



OBJECTIVE

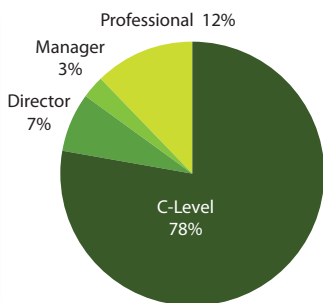
Identify and attract new attendees to the 2010 BIO International Convention.

SOLUTION

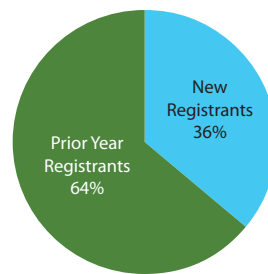
Each year, almost 50% of the attendees to the International Convention BIO event are new registrants. BIO staff actively manages the data health of their prospect database and have numerous media barter relationships, but they also recognized that a treasure trove of highly qualified prospects already exists within the social networks and email accounts of their current registrants. eventSocial enabled BIO to tap into the marketing power of their registrants' trusted social networks, providing registrants with an easy method of scanning their email and social networking contacts and identifying who was (and was not) currently registered for the convention. Users could then connect directly with other registrants as well as invite those contacts in their social networks that may be interested in attending BIO but have not yet registered.

Convention Invitations	8,428
New Registrations	2,370
Conversion Rate	28.1%

Invitations to attend BIO sent via eventSocial resulted in 2,370 new registrations.



The quality of new registrants captured through eventSocial was exceptional, with over 78% of the new attendees having C-level management responsibilities



Of the people that registered via an eventSocial invitation, 64% had attended the 2009 show and 36% were new registrants.

"Colleague-to-colleague outreach and recruitment is invaluable to us. The strength of the personal outreach is tremendous. eventSocial is powerful and very measurable. It was an easy to use tool. We generated new registrants easily."

Margaret Core, Managing Director, Marketing & Sales, BIO International Convention