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2025 **expo!**



houston, tx
8–10 December 2025



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Draft To Win: Power Plays For High- Impact Events

Presented By

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&

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Welcome!



Buffy Levy
Director, Event Services
Smithbucklin



Jackie Janus
Sr. Manager, Event Services
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The NFL Draft



Image Source: National Football League



Image Source: The NAFEM Show

Draft Principles for Event Success

NFL Draft Concept	Event Category	Event Focus
Scouting Prospects	Event Technology	Finding the tools to help you achieve your goals.
Building the Team	Attendee Experience	Create a balance across education, networking, commerce and fun.
Strategic Trades	Partnerships	Collaborate with partners that add value while managing cost.
Measuring Performance	Exhibitor Value	Focus on ROI, engagement, and maintaining relationships .



Which category are you most interested in enhancing at your show?

2025 Power Plays – EVENT TECHNOLOGY

- **Event Chatbot (AI)**

- Real-time engagement and assistance
- Personalized marketing
- Scalable automation from pre-planning through onsite execution



Have Questions? Ask Ginger!
Text 'Hi' to 855.451.0957 or Scan the QR Code!



Have Questions? Ask Rosemary!
Text 'Hi' to 833.684.1698 or Scan the QR Code!



2025 Power Plays – EVENT TECHNOLOGY

- **Develop a Data Analytics Strategy**
 - Start small
 - Make a plan
 - Marketing
 - Exhibit and sponsorship sales
 - Attendee experience
 - Assemble the right team
 - Supplier partners can help



2025 Power Plays – ATTENDEE EXPERIENCE

- **Industry Partnerships**
 - Create energy on show floor
 - Attract new/underrepresented attendee segments
- **Proactive Budgeting**
 - Placeholder for attendee experience expenses



Image Source: The NAFEM Show

2025 Power Plays – ATTENDEE EXPERIENCE



Image Source: The NAFEM Show

- Education
 - Live stream education content on show floor
 - Showcase behind-the-scenes action to engage passing attendees

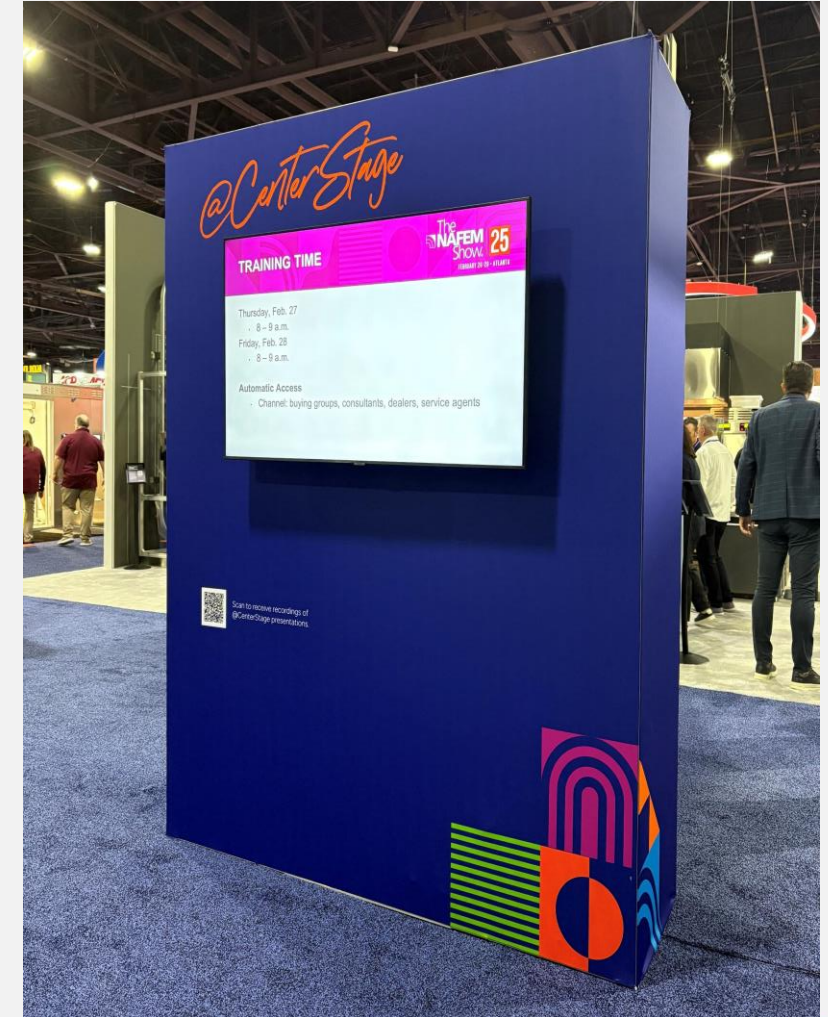


Image Source: The NAFEM Show

2025 Power Plays – PARTNERSHIPS

- **Collaborate with Your Supplier Partners**

- Take your GSC's designer on site visit to thoughtfully create the attendee journey together and maintain brand consistency
- When creating new initiatives, be straightforward about budget and/or involve suppliers in the budgeting process

2025 Power Plays – EXHIBITOR VALUE

- **Simplify Budgeting**
 - Use an exhibitor budget calculator

Booth		
Booth Size	10' x 15'	\$5,850.00
Corner Fee	Non-corner	\$0.00
Corner Fee	Non-aisle	\$0.00
Floor		
Flooring	I own my flooring	\$0.00
Rental Items		
Draped Table (6' long)	1 item(s)	\$196.00
Draped Table (8' long)	0 item(s)	\$0.00
Standard Stool	0 item(s)	\$0.00
Wireless Internet: 5 ghz	No	\$0.00
Wireless Internet: 5 ghz (up to 10 users)	Yes	\$2,500.00
Dedicated Bandwidth - 3Mbps	No	\$0.00
Dedicated Bandwidth - 6Mbps	No	\$0.00
Catering Budget		
Booth Catering	Yes	\$5,000.00
	Estimate	\$3,900.00

2025 Power Plays – EXHIBITOR VALUE

- Showcase Product Innovation
 - Show floor guided tours



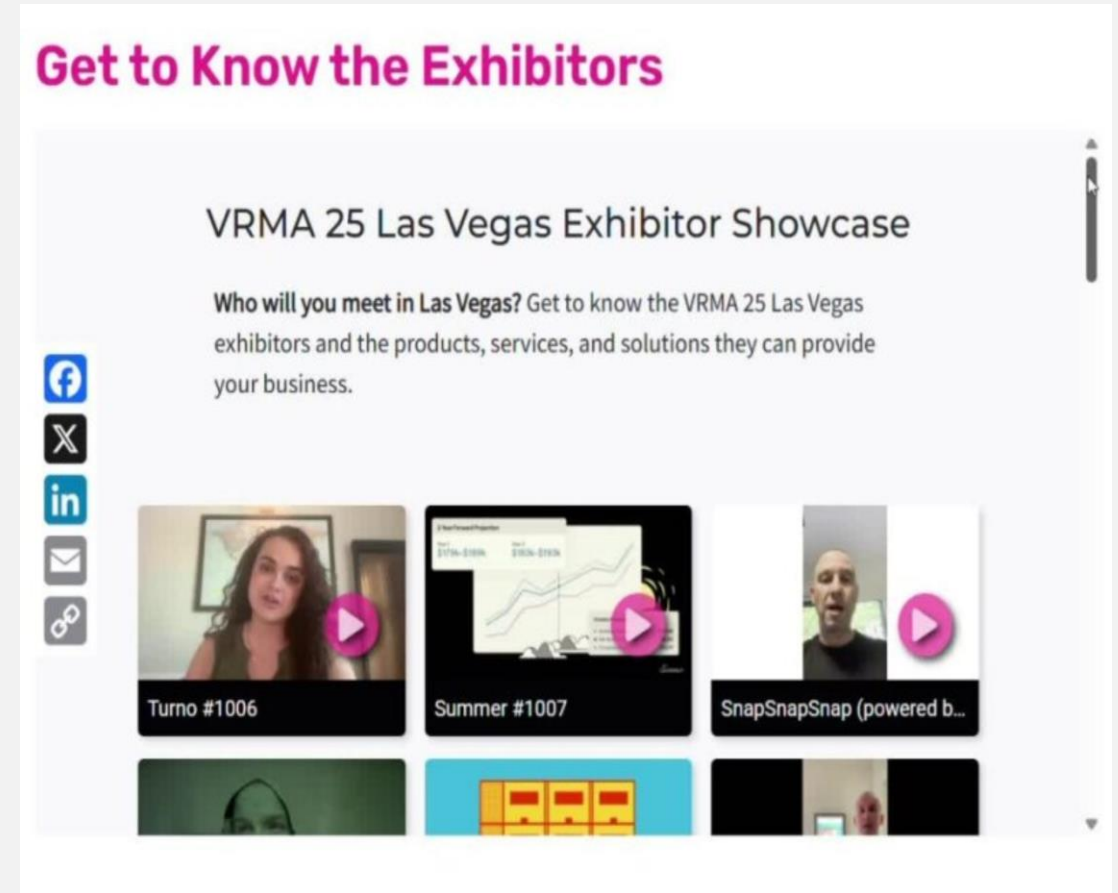
Image Source: The NAFEM Show



Image Source: The NAFEM Show

2025 Power Plays – EXHIBITOR VALUE

- Promote Participation Before the Show
 - Introduce your attendees to your exhibitors using video promotion



Video Source: Vacation Rental Management Association (VRMA)

The Idea Draft



Image Source: Fox 11 News



Share your best solutions.

Key Takeaways

- **Draft with Purpose:** Focus on key ideas that have the strongest potential impact—and choose the ones that truly fit your goals.
- **Build Your Playbook:** Take the concepts that rise to the top and map out how they can meaningfully strengthen your event strategy and outcomes.
- **Keep Scouting:** Look beyond your own event for inspiration. Small, creative ideas from other shows can spark big wins when applied thoughtfully.

Thank You!

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Download the Playbook



Scan the QR code
for 20 Power
Plays from 2025
to spark ideas for
your next event.



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