



**Targeted sales
have increased
revenue**

STREAMLINED APPROACH, PROFESSIONAL EXECUTION



"Sponsorship Boost always keeps their eye on the ball and the exhibit hall. You can be confident that they will consistently reach out to potential and current exhibitors and sponsors, tenaciously pursue answers to sales and organization questions, and make the exhibitors feel welcomed and cared for. Administratively, they take a tremendous burden off our association with high-quality recordkeeping and communications."



Carolyn Kaye
Senior Manager Meetings and Publishing

CHALLENGE

The National Association for Gifted Children (NAGC) provides support to those who strengthen the growth and development of gifted and talented children through education, advocacy, community building, and research. NAGC hosts an annual convention with over 2,000 educators, researchers, parents, advocates, and policymakers committed to supporting gifted children domestically and internationally. The gathering provides an opportunity for education, networking, product/services review, and conversations with thought leaders in the gifted field.

While the association's annual convention was successful, processes had not adapted to changes in technology, and growth was stagnant. Challenged with refining its approach to planning and executing its annual convention, NAGC contacted Sponsorship Boost, an industry leader in optimizing convention exhibits and sponsorships.



Sponsorship processes are now more precise and straightforward

STRATEGY

Sponsorship Boost worked closely with the NAGC staff to implement systems and technology to enhance the experience of exhibitors and sponsors participating in the convention. Salesforce CRM dashboards were employed to facilitate industry research and execute a targeted sales strategy. CadmiumCD, the industry leading events management software, streamlined the sales process for exhibit booths and sponsorships, moving all purchases and payments online. CadmiumCD's exhibitor portal allowed participants to effortlessly view a real-time online floor plan, upload information about their company, and submit forms required for exhibition. The uploaded information seamlessly populated NAGC's convention mobile app, an increasingly popular tool at industry events. Sales for the next year's conference were launched during the current year's convention, utilizing the software's onsite sign up and priority point processes. These changes resulted in fulfillment of a secondary goal, which was to modify the financial reporting process, increasing consistency, transparency, and confidence.



RESULTS

NAGC's exhibit and sponsorship processes are more precise and straightforward as a result of the strategies introduced to the association by Sponsorship Boost. Targeted sales have increased revenue, participating companies appreciate the ease of the online portal, and association staff benefits from the enhanced financial reports. Sponsorship Boost values our strong working relationship with NAGC, and anticipates growth in the years to come.



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