

Winning Strategies to Grow Your Event

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What Is Perceived Is











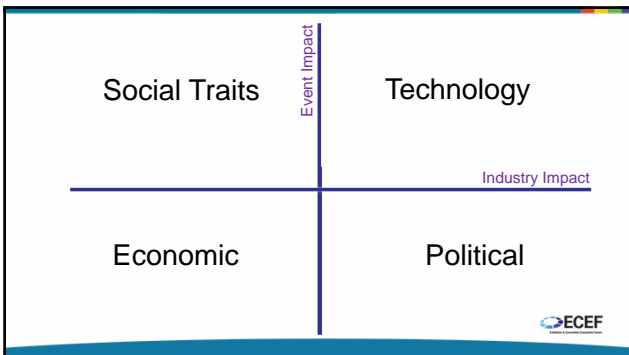




What would resonate?
 What would motivate? Market Segments Don't Perceive Value
 What would reverberate?



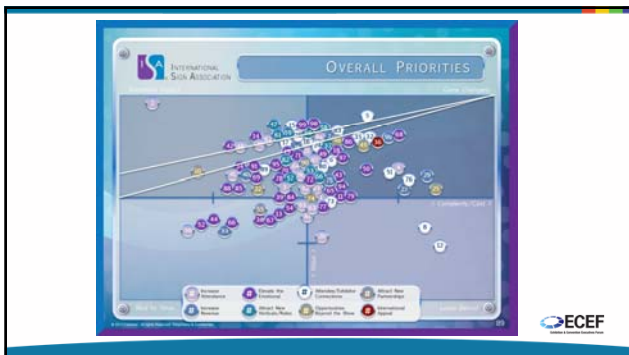
People Do!











Linda As a Metaphor

- Education
- Young professionals
- Networking events
- Hosted buyer
- Varied marketing messages
- Mobile app




"I love to go to the exhibitor shows. They're a great source of info for me and the business. I wish I had more time there to take all of the business management classes. I enjoy meeting and the ISA Expo helps me do that."




- Attendee growth 5 percent
- Exhibitor space growth 7.5 percent
- 98% recommend ISA Sign Expo
- 92% provided contact info
- 35% testimonials



THE INDUSTRY'S SIGNATURE EVENT



- Exhibitor persona
- More innovations
- Database
- Begin again



What's Next?

