

Case Study: Event Sponsor Generates 5 Times ROI

Introduction

This case study of a small business computer software company is based on a survey of Growth, Innovation and Leadership customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“We generated 5 times return on our investment.”

Challenges

- Find that “traditional” trade shows and conferences are plagued by the following:
 - A transient audience drives few relationships
 - Content and presentations are inconsistent and a one-way push from the podium
 - Limited networking and dull activities that result in lack of touch points with participants
 - Poor communication & customer service by organizers
 - Lack of true decision makers in attendance

Use Case

- Finds the following activities provide the greatest returns:
 - Event sponsorship
- Generated 5 times the return on investment at a Frost & Sullivan Growth, Innovation and Leadership event compared to other events.

Results

- Leveraged 15 touch points through their sponsorship of Frost & Sullivan’s Growth, Innovation and Leadership (GIL).
- Generated 10 relationships as a result of Frost & Sullivan’s GIL.
- Finds that the following aspects make Frost & Sullivan’s GIL so unique and valuable in comparison to other events their company sponsors:
 - Positioning of vendors as peers
 - Ratio of decision makers in attendance
 - Relationship fostering environment
- Would strongly recommend sponsorship of Frost & Sullivan GIL to a peer.
- Would agree that Frost & Sullivan’s GIL is the best sponsorship investment in the market.
- As a past sponsor, they generated a return that is 5 times the investment.

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Computer Software

About Growth, Innovation and Leadership

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

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