swapcard

How Sales Directors can Monetize Digital Leads & Upsell with Confidence

The State of Event Engagement
Volume 2

Trade Show Organizations   Media Companies

Associations   Nonprofits

Close revenue gaps & design models for growth

Understand your revenue gap

As a sales professional, your mission is clear: deliver measurable ROI to exhibitors, boost revenue, and secure renewals year after year.

Too often, exhibitors got sold booth visibility and onsite badge scans—but leave with only a handful of cold contacts. Unclear ROI, low-quality leads, event competition, and shrinking budgets threaten renewal and make your job harder.

Charge for measurable ROI

Sales teams can't ignore these numbers:

- 40% of all leads are created **before the event starts**

- At Trade Show Organization+ events, nearly 70% of qualified leads now come from **digital interactions**, not walk-ins or badge scans. This number rises to 85% at At Association+ events.

- Exhibitors using AI matchmaking and pre-event scheduling, in combination with Lead Capture see **2.5–4x more qualified leads**.

- Exhibitors who sponsor at large Trade Show Organization+ and Association+ events generate 250% and 286% more leads than non-sponsors.

- At a leading Trade Show Organization+, onsite rebooking increased by **25%** when exhibitors received real-time engagement dashboards.

Silver
Gold
Bronze
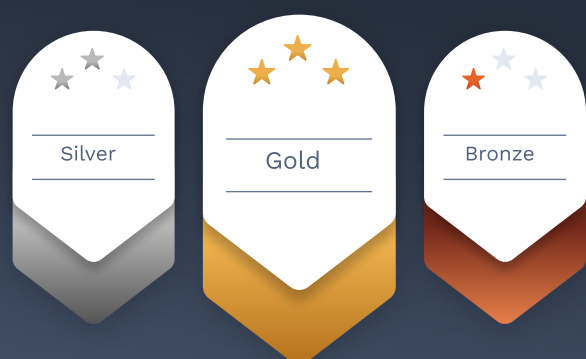
Time to rethink your sales packages

How do you sell packages that deliver measurable results and maximize exhibitor ROI while boosting your revenue?

Sell high-quality lead generation packages to your exhibitors

Exhibitors expect tangible results: high-quality leads, faster pipelines, and measurable ROI. Delivering on these expectations keeps them returning—and drives your revenue growth

Package type	Pricing you can charge (€)	Features and services included	Ideal exhibitor profile	Estimated qualified leads per exhibitor	ROI Level
Basic	1,500–3,000	• Standard booth listing • Basic matchmaking • Online meeting scheduling • Exhibitor lead dashboard	• Small exhibitors • First-time participants	10–15 leads	Entry-level ROI → proof of concept
Advanced	3,500–6,000	• All in Basic, plus • AI Recommended Leads • Exhibitor—to—attendee chat • Lead Qualification • Exhibitor advanced report	• Medium exhibitors • Growth-focused brands	20–35 leads	Clear ROI → support upsell
Ultimate	7,500–12,000	• All in Ultimate, plus • Sponsored session • Hosted buyer program • Targeted push notifications • Sponsors featured placement • Post-event lead heatmap with indoor geotracking technology	• Large exhibitors • Strategic partners • Premium brands	40–70 leads	High ROI → maximize pipeline and revenue

Why these packages work:

- **Go beyond booth space:** Offer exhibitors tangible lead generation that drives real business outcomes.

- **Engage early, convert faster:** AI matchmaking and pre-event nurturing ensure higher-quality leads and stronger conversion rates.

- **Unlock premium revenue:** Tiered options create upsell potential and justify higher pricing.

- **Prove the value:** Real-time dashboards demonstrate ROI, building exhibitor trust and loyalty year after year.

How GL Events' GreenTech+ tripled the number of meetings booked onsite

GL Events' BePositive achieved 100% app adoption and tripled business meetings with a bold digital strategy.

Use live data to accelerate onsite rebooking of your exhibitors

Turn real-time data onto instant rebookings

As a sales person, you're not just selling booth space—you're selling **measurable business growth**. Your exhibitors want results they can see—and so do you. Swapcard gives you the tools to track engagement in real time, turning data into powerful leverage for upselling and renewals.

With Swapcard's advanced exhibitor reports, you:

- Track **meetings booked**, **session attendance**, and **app interactions** as they happen

- Monitor **lead quality and engagement scores** to show exhibitors their ROI instantly

- Identify top-performing content, sessions, and networking opportunities to highlight for your exhibitors
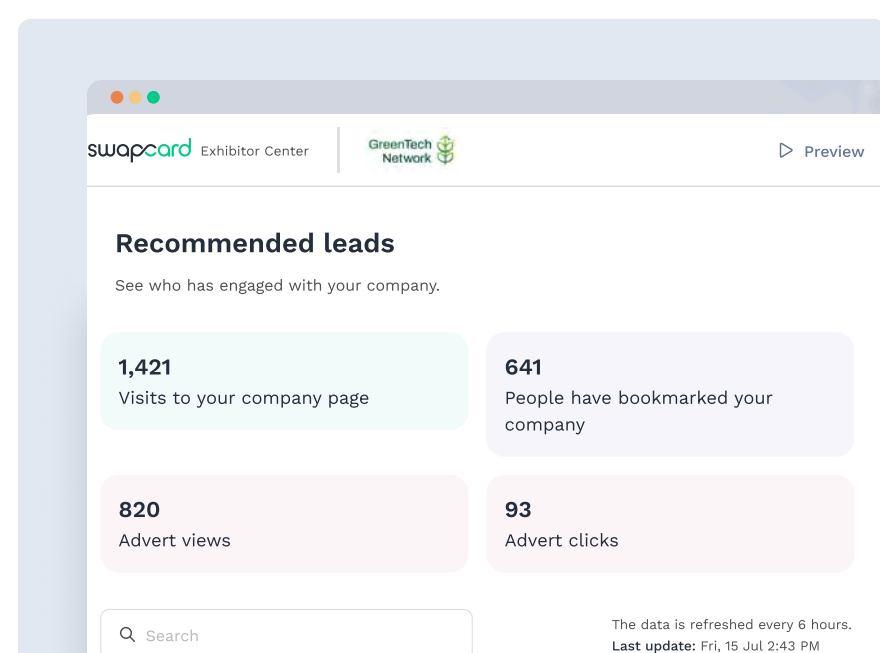
Boost revenue with data-driven conversations

- Show **how Basic, Advanced, or Ultimate packages are performing** in real time.

- Demonstrate **accelerated pipeline and higher-quality leads**.

- Encourage exhibitors to **upgrade their package or rebook early** for the next event.

Book a call with our monetization team to discover how Swapcard can help you redesign exhibitor packages, prove ROI, and accelerate rebookings.

→ **Book a consultation**

Or **download the full report** for in-depth benchmarks and strategies used by leading trade show organizations, media companies, associations, and nonprofits.

→ **Download report**