

What are digital offers?

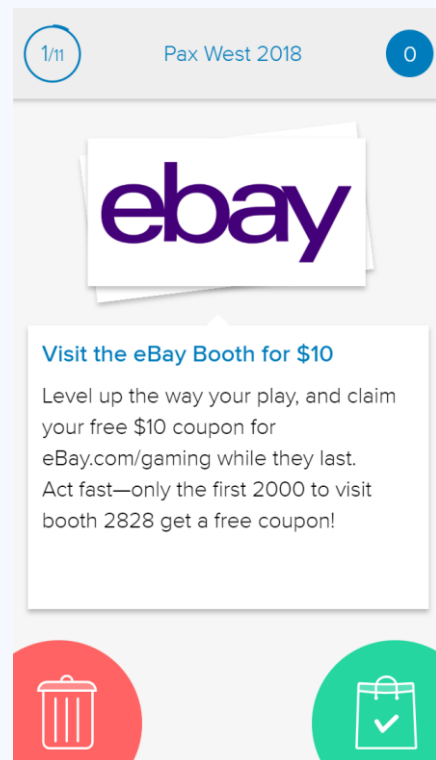
Exhibitors that participate present an opportunity for engagement.

An offer can be one of many things:

1. Booth Invite (incentivized or not)
2. Content/White paper
3. Consultation
4. Value Proposition statement
5. Discount/Coupon
6. Any other marketing activity that 1:1 interactions with relevant attendees can amplify...

Marketing Goal – Drive Booth Traffic

EBAY



Credit Coupon



100%

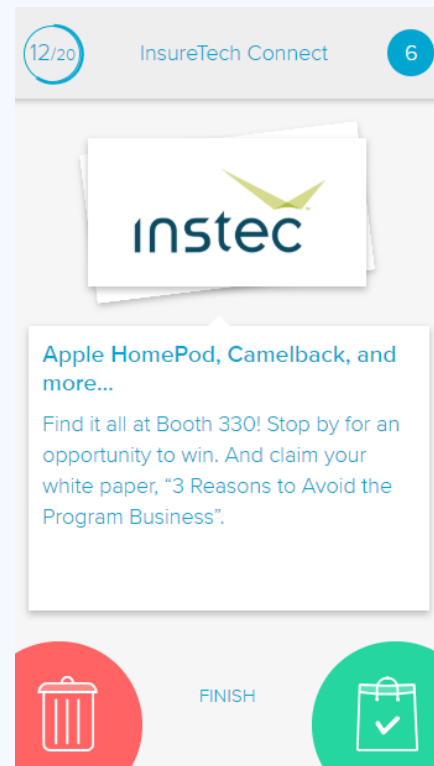


47%



19%

INSTECH



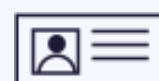
Prizes + Content



70%

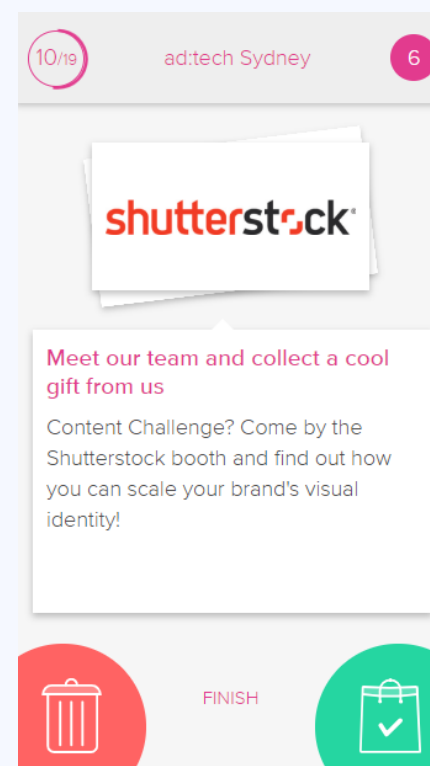


49%



25%

SHUTTERSTOCK



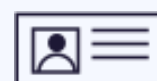
Free giveaway



68%



51%



26%

ADOBE



Chance to win a raffle



50%

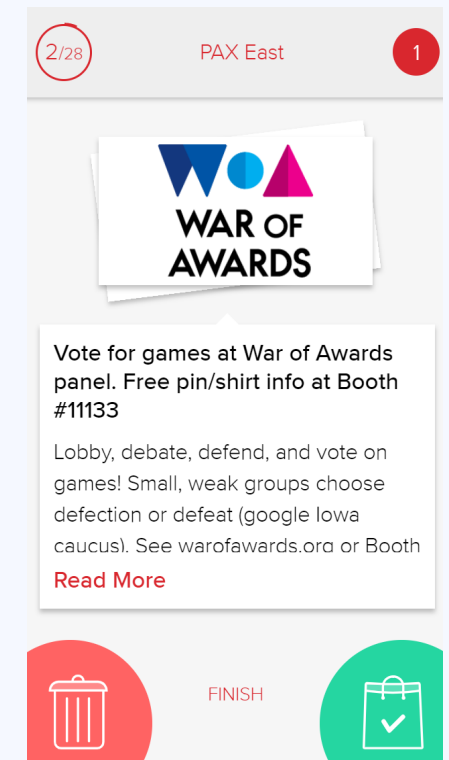


44%



19%

WAR OF AWARDS



Free Pin/Shirt



59%



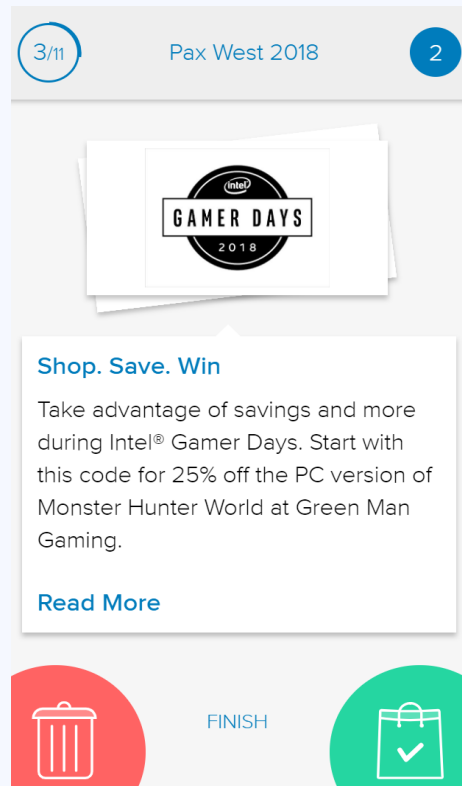
48%



29%

Marketing Goal – Promote your product or service

GAMER DAYS



Discount



100%

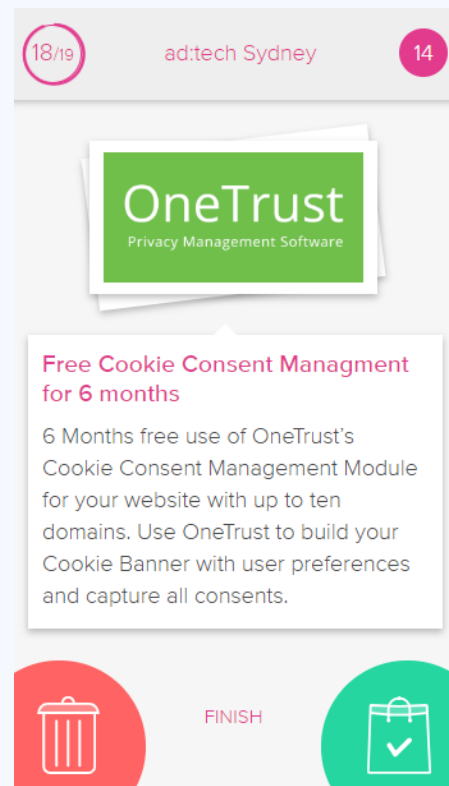


51%



20%

ONETRUST



Product Trial



68%

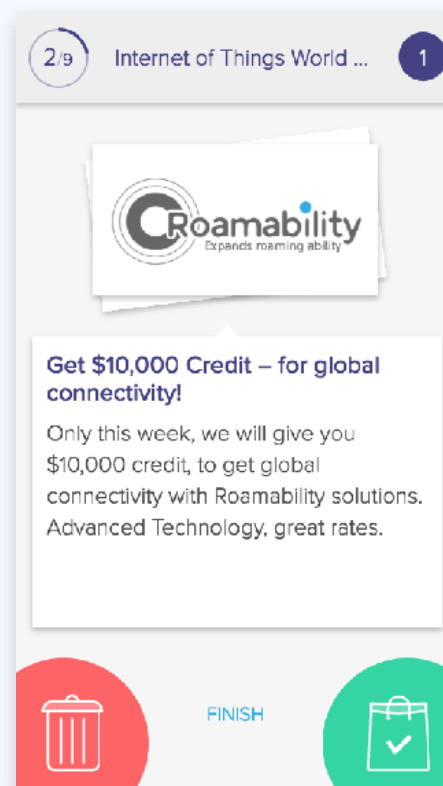


48%



25%

ROMABILITY



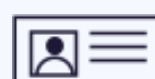
Credit



36%

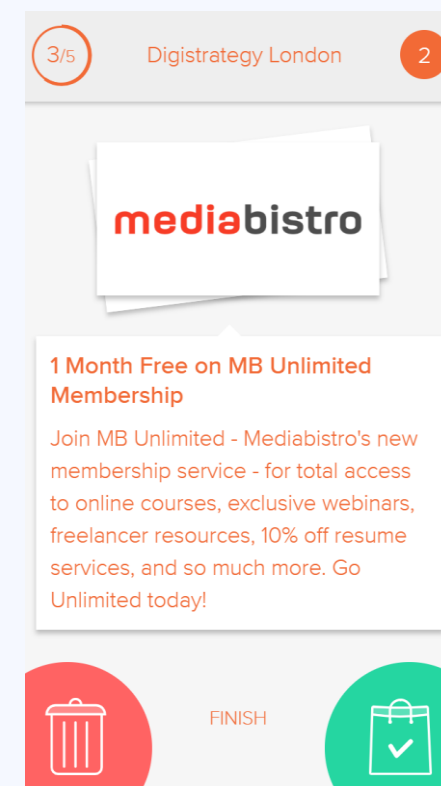


54%



32%

MEDIA BISTRO



Free Month



99%

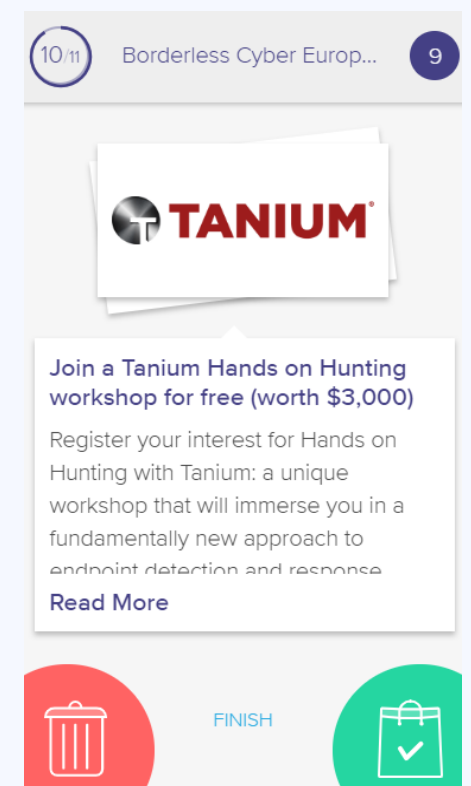


41%



25%

TANIUM



Free Workshop



93%



53%



26%


Marketing Goal – Share your expertise

DFLABS

10/11


Borderless Cyber Europ...

9




One hour of free IR and CTI consulting from experts

Stop by DFLabs booth, for a free 1 h consultation with our experts in IR and CTI. Leverage our experience as ISO standards co-editors and seasoned professionals in managing Incidents.



FINISH



Free Consultancy



93%



47%




27%

DELOITTE

4/4


Predictive Analytics Worl...

3




Download our Chief Data Officer Playbook

As governments make more data publicly available, it becomes critical to understand the ways in which that data can be used to benefit society. How can government leaders improve service delivery and



FINISH



Download Playbook



91%



62%




40%

SAP

13/13

Financial Information Su...


12




Machine Learning in Financial Services, Changing the Rules of the Game

Exclusively for NAFIS attendees, download a free copy of research from Spiros Margaritis, exploring the adoption of machine learning in

[Read More](#)



FINISH



Free Research



94%



46%




45%

IBM

3/4


Predictive Analytics Worl...

2




Scaling Data Science - How Do IBM Customers Do it?

In this webinar, one of IBM's data science engineers will talk about working with our enterprise customers on successfully building out their machine learning use cases. Learn about the challenges IBM



FINISH



Webinar



91%



54%



31%

EDM COUNCIL

5/13

Financial Information Su...

4



WIN a Free Data Management Training Course!

Understanding data as an asset is fundamental to every business. Learn how data is defined, prioritized and engineered to maximize business results.



FINISH



Training Course



94%



60%



46%


Marketing Goal – Generate Many Leads/Brand Awareness

CMS

14/22

Startup Grind Global Con...


12




Win FREE Bose Headphones

Win FREE Bose QuietComfort 35 Wireless Noise Cancelling Headphones II

Follow @CMSequIP on Twitter to keep up with developments on all the startups we've helped grow.



FINISH



Free gift for following on Social Media



85%



53%



32%

ISC NEWS

7/10

ISC West 2019


6



Gain complimentary access to the latest addition to the ISC brand – ISC NEWS!

Learn about up-and-coming trends, innovations, & technologies critical for the security industry with complimentary access to ISC News'

[Read More](#)



FINISH



Free Access



68%



45%




19%

DECADOO

12/18


InsureTech Connect

8




Win a Fitbit Ionic!

dacaduo is the Health Score Company with award-winning Engagement Platform and The Health Risk Engine for Insurers. dacaduo directly integrates with all major wearables like Fitbit!



FINISH



Free Gift



70%



51%




26%

CONDAIR

2/10


ISC West 2019

1




FREE Desktop Hygrometer by Condair!!!

Did you know? Optimal humidity for human health is 40-60%. Get your FREE desktop hygrometer by Condair to monitor humidity in the air. Our mini hygrometer is only 2 inches and perfect for the office.



FINISH



Free Gift



68%



47%




21%

WAR OF AWARDS

2/28

PAX East


1




Vote for games at War of Awards panel. Free pin/shirt info at Booth #11133

Lobby, debate, defend, and vote on games! Small, weak groups choose defection or defeat (google Iowa caucus). See warofawards.org or Booth

[Read More](#)



FINISH



Free Pin/Shirt



59%



48%



29%