

Rebooking starts long before the fair

An anonymized example of how exhibitor lead-tool use affects documented value.

Activated use

58% of exhibitors

VALUE CAPTURED

Leads with notes

52–67%

Stand conversations retain context and relevance.

Leads with defined follow-up

38–56%

The next commercial action is visible and ready to execute.

Basic use

42% of exhibitors

POTENTIAL UNUSED

Leads with notes

4–11%

Most conversations lose their context after the fair.

Leads with defined follow-up

3–7%

Most leads leave the stand without a documented next step.

What the 58/42 split represents

The split shows the share of exhibitors in this anonymized comparison using the lead tools actively versus at a basic level. The four ranges show the documented note and follow-up results observed within those two groups.

The opportunity is already on the exhibition floor.

Expogenius helps exhibitors turn stand conversations into qualified opportunities, clear next steps and evidence of value that supports the next rebooking conversation.

• Conversation context

• Customer interests

• Agreed next steps

• Evidence for ROI

Source and scope: Anonymized example based on selected exhibitor data from a professional trade fair. The percentages are descriptive of this example and should not be read as a general industry benchmark.