

BEFORE, DURING, AND AFTER THE EVENT:

HOW TO DRIVE MORE VALUE FROM EVERY INDUSTRY SHOW



PRE-EVENT MARKETING

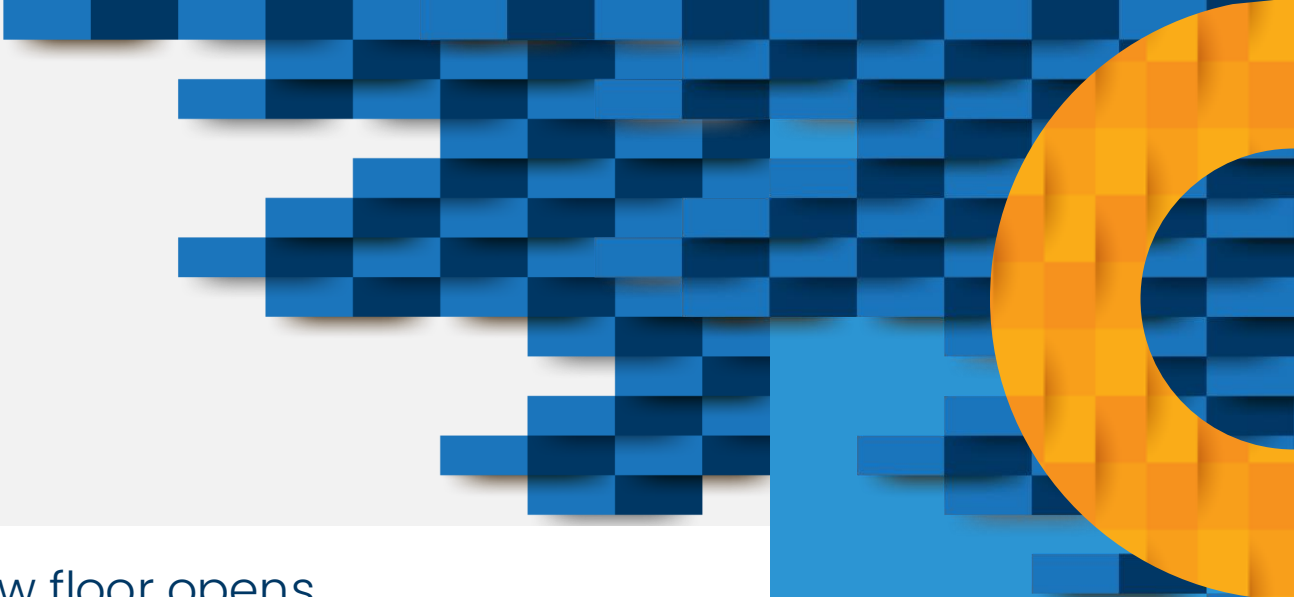
Your event success starts long before the show floor opens.

Pre-event marketing helps you **reach the right audience early**, build **awareness** for your presence, and give qualified prospects a **reason to visit your booth, attend your session, or schedule a meeting**.

With the right mix of email, digital, social, print, and audience targeting, marketers can turn event participation into a **planned demand-generation opportunity** — not just a brand presence.



Use the checklist on the next page to build a pre-show plan that drives awareness, booth traffic, and qualified engagement.



A study by Deloitte found that exhibitors who conducted pre-show marketing campaigns found that their **conversion from booth visitors to leads increased by 50%**.



- | | |
|---|---|
| <ul style="list-style-type: none">AUDIENCE EXTENSION: BANNER, NATIVE, AND VIDEO
Reach business decision-makers beyond owned channels with targeted digital campaigns that build awareness and drive event engagement before attendees arrive. | <ul style="list-style-type: none">TARGETED EMAILS / PRE-SHOW EMAIL
Reach known buyers and high-value prospects before they arrive. Use first-party audience data and targeted messaging to promote booth visits, product launches, demos, giveaways, or meeting opportunities. |
| | <ul style="list-style-type: none">DIGITAL ADVERTISING
Increase pre-show visibility with high-impact placements that promote your product launches, booth number, event activities, or meeting opportunities. |
| <ul style="list-style-type: none">SOCIAL AUDIENCE EXTENSION
Stay visible with prospects before the event through LinkedIn or Facebook campaigns built around audience behavior, website engagement, first-party data, or lookalike profiles. | <ul style="list-style-type: none">QUICKCHAT VIDEO
Increase pre-show visibility and capture key insights from your experts through these 10-15 minute editorially-driven video interviews that help to deliver broader context to the issues being covered. |
| | <ul style="list-style-type: none">PRINT
Create a physical reminder of your event presence. Use print to promote booth location, featured products, demos, giveaways, or QR-code-driven content experiences. |
| <ul style="list-style-type: none">CONTENT CREATION
Implementing a content marketing strategy can assist you in making a memorable impression to booth visitors and can be leveraged for lead follow-up. Visual, Short form and long form content types are available. Use QR code for visitors to download your content. | <ul style="list-style-type: none">STATE OF THE MARKET
Sponsor EBI's State of the Market survey and full report to distribute at the event and present the results during a session at the event (Exclusive to a single sponsor at each EBM Event). |

DURING-EVENT MARKETING

This is the moment to turn attention into action.

During the event, marketers need more than booth traffic — they need **meaningful interactions, qualified conversations, buyer insights, and content** that extends the value of the show beyond the people physically in attendance. The **right on-site strategy helps your team capture demand, deepen engagement, and create follow-up opportunities** while your audience is actively engaged.



Use the checklist on the next page to create an on-site activation plan that attracts, engages, and captures high-value prospects.

52% of attendees are more likely to enter an exhibit if they're offering a **giveaway or freebie.**



MICROPROXIMITY

Reach attendees and nearby prospects while they are actively engaged at the event. Microproximity targeting helps increase visibility around major trade shows, conferences, company locations, or defined geographic areas.

DIGITAL OUT OF HOME

Keep your brand in front of attendees throughout the event with digital placements around convention centers, airports, hotels, taxis, rideshares, and nearby high-traffic areas. Use DOOH to reinforce booth location, promote event activities, and stay top of mind beyond the show floor.

EVENT VIDEO

Go beyond the trade show attendee reach by extending your trade show exhibits to your target audience. A video team will be on-site to shoot a video at your booth or do an editorial interview.

PRODUCT VIDEO

Position your brand as a thought leader before the event by sponsoring proprietary market research that can be promoted pre-show, presented on-site, and repurposed after the event.

SOCIAL BOOST

We “boost” a single post that reaches individuals who like or follow the EBM brand on LinkedIn or Facebook during the event. Boosts give an advertiser a higher likelihood of being seen in a user’s newsfeed than an organic post.

TARGETED EMAILS / DURING SHOW EMAIL

Reach known buyers and high-value prospects during the event. Use first-party audience data and targeted messaging to promote booth visits, product launches, demos, giveaways, or meeting opportunities.

IN-PERSON ROUNDTABLE

Create a high-value conversation with a focused group of industry participants. Moderated roundtables uncover buyer priorities, decision drivers, and market insights that can inform sales, content, and follow-up strategy.

EBI FOCUS GROUP

Use the event environment to gather direct feedback from customers and prospects. Focus groups help uncover perceptions, pain points, purchase considerations, and market opportunities.

STATE OF THE MARKET BREAKFAST

Extend research into a live thought-leadership experience. Present survey findings, host expert discussion, and create a premium environment for customer and prospect engagement.

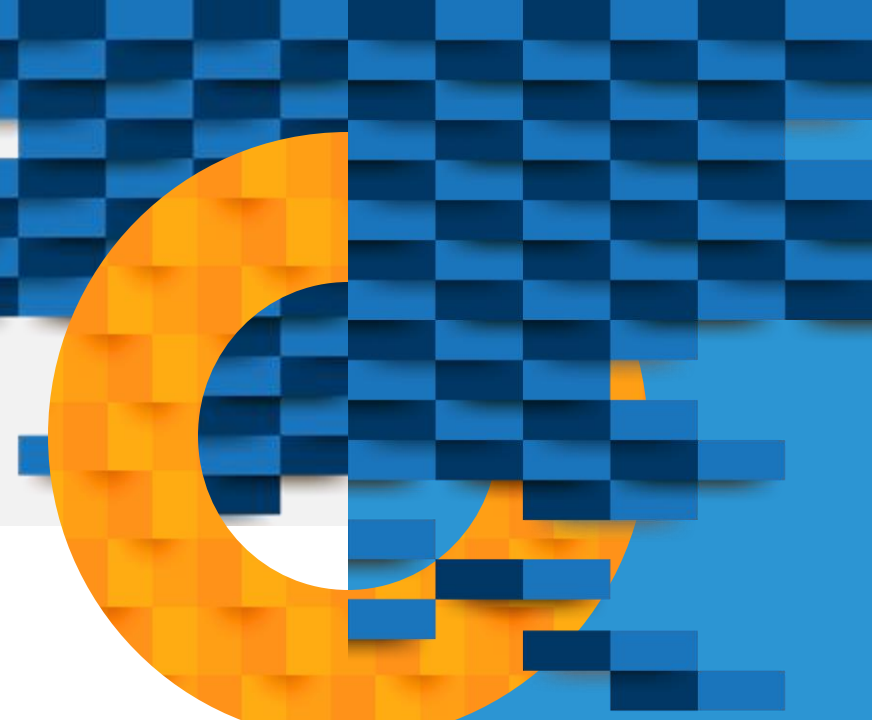
POST-EVENT MARKETING

The event may be over, but the opportunity is just beginning.

Post-event marketing is where booth scans, conversations, content engagement, and buyer interest become **measurable follow-up**. A strong post-show strategy helps marketers prioritize leads, continue the conversation, share relevant content, and **move prospects from event interaction to sales-ready opportunity**.



Use the checklist on the next page to turn event engagement into nurture, insight, and pipeline momentum.



Marketers who put in the effort to **follow up on their leads** (potential customers) from the trade show event can **convert about 5%–10%** of those leads to buying customers



POST-EVENT NEWSLETTER

Keep your brand visible after the show with a targeted email that highlights product launches, key takeaways, event content, and next-step opportunities for attendees and prospects who could not attend.

POST-EVENT EMAIL

Reach known buyers and high-value prospects after the event. Use our first-party audience data and targeted messaging to follow up after the event with product launch information, content discussed at the event or more information.

CONTENT SYNDICATION

Continue to drive lead generation after the with Content Syndication programs designed to entice readers, create interest, and deliver quality leads existing informational/educational/downloadable assets (e.g. Whitepapers, eBooks, etc.) hosted behind a gated registration landing page.

EVENT LEAD NURTURE PROGRAM

Continue the conversation with leads collected at the event through a structured nurture program. Use engagement data to prioritize prospects, identify high-intent leads, and support timely sales follow-up.

CONTENT ENGAGEMENT CENTER

Aggregate your premium content and lead generation assets into a digital hub designed to accelerate decision-making. Give prospects a place to self-educate, explore relevant resources, and continue engaging with your brand after the event.

ATTENDEE EXPERIENCE INTERVIEWS

Go beyond a standard post-event survey by conducting interviews with key attendees and influencers. Capture feedback on the event experience, content themes, buyer priorities, and perceptions of your brand based on their interactions.



READY TO GET MORE VALUE FROM YOUR NEXT EVENT?

From pre-show awareness to on-site engagement and post-show nurture, we help marketers create event programs that reach the right buyers, generate meaningful interactions, and extend ROI long after the event ends.



BUILD YOUR EVENT MARKETING PLAN

Connect with EndeavorB2B to create a strategy for your next industry event.

