



**IRIS PRICING
SOLUTIONS**

Revamping Pricing Strategies for Tradeshows

Recommendation results in **4-8% increase in Total Revenue.**

Associations & Not-for-Profit Case Study



Revamping Pricing Strategies for Tradeshows

Enhancing Value and Competitiveness to Maximize Capacity Utilization and Revenue

Background

Our client is a **\$50M+ professional association** and one of the **largest hosts of industry tradeshows** in North America, attracting 50,000+ attendees. Renowned as one of **the most pivotal events in the industry**, vendors value this tradeshow for its outstanding influence on sales, media coverage, and overall business success.

The Challenge

Despite their substantial success, our client has recognized **escalating costs** over the years without a standardized approach to rate settings. Additionally, discounts were noted to be **deviating from competitive industry standards**.

Another significant observation that our client presented was the evolving trend of a **decreasing overall number of exhibitors**, as existing participants increasingly favored larger floor spaces.

In response to these challenges, our client sought to establish an **optimal pricing and packaging structure** to better cater to the needs of participants in their shows. This initiative aimed to address the cost concerns, align discounts with industry norms, and adapt to the changing dynamics of exhibitor preferences.

Revamping Pricing Strategies for Tradeshows

Unlocking Insights

The Iris Pricing Solutions team conducted a thorough analysis creating a pricing discount “water-fall” that highlighted the net-net rates charged to different participant categories (association members vs non-members). This process allowed for the discovery of **pricing opportunities** and conducted a **price leakage analysis** to find quick implementable wins.

Additionally, a comprehensive **competitive research** phase was undertaken. This involved conducting 20 interviews with industry stakeholders to gain insights into customer perspectives, the competitive landscape, and key points of differentiation in the market.

To gain deeper customer insights, Iris Pricing Solutions conducted in-depth interviews with 150+ participants. The primary goal was to understand **participants’ perceptions of the show’s value** and evaluate their **sensitivity to pricing**.





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Recommendations for Client Growth

Upon completing the research, **Iris Pricing Solutions** tailored a pricing strategy to help **maximize potential overall revenue** and **capacity utilization** in the numbers of exhibitors. The team categorized each vendor type and established varying prices based on their size and price sensitivity.

We were able to identify the **ideal pricing and packaging structure** for the tradeshow and recommend a standard methodology for rate discounting.

The resulting recommendations made by the team are expected to bring a **4-8% increase in total revenue** for our client.



What's the Pricing Solutions Difference?

Iris Pricing Solutions is experienced in understanding the unique challenges facing associations and not-for-profits. Our team uses focused, customized research methods to develop strategies that leverage pricing to achieve goals. We use research and data-driven strategies to help grow revenue, expand market share, reduce pricing complexities and ultimately, align price with value for consumers.

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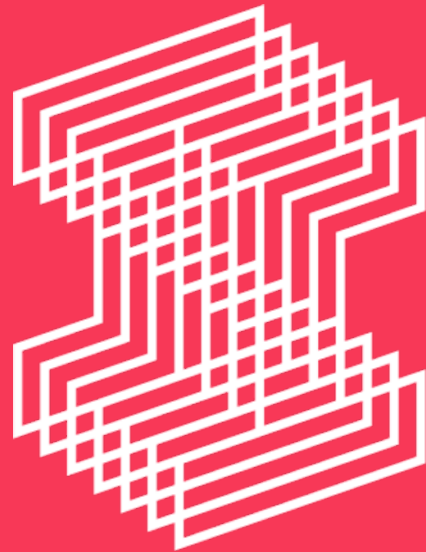
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