

# HOW TO FILL your event canopy WITH

## B2B Attendees

in 5 STEPS



**98%**  
People purchase products marketed through events

**81%**  
People prefer events with better giveaways

**89%**  
Social media users are millennials (18-29 years)

**46%**  
People come to events for the brand or the event itself

IDEAL AUDIENCE FOR YOUR EVENT

IDEAL PRESENTERS FOR YOUR EVENT

### attendees' LIST

- 50% Domain Industry
- 23% Dealers
- 27% Industry Associates

**40+**  
country's Event Attendee Information in 14 distinct fields

**BUY**  
YOUR CUSTOM EVENT LIST

### EXHIBITORS' LIST

- 23% President & CEO
- 24% Owner, Founder & Partner
- 9% VP / General Manager

**30+**  
Product sourcing fields from any industry

STEP 1. HAVE AN EVENT WEBSITE

STEP 2. ROCK YOUR SOCIAL PRESENCE

STEP 3. A BOOTH THAT CAN SPEAK FOR ITSELF

STEP 4. FIGURE YOUR CROWD'S FREELOADING POINT!

STEP 5. A FREEBIE THAT'S CUTE, SENSIBLE & USEFUL

**READ ON OUR BLOG**

Data Source: EventTrack



**SPAN**  
GLOBAL SERVICES  
GLOBAL GROWTH PARTNER