



Exhibition & Sponsorship Management Services

Marketing strategies to expand your current and emerging exhibition and sponsorship program.



EFFICIENT. FOCUSED. INTEGRATED.

By combining ConferenceDirect's vast pool of internal expertise and experience with our strategic partnerships within the industry, ConferenceDirect is equipped to provide comprehensive and turnkey sales and logistics management for our clients. ConferenceDirect's Exhibition and Sponsorship services offer:

- + Efficient and focused sales strategies and logistics management
- + Integrated management approach between sales and fulfillment
- + Marketing strategies to expand your current and emerging exhibition and sponsorship market

ConferenceDirect's Exhibition & Sponsorship Management Services can provide (but are not limited to) the following:

Sales Related Functions

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| <ul style="list-style-type: none"> + Market assessment and plan, package and program development + Sponsor and exhibitor education and communication + Execute sales with existing and increase sales to new prospects + Execution and maintenance of an online space selection process + Establishment of a Preferred Vendor Program | <ul style="list-style-type: none"> + Negotiate with all prospects + Consistent sales reporting and strategic recommendations + Development, print and distribution of all sponsor/exhibitor sales and marketing collateral + Execute future booth and sponsorship sales onsite |
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Exhibition & Sponsorship Management Services

General Planning & Logistics Functions

- + Facility site selection and negotiation
- + Development and management of all project plans
- + Act as Exhibitor/Sponsor service/fulfillment center
- + Development and coordination of all show policies and procedures
- + Space and Exhibition layout management
- + Execution and maintenance of an online space selection process and booth allocation
- + Onsite exhibitor service center management
- + General Service Contractor management, move-in, tear-down and move-out logistics
- + Manage all freight/marshalling details with general service contractor
- + Oversee and interface with all sub-contractors
- + Development and distribution of exhibitor service kits
- + Design, distribution and compilation of sponsor/exhibitor surveys
- + Post show debriefing meetings and summary of future recommendations

Finance & Budget Related Functions

- + Market assessment and plan development
- + Sponsor and exhibitor education and communication
- + Establishment of a Preferred Vendor Program
- + Negotiate with all prospects
- + Consistent sales reporting and strategic recommendations



ConferenceDirect: By The Numbers *

11,040

Events & Meetings Per Year

3.8+ Million

Hotel Rooms Booked Per Year

\$778+ Million

Group Room Contracts Per Year

450

Events Managed by Conference Management

262,800

Transactions Handled by Registration

636,000

Room Nights Booked Through Housing

12,000

Rooms on Peak - Largest Housing Group

40,000

Transactions - Largest Registration Group

* Statistics are as of year-end 2016.

Let's Talk

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