



IEG SPONSORSHIP REPORT

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Smart Selling

B2B Conference Snags Sponsors By Offering Tailored Attendee Data

A frequent challenge for those marketing sponsorship to business events such as conferences or trade shows is identifying benefits that go beyond the opportunity to interact with a targeted audience.

Since that benefit can be obtained through exhibiting, what else can the event's producer provide to incent companies to step up to the sponsor level?

Myriad Marketing Inc.'s answer to that question has yielded considerable results. Hired to produce the '03 Wisdom Exchange—a nine-year-old conference owned by the Government of Ontario's Ministry of Enterprise, Opportunity and Innovation and attended by 280 presidents and CEOs from high-growth Canadian companies.

The result: a dozen sponsors at C\$15,000 apiece for the conference's corporate partnership program, including Cisco Systems Canada Co., Deloitte Touche Tohmatsu, Hewlett-Packard (Canada) Ltd. and UPS Canada.

"Communications with sponsors became more favorable when they realized they could own the data on attendees for an entire year," said Myriad president and CEO Chris McCarten. "It became a much easier sell than trying to push the merits of two days of exposure."

Although on-site interaction has already resulted in some new business for sponsor BMO Nesbitt Burns, said William Ellis, vice president of the investment firm, "We suspect that the real gold will be the opportunity to market directly to the participants in the year following the event."

Myriad decided to go above and beyond the delivery of raw data to the sponsors, by utilizing their proprietary Ingenuity™ analytic software, they offered for Myriad clients BMO Nesbitt Burns and HP, to analyze the information and produce tailored reports that assigned attendees a letter grade from A to F based on their potential as a sales lead. In addition to factors such as immediate purchase need and budget authority, Myriad scrutinized the data for other customer insights based on each sponsor's expressed needs, McCarten said.

HP, for example, could learn that a higher than average number of companies based in Ottawa are looking to upgrade their IT hardware. The company would then know to devote its local resources to making targeted pitches to those companies, McCarten noted.



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