

# Sponsor Case Study: New Product Innovation & Development: A Frost & Sullivan MindXchange

## Introduction

This case study of a medium enterprise professional services company is based on a January 2016 survey of Executive MindXchange customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Our services are highly trust-based. Therefore, we need to meet our clients in person, and these days that is increasingly difficult to do – if not impossible – from cold emails or phone calls. Other events are terrible, but the Frost events get us in front of the right folks, with no competitive pressures, in a relaxed and productive setting. Also, we are presented as peers, not vultures, so the whole dynamic is vastly improved.”

## Challenges

- Finds traditional trade shows and conferences are plagued by the following sponsor challenges:
  - Transient audiences that drive few relationships
  - Content and presentations that are inconsistent and a one-way push from the podium
  - Limited networking and dull activities, resulting in lack of touch points with participants
  - Poor communication & customer service by organizers
  - A lack of true decision makers in attendance
  - Too much competition
  - A lack of ROI

## Use Case

- Reasons the Frost & Sullivan Executive MindXchange are unique and valuable.
  - Positioning of vendors as peers
  - The ratio of decision makers in attendance
  - An environment that fosters relationship building
  - Nonstop networking
  - Access & Time to Meet with True Decision Makers
- They agree that Frost & Sullivan’s Executive MindXchange is the best sponsorship investment in the market.
- Chose Frost & Sullivan’s Integrated Marketing Solutions Practice as a trusted marketing partner for the following reasons:
  - Ability to reach our target audience
  - Confidence in their ability to deliver as advertised

## Results

- Generated 15 relationships with decision makers as a result of the Frost & Sullivan Executive MindXchange.
- Agreed that the root causes of the demand generation activities that failed to deliver a return in the last 24 months were:
  - Due to the fact that the right messages were delivered to the wrong audience
- Ability to generate ROI is 5 times as likely at the Frost & Sullivan MindXchange vs other events.
- Would very strongly recommend sponsorship of the Frost & Sullivan MindXchange to a peer.
- Generated a return that was 5 times the investment as a past sponsor.

### 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:  
**Medium Enterprise**

Industry:  
**Professional Services**

### About Executive MindXchange

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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