

# Case Study

## Experient Helps Deliver Higher Conference Attendance for PMMI Through Effective Viral Marketing Campaign

### About Experient

*Experient leads the industry as one of the best-known and most respected brands in the event management world. Its core services include providing registration, housing, event planning and management, site sourcing/contract negotiation, and lead retrieval services for association, corporate and government clients. Experient employs professionals dedicated to fulfilling its vision of perfecting the event experience to deliver leading-edge thinking, experience and technology solutions for meetings, conventions and tradeshows around the world.*



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### Background

Packaging Machinery Manufacturers Institute (PMMI) is a trade association with more than 500 member companies that manufacture packaging and packaging-related converting machinery, commercially-available packaging machinery components, containers and materials in the United States and Canada.

PMMI is the sponsor and producer of two tradeshows — PACK EXPO International held in Chicago in even years; PACK EXPO Las Vegas in odd years.

### Challenge

Like many event organizers today, PMMI was looking for ways to keep attendance at their trade events from decreasing. They were also looking for opportunities to develop new sources of potential attendees within the packaging industry market.

### Solution

Experient suggested PMMI use TrafficBoost™ — an email marketing tool that allows exhibitors to reach their customers and prospects with a customized email campaign — and PMMI agreed.

### Results

For one Chicago PACK EXPO show, over 44,000 colleagues gathered to explore a full array of both packaging and processing innovations at the industry's most dynamic show.

The use of TrafficBoost allowed PMMI's exhibitors to invite their prospects and customers to PMMI's show without sharing their lists or paying to help market the show.

As a result, PMMI gained:

- Increased "buzz" before their show
- Exposure to over **375,000** new attendee prospects, of which **91% came from sources not previously available** to PMMI
- An increase in registrations — **7,384 new registrants** were generated, of which **73% came from those new prospects** not previously available
- More than a **700% increase** in first-time registrants
- Complete reporting of the exhibitors who took part in the program as well as whether or not registrations were brand new

PMMI's exhibitors gained:

- A completely free pre-show marketing campaign
- Professionally designed, customized invitations to clients and prospects
- Increased booth traffic
- Acceleration in business relationships, even **before the show** — over 1,850 people clicked on the exhibitor's email address or URL, starting a conversation with that exhibitor
- Complete reporting of the campaign results