

# A 3-PART FORMULA FOR RETURN ON INVESTMENT

In a recent survey conducted by Frost & Sullivan,

## MORE THAN 50%

of marketers reported that live event sponsorship gave them the best return on their investment for the following reasons:



**FACE-TO-FACE INTERACTION**



**ACCELERATED SALES CYCLES**

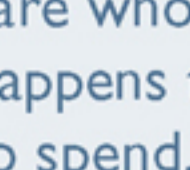


**KEEPING UP WITH THE LATEST TRENDS**

But with so many tradeshows and conferences out there, how can you cut through the noise to ensure you're investing your dollars wisely?

After years of research, we've gathered the top three must-haves you should look for before confirming any event sponsorship:

### I: ACCESS TO DECISION MAKERS



As the old adage goes, "You are who you surround yourself with."

Unfortunately at many events that happens to be managers instead of executives, with no budget to spend...**BUT NOT US!**

### THE FROST & SULLIVAN EXECUTIVE MINDXCHANGE DIFFERENCE

## THERE ARE NO SEAT FILLERS AT AN EXECUTIVE MINDXCHANGE.

Through a careful and research intensive process, participants are vetted to ensure they're not only high-level in their industry and department, but able to make buying decisions right on-site.

## 75%

of F&S participants on average are



**EXECUTIVE LEVEL**

(C-Suite, President, Vice President or Director)

## 62%

of F&S sponsors surveyed reported that an



**EXECUTIVE MINDXCHANGE HAS MORE DECISION MAKERS IN ATTENDANCE VS OTHER EVENTS**

"The quality of executive participants and the shared wisdom during the interactive sessions were two of the best assets of the event."

Senior Marketing Manager  
Sprint

### 2: POSITIONING AS A PEER



Want to know how NOT to build a relationship? Start pitching your prospect the minute they introduce themselves to you. You'll quickly see them looking for an escape route. In fact, a recent survey conducted by Frost & Sullivan confirms that NEARLY HALF of tradeshow participants found sales tactics by sponsoring companies to be too aggressive and pushy.

The Executive MindXchange format is the antithesis of this; we position vendors and participants as equals, and through specialized training programs, teach sponsors how to engage prospects in a way that is strategic and natural.

### THE FROST & SULLIVAN EXECUTIVE MINDXCHANGE DIFFERENCE



of F&S sponsors surveyed reported that one of the things that made the Executive MindXchange format so valuable and unique was an environment that

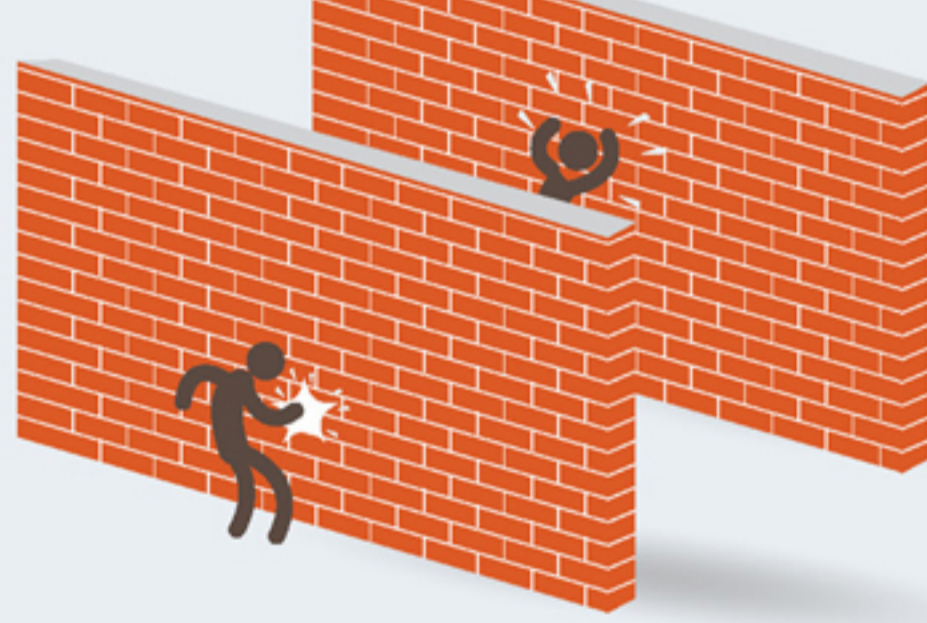


**POSITIONED SOLUTION PROVIDERS AS PEERS**

"What I liked best about this event was that sponsors were positioned as peers and had total access to executive prospects."

Director of Strategic Marketing  
VoltDelta International

### 3: AN ENVIRONMENT THAT FOSTERS RELATIONSHIP BUILDING



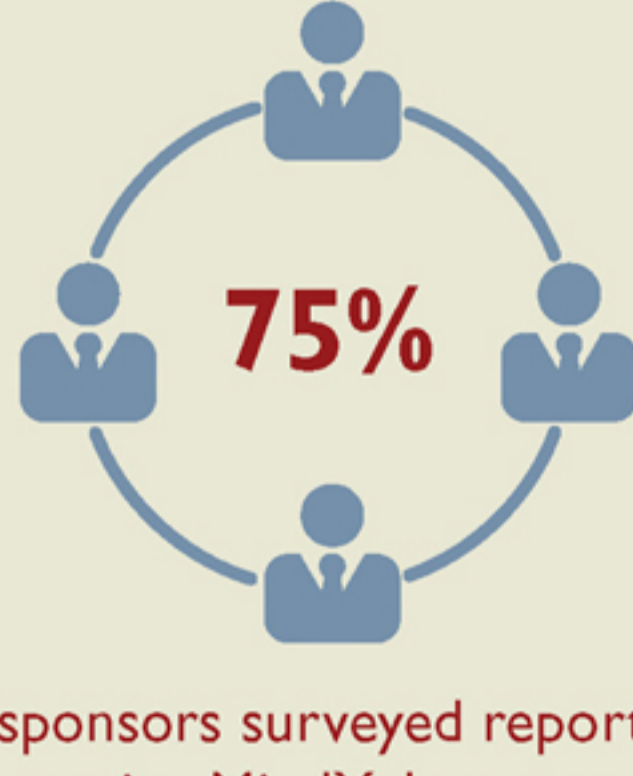
Trapped in a booth watching participants pass you by?

Unfortunately sponsorships within tradeshow environments quite literally drive a wall between you and your prospects, providing limited opportunities to meet prospects for more than 30 seconds...**BUT NOT US!**

### THE FROST & SULLIVAN EXECUTIVE MINDXCHANGE DIFFERENCE

## WITH AN 80% INTERACTIVE FORMAT,

sponsors get involved at every level, with over two dozen integrated opportunities to nurture relationships.



of F&S sponsors surveyed reported that an Executive MindXchange provides

**AN ENVIRONMENT THAT FOSTERS RELATIONSHIP BUILDING**

The ability to form Relationships with decision makers is critical to generating a sponsorship return.

## MORE THAN 92%



of F&S sponsors surveyed reported

**5+ NEW RELATIONSHIPS WITH DECISION MAKERS, AN AVERAGE OF 8 PER PERSON**

at each Executive MindXchange

"Frost & Sullivan Executive MindXchange events are the best events I've ever attended. The ability to get in front of participants was well coordinated. Everything about the event was geared toward helping connect participants and vendors in more than a 'hey, stop by my booth' way."

Director of Business Development  
Revana

## FOLLOW THESE STEPS TO SEE YOUR RETURN ON INVESTMENT

F&S sponsors surveyed reported

The ability to generate a return on our investment at the Frost & Sullivan Executive MindXchange is



**2X AS LIKELY VS OTHER EVENTS**



## MORE THAN 50%

F&S sponsors surveyed reported

the Executive MindXchange is the

## BEST SPONSORSHIP INVESTMENT IN THE MARKET!