How To Make The Most of Your Event Sponsorship

5 Tips To Building A Healthy And Mutually Beneficial Relationship With Future Clients On-site

As a valued partner, we want you to get the highest return on your investment. In order for us to help you achieve this, we’ve put together a quick 5 step guide to approaching prospective clients before, during, and after the event.

Limit Outreach To Attendees Only
If you're already in contact with an attending executive, please restrict outreach to only that person. The whole company might not be attending, so please refrain from emailing the entire team. 91% of past attendees say their company is less likely to do business with a company who emails their entire team.

Minimize Follow-Up Email Frequency
Executives are busy. Try nurturing this relationship with respect for their time by avoiding immediate follow-up emails.

Respect The Speakers
Speakers are the real influencers at the event, and the fastest way to lose their support is by sending unsolicited emails.
As a suggestion, introduce yourself on site, try to schedule a meeting, or host a party and make them your guest of honor!

The Mobile App: Use It, Don’t Abuse It
The app is the official onsite resource for the agenda, booth locations and overall communication. Attendees do not want to be pitched this way. Instead use the app to connect with prospects and set up meetings.

Step Out Of Your Booth!
The most successful sponsors are the ones who break out of their comfort zones. Put on your best smile and attend presentations, interact at networking events and actively participate in discussions with attendees. Make the most of your time by learning your audience's needs.