

EVENTIAL

NCAEC has spent years building this event. Now they're building what comes next.

How NCAEC utilized Evential to turn attendee movement and exhibitor engagement into measurable event value.



OVERVIEW

For nearly a decade, NCAEC has brought North Carolina's electrical contractors together through training, industry advocacy, and its annual Trade Show and Convention. Each year, hundreds of contractors come to discover new products and build relationships, while 40+ exhibitors invest in the opportunity to reach the people they want to do business with. NCAEC strives for more than a well-attended event. Marian, NCAEC's Director of Membership and Member Benefits, wants it to be "the place to go" every July, giving exhibitors a clear reason to return and new companies a reason to participate. The challenge was proving that value. The event organizers could see who registered and which exhibitors participated, but not what happened once attendees reached the floor, so NCAEC looked to Evential to measure attendee movement and exhibitor engagement and turn those interactions into data that can help NCAEC improve its exhibitor recruitment, booth placement, sponsor value, and future events.

It Has Always Been About the Exhibitors



The NCAEC Trade Show floor, as exhibitors set up.

NCAEC exists to support electrical contractors across North Carolina through continuing education, safety standards, and industry representation in regulatory and policy discussions. Its three-day Trade Show and Convention brings that mission to life each summer, bringing contractors, manufacturers, and distributors together to exchange knowledge, discover new products, and build business relationships. While the event is important to NCAEC, it is equally important to the exhibitors who invest in the opportunity to meet the hundreds of contractors. Without clear visibility into attendee engagement, exhibitors can leave with qualified leads they never realize they generated, making it difficult to understand the full value of their investment. NCAEC wants to change that by creating an event that delivers measurable value to the exhibitors and contractors who have supported the association for decades.

"We wanted to do something different... to make it THE place to be in July every single year."

Marian

Director of Membership and Member Benefits, NCAEC



The exhibitor floor drew steady traffic.

Was the Investment Worth It?

From the beginning, NCAEC knew what type of data that would help them: not simply a spreadsheet of numbers, but a clear understanding of how the event and its exhibitors were performing. For the past eight years, the team had lacked both the time and the tools to capture that information, leaving important questions about attendee behavior and exhibitor engagement unanswered. Evential was brought in to close that gap, transforming event activity into actionable data NCAEC could use.

NCAEC ALREADY KNEW

- × Who registered
- × Who attended
- × Which exhibitors participated

BUT IT COULD NOT EASILY DETERMINE

- ? Where attendees went once they entered the show floor
- ? Which booths generated meaningful engagement
- ? How long attendees spent on the show floor
- ? How attendee traffic moved between exhibitors
- ? What exhibitors could use to evaluate their investment
- ? Which attendee interactions represented potential leads for follow-up

The trade show was full of activity. NCAEC simply lacked the data to measure and demonstrate it.

"We also wanted to be able to better quantify what was going on in the trade show for our exhibitors... And the way to do that is to be able to provide them with data."

Marian



Before Evential, moments like this on the show floor went unmeasured.

Making The Invisible Visible



Badge

Broadcasts an anonymous ID. Identity joins only at report time, with consent.



Gateway

Tucked around the busiest spots on the floor. Picks up badges passively.



Dashboard

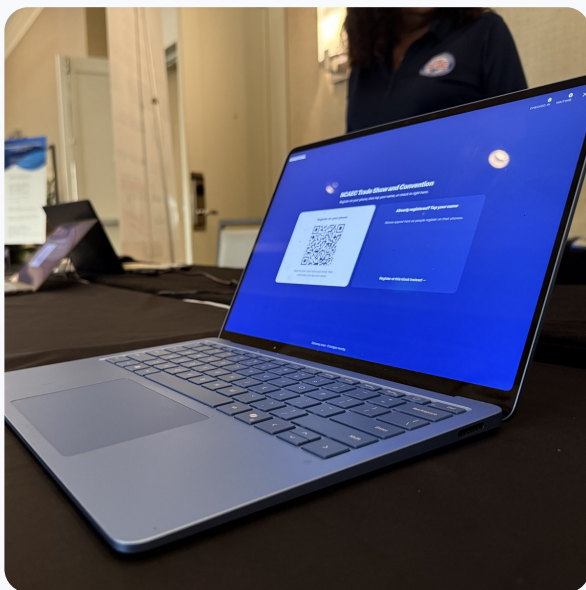
Crowd movement and engagement, updated live, during the show and after.



Report

Turned into sponsor-ready reports and organizer insights within days.

Setup was completed once and took only minutes. Once the lanyard was on, attendees did not have to do anything: no tapping, scanning, or button pressing. The passive technology remained unobtrusive throughout the event, allowing attendees and exhibitors to focus on the interactions that mattered most.



Evential's custom check-in kiosk, live at the NCAEC registration desk.



The technology ran quietly in the background as attendees moved through the floor.

"You were invisible in plain sight."

Richard

Executive Director, NCAEC

A Deeper Understanding Of Attendee Movement And Exhibitor Engagement

Sponsors have natural traffic partners

70
ATTENDEES

Attendees walked straight from Brady Corporation's booth to Milwaukee Tools', the single busiest path on the floor, showing certain booth locations naturally drive traffic to each other.

→ Inform next year's booth placement using observed traffic patterns.

Booth value now supports tiered pricing

2.1x
MEDIAN ENGAGEMENT

Milwaukee Tools' booth scored more than double the show median on engagement, clear evidence that not every booth delivers equal exposure, even at the same price.

→ Back a tiered pricing structure for premium locations with real engagement data.

A session that held its room

89%
STILL SEATED

"Apprenticeship Update" drew the best attendance on the floor, 80 people, with the room still nearly full at peak. A door count only shows who walked in, but proximity data shows who actually stayed.

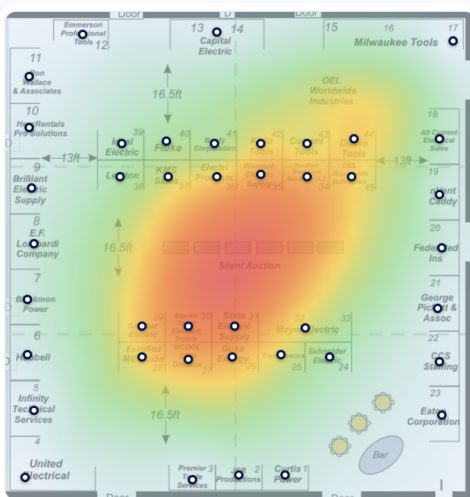
→ Identify which session topics are worth repeating or expanding next year.

Booth placement made a measurable difference

78
CORNER VISITORS

Corner booths averaged 78 visitors compared to 67 for edge booths, showing corner placement is associated with higher average booth traffic.

→ Weight future floor planning toward placements that have historically performed well.



Attendee dwell-time heatmap for the NCAEC show floor, generated by Evential.

This is what that traffic data looks like when mapped onto the trade show floor: dwell time at each monitored booth is overlaid directly onto the layout, so raw numbers become a visual picture of how attendees actually moved through the space. The red zone around the silent auction table (at the center) is the clearest example: that's where attendees naturally concentrated.

- Busiest path: Brady Corporation → Milwaukee Tools (70 attendees)
- Corner booths average 78 visitors vs. 67 for edge booths



The Milwaukee Tools booth, NCAEC's top-performing sponsor by qualified leads and engagement score.

One of the event's strongest-performing exhibitors could now quantify its performance through the highest number of qualified leads, strongest conversion rate, and top engagement score. NCAEC could move beyond general performance claims and provide sponsors with measurable evidence and leads.

88%

Attendees visited a sponsor booth

68%

Attendees become a qualified lead

72%

Repeat visitors to the same booth 2X

Drawn directly from event badge data: 118 booth visitors, 80 qualified leads.

Scope and Data Coverage: The insights presented in this report reflect data collected from the areas equipped with Evential hardware during the NCAEC pilot. Due to the hardware footprint and on-site deployment capacity, coverage was limited to 10 exhibitor booths and 2 rooms. Accordingly, the findings should be interpreted as representative of the monitored areas rather than the entire event floor.



From Live Visibility To Sponsor Conversations

Evential's reporting was built around three connected layers. The Live Admin Dashboard served as the central hub for viewing event activity in real time. After the event, that data was transformed into a comprehensive Event Performance Report that helped NCAEC understand what happened across the show and identify insights for future planning. Individual Sponsor Performance Reports then gave exhibitors a clear view of their own results, giving NCAEC the data it needed to support meaningful follow-up conversations with sponsors.

Live Admin Dashboard

The Live Admin Dashboard was the central hub for event data, giving NCAEC real-time visibility into what was happening across the event.

- **Turnout Tracking**
- **Session Attendance**
- **Floor Heatmaps**

The dashboard gave NCAEC the immediate visibility it needed while the event was underway.

Post-Event Performance Report

Once the event concluded, the data captured through the dashboard was consolidated into a comprehensive Event Performance Report. Rather than requiring NCAEC to interpret individual data points, the report provided a broader view of what happened across the event.

- **Attendance Analysis**
- **Attendee Movement**
- **CEU Tracking**
- **Event Insights**

The Event Performance Report gave NCAEC the context behind the numbers, and the information needed to understand how the event performed and how to approach future sponsor conversations.

Individual Sponsor Performance Reports

The same event data was then translated into individual reports for each exhibitor. These reports gave sponsors a clear picture of how their booth performed and provided NCAEC with tangible results to share after the event.

- **Booth Performance**
- **Engagement Metrics**
- **Staffing Insights**
- **Lead Data**

Together, the three layers created a complete reporting cycle: the dashboard showed NCAEC what was happening, the Event Performance Report explained what happened and what it meant, and the Sponsor Performance Reports gave NCAEC the evidence to demonstrate value to each exhibitor. All ten exhibitor reports were completed and ready for distribution within days of the show concluding.

NCAEC Can Now Prove What Used To Be Anecdotal

BEFORE

- Recruit exhibitors one at a time, member by member
- Guess at booth placement
- General conversations with sponsors about the show's value



NOW

- ✓ Point to concrete engagement data to make its case
- ✓ Use observed traffic patterns
- ✓ Hand each sponsor their own performance data

NCAEC pushed the system further than it had been tested before. A custom check-in workflow, booth performance scoring, session concurrency tracking, and floor heatmaps all came out of NCAEC's specific needs, and it held up across three straight days. Marian described the cross-booth movement data as exactly the kind of intelligence exhibitors **"would not normally get at an event."**

THE MEASUREMENT GAP

Exhibitors are under increasing pressure to prove where their marketing dollars are working. Eventbrite found that 40% of event sponsorship professionals ranked measuring and evaluating sponsor ROI among their top two challenges, while Freeman's 2025 Commercial Trends research found that exhibitors are more likely to participate when organizers can provide better attendee insight, and 18% specifically cited an ROI report as a factor that would influence their decision. Cvent's 2025 research found that 41% of marketers struggled to measure event ROI. Unlike digital advertising, where marketers can track clicks, conversions, and cost per acquisition, event organizers have historically had little data to show what happens after an attendee walks onto the floor. Evential closes that gap. By turning attendee movement and exhibitor engagement into sponsor-level reports, NCAEC can give exhibitors the evidence they need to understand what their investment actually delivered, and make the case for coming back next year.

Sources: [Eventbrite, Proving Your Value: Measuring Sponsorship ROI](#) · [Freeman, Commercial Trends Report 2025: Unpacking XLNC](#) · [Cvent/Splash, 2025 Outlook on Events](#)



Strengthening the Industry Through Connection

NCAEC is already thinking about how to put this data to work. The first step is getting it into the hands of the people who can use it: key exhibitors will receive individual reports, while the broader sponsor community will receive a general view of the findings. As Marian put it, **"we'll go back and speak to a few of these folks and provide them information... we'll probably put out some general information to everyone, because everyone was pretty excited about this data."**

Beyond the immediate reports, this data can become part of how NCAEC demonstrates value to sponsors and encourages them to return year after year. Most trade shows cannot provide exhibitors with concrete data on foot traffic and engagement, but NCAEC now can. That gives exhibitors a measurable way to evaluate their presence and helps NCAEC make a stronger case for future participation. Well-run exhibit programs are commonly estimated to return several dollars for every dollar spent, but demonstrating that value requires meaningful performance data. NCAEC's sponsors now have that visibility.

CURRENT STATE

The old model

NCAEC leans on individual members to personally recruit exhibitors, one at a time, year after year.



NEW MODEL

The model NCAEC is building

Concrete engagement data makes NCAEC's own case, so exhibitors come looking for the show that can prove its value.



A member session at the NCAEC Trade Show and Convention.

Filling the floor has always taken real legwork for NCAEC, with exhibitor recruitment often relying on member relationships and individual outreach, as Marian explained: **"It was an effort... one of our members really came through and brought a number of exhibitors."** With Evential's data, NCAEC now has another way to demonstrate the value of exhibiting and give prospective sponsors concrete evidence of attendee engagement.

Ultimately, NCAEC's use of Evential not only takes a step toward making it "the place to be in July every single year," but also supports its broader ambition to become the face of the electrical contracting community in North Carolina. Looking ahead, NCAEC plans to incorporate Evential into future iterations of the event, using what they learn to continually strengthen the experience for exhibitors

and attendees. With better visibility into what drives engagement, NCAEC can make more informed decisions about how the event grows and how it serves the industry. The goal is not simply to host a successful annual trade show, but to build an event that becomes a defining gathering point for North Carolina's electrical contracting community.

"We would love to have you back next year. We would love to have every single booth... we would like to have this data for every single booth."

Marian

Exhibitors Trusting the Data

Evential's coverage followed the exhibitors themselves: real companies, on the show floor, whose booths were part of the monitored footprint throughout the three-day event.

