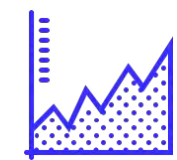


Events & Exhibitions

NowVertical helps events and exhibitions businesses turn fragmented audience, exhibitor, and operational data into measurable business value.

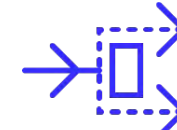
NowVertical’s work in events is anchored in commercial outcomes — improving how organisers attract audiences, activate engagement during the event, and convert outcomes into retention and growth.

Events organisations typically sit on rich data but whether it’s spread across disconnected platforms, interpreted inconsistently or not built into effective workflows, that value is lost. NowVertical unlocks that value by delivering data solutions for:



Show performance uplift

improving turnout and reducing churn by understanding what drives attendance and repeat participation.



Matchmaking and engagement

connecting the right participants to the right opportunities using intent and behavioural signals, improving perceived value and satisfaction.



Attendee marketing outcomes

higher response and engagement through better segmentation and targeted communications.



Exhibitor ROI visibility

faster, clearer evidence of value delivered—supporting renewals and reducing “selling blind” after the event.



Content and programme performance

ensuring the agenda performs as a portfolio (not just a few headline sessions) through better discovery and relevance.



Transforming Data into business value for the works biggest Event and Exhibition Organisers

Focused On Tangible Outcomes

2%+
Revenue Uplift across 100m+ Portfolios

28%+
Increase in Show Turnout

10+
On Event NPS

6x
Open rate through personalisation

Latest Key Developments Leveraging Data and AI in Events and Exhibitions



Post-Event Exhibitor ROI Agent Orchestration

Automate post-event ROI reporting with always-on decision loops that produce timely, consistent exhibitor outputs.

- Faster Renewals
- Lower Cost-to-Serve
- Consistent Reporting
- Reduced Churn



Matchmaking Intelligence Engine

Reframe matchmaking, move from static profiles to behavioural intent and real-time prioritisation to truly connect audiences.

- Higher Lead Quality
- Exhibitor Confidence
- Improved ROI
- Exhibitor Satisfaction & Rebooking



Hyper-Personalised Content At Scale

Turn large events into guided attendee journeys with recommendations that matter and see measurable attendance uplift.

- Balance Distribution
- Higher Attendance
- Stronger Engagement
- Unique Experiences

Learn more: www.nowvertical.com/events-&-exhibitions