



CASE STUDY

INFORMA TECH



CUSTOMER USE CASE



Informa Tech's mission is to inspire the global technology community to design, build, and run a better digital world. Informa organizes and produces about 200 branded exhibitions and trade shows worldwide and focus on attracting and engaging with B2B audiences.

THE PROBLEM



Informa Tech wanted to create more value for their sponsors and help facilitate sales meetings between their sponsors and attendees. They also wanted to position themselves as thought leaders in technology and perceived as in-the-know of the latest platforms on the market.

SOLUTION



Informa Tech used SummitSync VIP's Event Meeting Concierge, a platform designed specifically for event organizers to streamline the booking and managing of sales meetings for sponsors and their prospects.

INFORMA TECH AT IOT WORLD



Sponsors including Dell Technologies, Juniper, Siemens, T-Mobile, and Verizon benefitted from the VIP Event Meeting Concierge at IoT World 2019. Informa Tech has been working with SummitSync since 2017 and uses the service for its sponsors at every event.

RESULTS

In 2018, Informa's sponsors tripled the number of meetings scheduled at IoT World compared to 2017. Fifteen sponsors continued to reap the benefits in 2019 after purchasing the Event Meeting Concierge add-on. On average each sponsor scheduled 25 meetings with over 300 unique attendees.



25

meetings scheduled
per sponsor, on
average

300+

unique attendees
booked meetings

15

sponsors purchased
the Event Meeting
Concierge

We are thrilled to partner with SummitSync to offer their **premiere** meeting automation platform to our sponsors. Our sponsors are enjoying the benefits of being able to **schedule quality meetings** before the show, and create visibility for their teams, to leverage **every available show minute**.

— MELINDA TEMPLEMAN, HEAD OF VIP RELATIONS USA, INFORMA TECH

SUMMARY



To learn how you can rev up the quantity and quality of your pre-booked trade show sales meetings and get great tips on how to supercharge your events visit: summitsync.com/resources