

Report Product Description

Event Insights is a powerful marketing tool enabling B-to-B and consumer events producers to provide exhibitors and sponsors with independently certified attendance numbers plus demographic information collected through the registration process, combined with attendee buying power, audience activity and satisfaction data collected through an attendee survey. Event Insights represents the core competencies of BPA Worldwide, the world's leading independent media auditor, and Exhibit Surveys, Inc., the leader in exhibition and event market research.

- **Attendee Audit Data**

Audits of attendance provide exhibition management with independent, third party certification of their registration data and verification process. The audit guarantees to exhibitors, sponsors and other stakeholders an accurate and comprehensive demographic profile of the key target markets represented at the event. It is the foundation for all other metrics and information generated, and provides the basis for building confidence and trust in other reported data claims about the event.

- **Attendee Survey Data**

The Attendee Survey provides exhibition management with in-depth information about the profile and characteristics of attendees beyond what can normally be collected during the registration process. The Attendee Survey provides third-party data from a list of standard questions, including: Audience Quality and Buying Power Characteristics, Audience Activity Characteristics, Attendee Satisfaction and Attendee Promotion Evaluation.

Report Benefits

For Exhibition Management:

- ✓ Provides a tool for identifying potential new revenue and cost-cutting opportunities.
- ✓ Use to consult with exhibitors to identify ways of maximizing their ROI, including: matchmaking opportunities for exhibitors and target segments; identifying new attendee segments or missed potential within existing ones; sales teams provide exhibitors with profiles of their clients.
- ✓ Provides a tool to help increase attendee value at the event, including: targeting the right mix of exhibitors; understanding products of higher interest to attendees; developing conference content and networking opportunities with exhibitors and other attendees.
- ✓ Provides decision/support information to organizers to plan and market the exhibition more effectively (for example, new pavilions, new vertical attendee segments to drive and launch new attractions/features).

For Exhibitors:

- ✓ Provides comprehensive data for planning more effective exhibits to attract and reach specific targets/enhance ROI/ROO capabilities.
- ✓ Provides information to help market their brands effectively, launch new products wisely, analyze competitive sets and identify opportunities for generating more leads.
- ✓ Provides current and prospective exhibitors with independent third-party attendee census and survey data needed to justify expense to CMO's



A JOINT OFFERING BY BPA WORLDWIDE AND EXHIBIT SURVEYS INC.

Online Methodology

\$11,020

Mail Methodology

\$13,185

Pricing Includes:

- ✓ Third-party audit analysis of verified event attendees, including four demographic questions (single response, no greater than 20 possible responses per question)
- ✓ Presentation of audited data in cross-tabulated format and geographic breakout with graphs, charts and maps
- ✓ Survey including 15 survey questions customized to your event to provide data on Audience Quality Characteristics, Audience Activity Characteristics, Attendee Satisfaction and Attendee Promotion Evaluation (sample questions available)
- ✓ Report of all survey results, including an Introduction, Executive Summary, Detailed Findings and an Appendix (sample available)
- ✓ Event Insights Report, including full audit results and all or selected results of your choice from the survey (sample available)
- ✓ 100 copies of the standard Event Insights Report (up to eight pages included in price)
- ✓ Annual dues for BPA Worldwide membership
- ✓ Posting of data on www.bpaww.com and www.exhibitsurveys.com

Additional Information

Pricing for Event Insights is based on gross verified attendance of the event reported. Methodologies listed above (online or mail) relate to the data gathering method for the survey of attendees.

Lead-time for delivery of the eight-page standard report is five weeks after receipt of clean, de-duped registration database and approval of the survey questionnaire.

Additional single-response and supplemental questions (those with more than one response) may be added to the audited information at extra cost.

Up to three additional check-off questions may be added to the survey questionnaire at extra cost.

For questions and additional information, please contact:

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