



Summary

The Informa Markets Engineering Group switched to VIP Guest Invites as their Exhibitor Guest Invite vendor for their 2025 portfolio of events.

The first event to utilize VIP Guest Invites was MD&M West. The exhibitor promo code offered a free Expo Pass or 20% off all Conference Passes to eligible customers and prospects.

This case study provides a simple top-level results summary of the campaign and some tips as to how we achieved them.

Event Details



February 4-6, 2025 | Anaheim, California

Exhibitor Customer Invites Program

NEW VENDOR CASE STUDY





Summary

The Informa Markets Engineering Group switched to VIP Guest Invites as their Exhibitor Guest Invite vendor for their 2025 portfolio of events.

The first event to utilize VIP Guest Invites was MD&M West. The exhibitor promo code offered a free Expo Pass or 20% off all Conference Passes to eligible customers and prospects.

This case study provides a simple top-level results summary of the campaign and some tips as to how we achieved them.

Event Details



February 4-6, 2025 | Anaheim, California

7,041 invited attendee registrations

522% increase over **1,132** in 2024 with previous vendor

INVITED
REGISTRATIONS

7,041 (+522%)

Other Vendor

1,132



Summary

The Informa Markets Engineering Group switched to VIP Guest Invites as their Exhibitor Guest Invite vendor for their 2025 portfolio of events.

The first event to utilize VIP Guest Invites was MD&M West. The exhibitor promo code offered a free Expo Pass or 20% off all Conference Passes to eligible customers and prospects.

This case study provides a simple top-level results summary of the campaign and some tips as to how we achieved them.

Event Details



February 4-6, 2025 | Anaheim, California

36% increase in exhibitor participation

603 exhibitors generated guest invite registrations

EXHIBITOR
PARTICIPATION

603 (+36%)

Other Vendor

443



Summary

The Informa Markets Engineering Group switched to VIP Guest Invites as their Exhibitor Guest Invite vendor for their 2025 portfolio of events.

The first event to utilize VIP Guest Invites was MD&M West. The exhibitor promo code offered a free Expo Pass or 20% off all Conference Passes to eligible customers and prospects.

This case study provides a simple top-level results summary of the campaign and some tips as to how we achieved them.

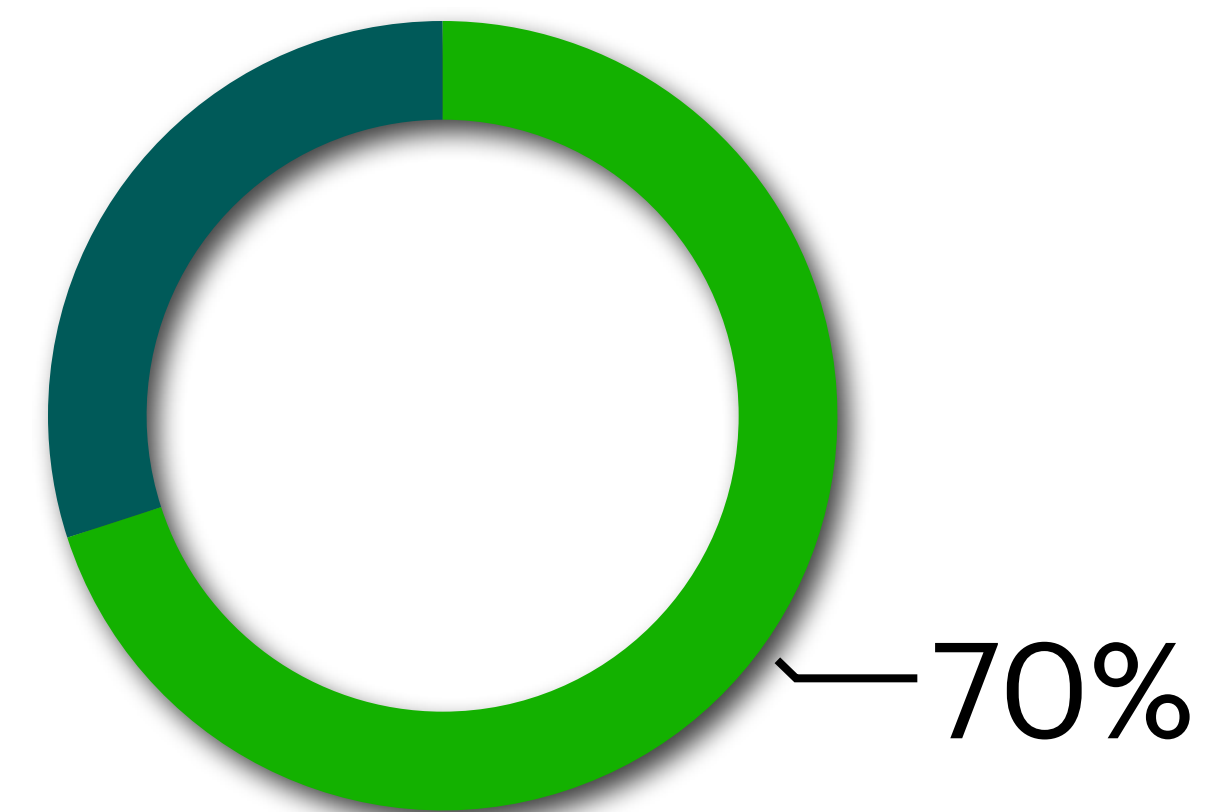
Event Details



February 4-6, 2025 | Anaheim, California

70% of all exhibitors tracked as participating in the program

1,257 Participating Exhibitors Out of **1,793**





Summary

The Informa Markets Engineering Group switched to VIP Guest Invites as their Exhibitor Guest Invite vendor for their 2025 portfolio of events.

The first event to utilize VIP Guest Invites was MD&M West. The exhibitor promo code offered a free Expo Pass or 20% off all Conference Passes to eligible customers and prospects.

This case study provides a simple top-level results summary of the campaign and some tips as to how we achieved them.

Event Details



February 4-6, 2025 | Anaheim, California

Tips and Tricks

Just some of the strategies that VIP Guest Invites and Informa Markets deployed to produce such strong results include:

- ✓ **Make it easy for your exhibitors.** VIP Guest Invites fully customizes all invite assets prior to launch, including their logo, booth #, promo code and registration links. The exhibitor is off and running promoting your event with little to no friction.
- ✓ **Execution is everything.** Make sure that the exhibitors are properly educated about the program and driven to participate. VIP Guest Invites provides the execution of a complete promotional playbook that leverages just about every exhibitor touchpoint available.
- ✓ **Drive multiple users.** Make it super easy for the exhibitor main point of contact to pass the invite program opportunity on to their sales, marketing, communications and executive team members. VIP Guest Invites does this with our built-in "Share with your team" feature.
- ✓ **Analyze the data mid-campaign.** VIP Guest Invites evaluates exhibitor usage about 8 weeks out and then executes a targeted outreach campaign to all exhibitors that have not yet visited their invites dashboard. Don't wait until it's too late to see who has and who hasn't taken advantage of the guest invite opportunity.
- ✓ **Make sure your whole team is invested.** VIP Guest Invites likes to meet with any event team member that will be interfacing with exhibitors pre-show to ensure that they are educated on the guest invite program and able to speak to it intelligently. They are the ones that will be on the phone, and working via email, with just about every exhibitor during the key registration building weeks. Empower them to spread the word!



informamarkets

Exhibitor Customer Invites Program

NEW VENDOR CASE STUDY

Summary

The Informa Markets Engineering Group switched to VIP Guest Invites as their Exhibitor Guest Invite vendor for their 2025 portfolio of events.

The first event to utilize VIP Guest Invites was MD&M West. The exhibitor promo code offered a free Expo Pass or 20% off all Conference Passes to eligible customers and prospects.

This case study provides a simple top-level results summary of the campaign and some tips as to how we achieved them.

Event Details



February 4-6, 2025 | Anaheim, California



Jackie Jaquez

Informa Markets

Vice President, Marketing Services | Informa Markets

“VIP Guest Invites sought to deeply understand the value and deliver the goals of our Exhibitor Invites program. Throughout the process, they integrated into our current workflow and created a friendly, responsive environment of open communication, seamless collaboration, and best practice sharing, which ultimately drove success in the optimized performance for our event. Our marketers feel they have a true partner in Dave and his team.”



Contact Us

To learn more about VIP Guest Invites or Informa Markets, please feel free to reach out!

Contacts:

Dave Einzig

Founder, VIP Guest Invites

dave@vipguestinvites.com

800-211-6570 ext. 701

www.vipguestinvites.com

Jackie Jaquez

Vice President, Marketing Services

Informa Markets - Engineering

Jackie.jaquez@informa.com

www.informamarkets.com

Exhibitor Customer Invites Program

NEW VENDOR CASE STUDY

