



Event Technologies Case Study

Customer

The National Grocers Association (NGA) is the national trade association representing the retail and wholesale grocers that comprise the independent sector of the food distribution industry.



NGA's mission is to ensure independent, community-focused retailers and wholesalers the opportunity to succeed and better serve the consumer through its policies, advocacy, programs and services.

Event Info

The NGA Show hosts over 3,500 attendees and has more than 350 exhibiting companies.

Challenge

NGA wanted to give their exhibitors an opportunity to communicate with their attendees before and after the 2016 NGA Show. They had shared the direct mailing list in the past, but many exhibitors also wanted access to the attendee email list. It was against NGA policy to share the attendee's email addresses. NGA was looking for a solution that would protect the attendee's information while allowing exhibitors to send emails to the attendee list.

NGA did not have budget to pay for this program. The program had to generate enough revenue to pay for itself. In addition, many of the NGA exhibitors would require assistance creating their emails. There had to be an option for exhibitors to submit their content as text and images and have an email created for them.

Solution

Event Technologies has created an email program incorporating all of NGA's requirements. The program was designed to send up to 3 emails per day over the course of 4 weeks. However, every year, due to an overwhelming number of exhibitors signing up for the program, we increase this limit to send up to 6 emails, during the last week. To keep the program on track and ensure exhibitor satisfaction, each exhibitor is assigned to an Event Technologies representative who works with them to help with the creation of their email content. About



half of the NGA exhibitors submit images and text, and have the Event Technologies Representative create the email for them using one of the templates designed for the show. The other half are created using HTML submitted by the exhibitor.

Results

2016

Thirty-nine exhibitors participated in the email program sending a total of 48 email blasts. About 44,000 emails were sent with an open rate over 27%. NGA wanted to keep the price low for their exhibitors so they opted to only slightly increase the Event Technologies fee. They were able to generate over \$1,000 through the email program.

2017

Thirty-nine exhibitors sent a total of 44 email blasts. Over 30,000 emails were sent with an average open rate of 26%. NGA was able to generate over \$1,000 with this program.

2018

Exhibitors sent a total of 48 email blasts with an open rate of over 26%. NGA decided to raise the price for this program in 2018, and they were able to generate \$7,200 in additional revenue.

Client Testimonial

Thank you so much for being so great to work with as we transitioned the NGA Show exhibitors to your email service as opposed to my sharing email addresses with them. I have only heard positive things. You were timely, responsive and flexible and I really appreciate it. I look forward to using Event Technologies in the future and have already recommended you to a couple of associations we partner with!

- Karen Voorhies, National Grocers Association (This needs to be updated CFT)