

# ISA Annual Convention 2017



Powered by Connect™, the event website offers exhibitors an online eBooth to showcase their products and engage attendees. Attendees use the networking features to search for products, contact exhibitors, and schedule onsite meetings.

## Attendee Engagement Highlights



**57%**

Engaged  
Attendees



**80,256**

Total Page  
Views



**4,628**

Appointment  
Requests



**1,533**

Additions to  
Expo Plans



**954**

Emails  
Exchanged

## Exhibitor ROI



**303**

Exhibitors



**5,491**

Total eBooth  
Views



**5**

Average Number of  
Leads Per Exhibitor

## Audience Engagement Marketing



**8**

Engagement Emails  
Sent to Attendees



**30% - 63%**

Open Rate Range



**13% - 31%**

Click Rate Range