



End-to-End Event Success Program

Where strategy meets
execution

ENHANCE YOUR EVENT ROI

THROUGH STRATEGIC PARTNERSHIP

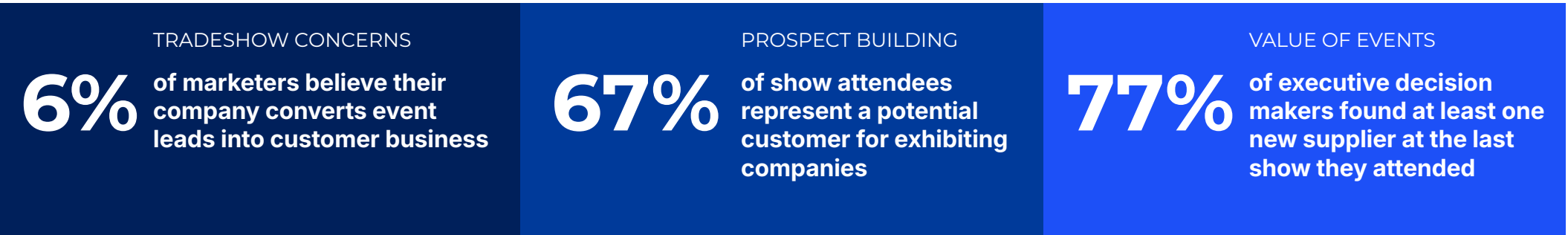
Challenges & Opportunities

In today’s competitive landscape, hosting your own industry event—or even participating in a tradeshow—is a strategic investment filled with both promise and expectation. Companies seek not only high engagement but, more importantly, interactions that spark genuine business growth. The ultimate goal is to convert leads into lasting relationships and measurable ROI, whether monetary or otherwise.

At Keypoint Intelligence, we believe this vision can become your reality.

Backed by a vast network spanning the print and smart technology industries, we are committed to helping you cultivate quality client connections through focused relevance. Leveraging our market expertise and proprietary research, we can position your brand before priority attendees who have yet to experience your offerings—supporting you in closing deals your competitors have missed.

This e-book is your guide to achieving event success and unlocking the full potential of your engagement strategy.



WHAT YOU WANT TO ACHIEVE



Build Momentum, Brand Exposure

Multichannel teaser campaigns and content rollout to raise visibility, with storytelling that aligns with your messaging and attendee goals



Expand Your Pool of Potential Leads

Preshow webinars, content, and campaigns to capture interest, as well as in-show digital tools and live engagement to scale lead gen



Maximize Foot Traffic and Engagement

Targeted promotions to attract high-value attendees, along with event content and activations that convert walk-ups into leads



Equip Teams for Productive Conversation

Custom pitch materials and visual aids for fast, focused interactions, with the sales-ready tools and messaging playbooks to support lead qualification

ENGAGE YOUR TARGET AUDIENCE

Connect with the Right Buyers

Preshow campaigns that build anticipation and visibility through a variety of means, including social

On-site activation tools designed to spark conversation and convert booth traffic into leads

Post-event coverage that continues to connect you with your desired audience

How We Help You Succeed

Before the Show

Promotion to drive awareness of your event messaging, with analyst-backed content to guide buyers proactively through your sale cycle

During the Show

Speaking engagements to provide education, content to support event conversations, and real-time thought leadership

After the Show

Sustained follow-up through webinars, videos, white papers, and post-show strategy sessions that look toward the future



Event-Focused Content

Webinars, interviews, and videos that attract and inform your audience

Social Amplification

Branded campaigns before, during, and after the event that increase visibility

Sales-Ready Materials

Pitch decks, one-pagers, and demo content tailored to your goals

Media and Press

Analyst commentary and media kits that mix your brand with our research

Choose from bundled, à la carte, or subscription options

WHAT MAKES KEYPOINT INTELLIGENCE DIFFERENT?

Big Reach, Boutique Feel

01

Exclusive market and industry research as well as product test data

- Forecasting and analysis to provide trends that advise and guide

02

Experienced analysts and event strategy consultants

- Thought leadership that puts things into context and looks to the future

03

Proven content creation and promotional support

- Expert analysis and messaging attuned to driving social media engagement

04

Track record of driving visibility and engagement at major industry shows

- General Session presentations, hosting breakout sessions or panels

WHAT SETS US APART

Analyst-Led Expertise

Industry recognized analysts add depth to your event messaging with proprietary research, helping build trust with your target audience

Custom-Built Programs

Every deliverable is tailored—no generic content!—to your event goals, audience, and market strategy thanks to our industry data

Strategy + Execution

End-to-end support including strategic guidance, content creation, promotion, and post-event follow-up—from one partner



LET'S TALK



Find Your Next Big Thing
with Keypoint Intelligence



LET'S TALK

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