

SAMPLE DENTAL MEETING 2027

Three days · 200 exhibiting companies · 4,100 attendees

Illustrative sample data. A real report is built from your exhibitors' scans at your show, within a week of closing. A conversation = one attendee scanned at one booth; repeat scans at the same booth count once. In a first year, expect fewer exhibitors to switch it on than this sample shows.

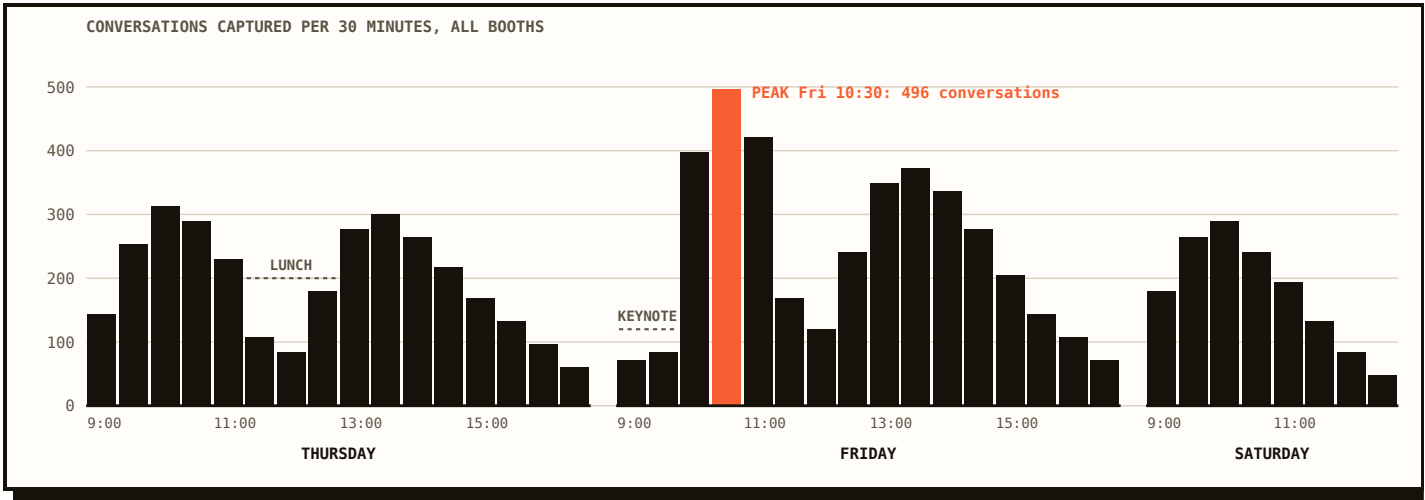
THE HEADLINE NUMBERS

8,412 CONVERSATIONS CAPTURED	187 of 200 EXHIBITORS CAPTURED LEADS
38 CONVERSATIONS PER BOOTH (MEDIAN)	496 IN THE BUSIEST HALF HOUR

LINES YOU CAN PUT IN NEXT YEAR'S PROSPECTUS

- "Exhibitors captured 8,412 conversations in three days, a median of 38 per booth."
- "187 of 200 exhibitors left with leads, and the busiest half hour saw 496 conversations."
- "Office managers spent 44% of their conversations with practice-software exhibitors."

WHEN WAS THE FLOOR BUSY, AND WHEN WAS IT DEAD?



- **Peak: Fri 10:30**, 496 conversations in 30 minutes. Keep that slot free of sessions next year.
- **Thursday lunch (11:30-13:00): 372 conversations** across three half-hours, a third of the morning pace. A lunch on the floor is worth testing there.
- **Friday 9:00-10:00: 156 conversations** while the keynote ran. The floor recovered by 10:00.
- **Saturday morning still produced 1,432 conversations.** Exhibitors who packed up early missed them.

WHERE DID EACH ATTENDEE TYPE SPEND ITS CONVERSATIONS?

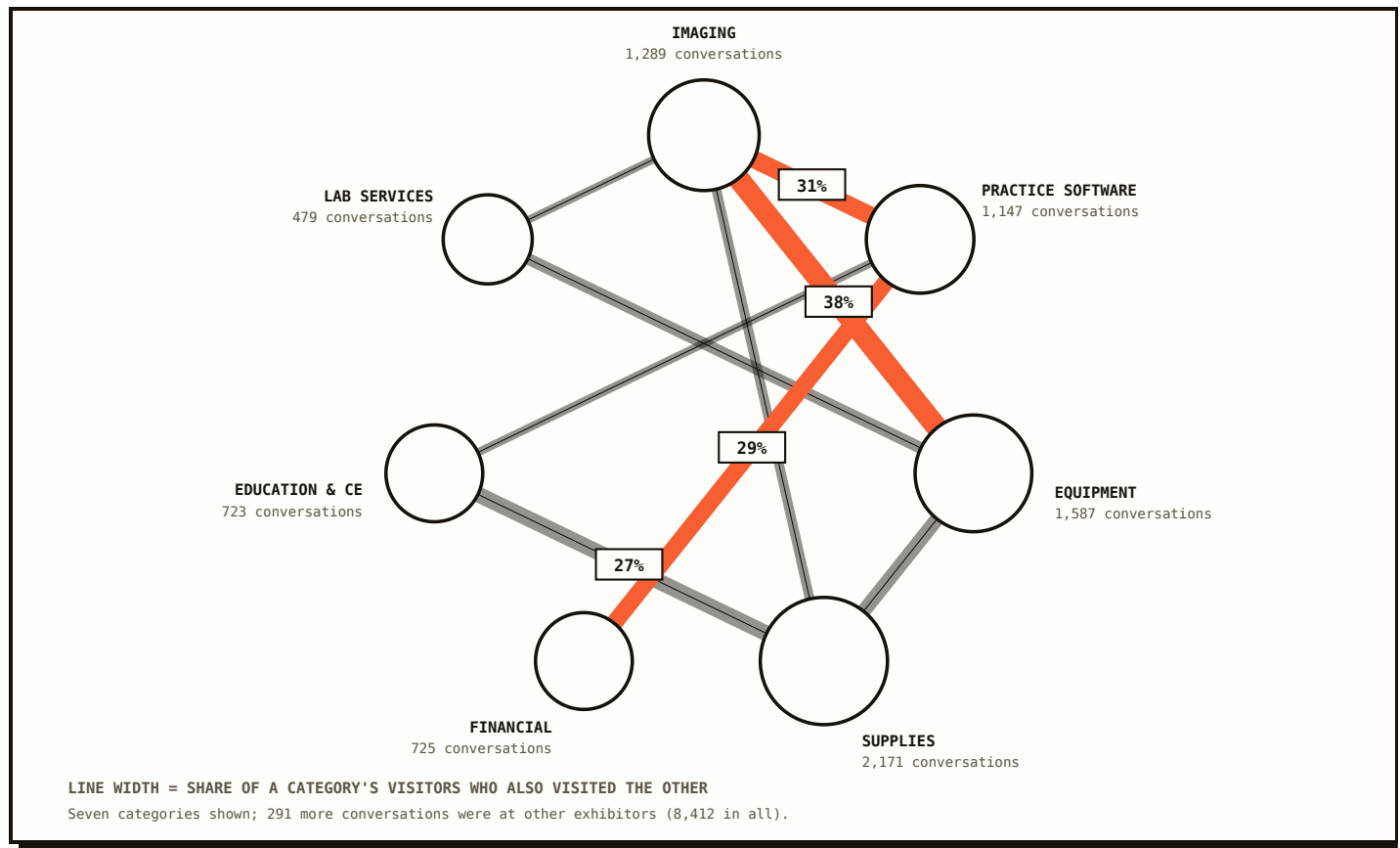
SHARE OF EACH ATTENDEE TYPE'S CONVERSATIONS, BY EXHIBITOR CATEGORY							
	IMAGING	PRACTICE SOFTWARE	EQUIPMENT	SUPPLIES	FINANCIAL	EDUCATION & CE	LAB SERVICES
General dentists 3,720 conversations	22%	14%	24%	16%	10%	5%	6%
Specialists 690 conversations	30%	8%	26%	12%	6%	10%	5%
Hygienists 1,540 conversations	6%	4%	14%	52%	2%	16%	1%
Assistants 1,120 conversations	8%	6%	18%	48%	2%	12%	2%
Office managers 980 conversations	4%	44%	4%	12%	26%	6%	1%
Lab technicians 362 conversations	12%	3%	16%	10%	hidden	8%	48%

Groups under 5 people are hidden.

- **Hygienists: 52% at supplies.** The strongest single pairing on the floor.
- **Office managers: 44% at practice software and 26% at financial.** A buyer group worth its own track.
- **Lab technicians: 48% at lab services.** Small in number, tightly focused.

Anonymized totals only. No attendee paths and no exhibitor's leads are shown to anyone else. In your report, groups under 5 people and categories with fewer than three exhibitors will be left out, with further suppression where needed.

WHICH CATEGORIES SHOULD SIT NEXT TO EACH OTHER?



- **38% of imaging visitors also visited equipment.**
- **31% of imaging visitors also visited practice software.**
- **29% of practice software visitors also visited financial.**

Use it for the floor plan (put imaging beside equipment), for sponsorship packages (bundle practice software with financial), and for next year's category mix. Largest categories by conversations: supplies 2,171, equipment 1,587, imaging 1,289. The seven categories shown hold 8,121 of the 8,412 conversations; the rest were at other exhibitors.

WHAT DOES IT TAKE TO GET THIS FOR YOUR SHOW?

- **Your exhibitors scan badges on their own phones.** Every rep on the team, no devices to rent or ship.
- **Before the show, we load your registration list.** Each scan is matched by the name and company printed on the badge, so your badges stay as they are. Anyone not on the list, like a walk-in, is read from the printed badge and enriched.
- **Leads go to the exhibitor.** They land in HubSpot or Salesforce in under 10 seconds on a live connection, or in a spreadsheet.
- **We onboard your exhibitors and support them before and during the show.**
- **You get this report within a week of closing.** Totals only, with small groups hidden.
- **Exhibitors receive only the leads they capture at their booth,** never your registration list. Each exhibitor manages its captured leads.

YOUR REGISTRATION LIST

Used only to match scans at your show and build your show report. Neither the list nor data taken from it will be sent to enrichment providers. We sign our standard data processing agreement with you before loading it, and Tendro staff delete it from active systems by the date in your order form (90 days after the show, or earlier if you choose), with written confirmation. Residual provider backups expire through their rotation.

Planned for 2027: registration matching is not yet available. Until it is ready, badges are read from the printed badge and enriched, as at any show.

HOW ORGANIZERS USE IT

Include it in every booth, so every exhibitor gets lead capture at no extra cost to them. One price per show, set by the number of exhibiting companies, with unlimited staff per exhibitor.

Exhibitors already bring their own scanning apps, some of them ours. A partner show makes one app official, gets this report and earns from it. What we compete with is the per-device scanner rental.

WHO'S BEHIND IT

I'm Ali. I was an early engineer at Socio and an engineering manager at Webex Events after Cisco acquired it, so I've seen how organizer-side event software gets sold. Tendro is the lead capture app I'd want as an exhibitor, and this report is what I'd want as an organizer.