketing, Digital Ad, Online Search, Social Media–LinkedIn, Social Media–Facebook, Social Media–Other, Colleague Referral, Vendor Referral, Word-of-Mouth, Newsletter or Blog, Radio, and TV.
  
8. **The Channel Tracker** – This view examines the direct marketing channels and their potential impact on your event’s registrations. It reports on the direct marketing channel(s) that matched to a registration prior to the registration date and may have influenced or triggered a registration.
  
9. **The Campaign Tracker** – Goes a level deeper than the Channel Tracker and performs the direct marketing touch attribution at the campaign level. It provides trending on what campaigns may have influenced the most registrations. All campaign touches across all direct marketing channels are considered in this attribution.
  
10. **The Segment Tracker** – Goes even deeper if segment information is coded within the campaigns.

**Client’s Custom Weekly Update Report** – We provide a custom report that highlights the most essential data trends.

**Weekly Data Observations and Recommendations** – Based on our review of data each week, we prepare observations on the trends and marketing actions that might be taken to improve attendance.

**Weekly Update Meetings** – Yes, we meet with you each week and go over the weekly update report and our marketing observations.