



Event Media Network for Trade Shows & Exhibitors

We help the \$70 Bln trade show market to uncover
additional 20% revenue from digital advertising



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The Perfect Timing for Disruption

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Trade shows seek diversification after the pandemic

The business events industry has recovered to post-pandemic levels and is now seeking growth and revenue diversification.

Data and audience monetization – top priority

Data and audience monetization regarded as top opportunities for growth by industry leaders.

EventTech has provided the Medium, but lacks AdTech

Event apps are ubiquitous, but they lack the technology, expertise and focus to offer an efficient advertising solutions to organizers and exhibitors.

GenAI is simplifying advertising management

GenAI is speeding up content production, launch and management of B2B advertising campaigns.

Event Media Products

Looking for Security Partner?

Join us at the upcoming Conference!

Solid State

Launching 1-st event

↑6x CTR

Precise audience targeting

↑2x Conversion

Visitors trust the event brand

Off-site advertising

Co-branded advertising on ad networks and social media powered by event data

Exhibitor list

Sponsored

Sophix Corporation

Zone A | Place 12

Sponsored

Softeq Solutions

Zone B | Place 104

Solistica Inc.

Zone A | Place 25

Archi Lab

Zone D | Place 216

Q4,2024

✓ Event apps

✓ Community apps

✓ Catalogues

Exhibitor list

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On-site advertising

Infrastructure, APIs and services for effective advertising on event’s own resources

Current State of Event Media is from 2004

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Exhibitors

Expectations

- Single point to manage Event Media across all events with rich functionality and capabilities of large AdTech vendors like Google Ads, LinkedIn, Meta.

Reality

- Have to negotiate fixed rate placements, no optimisations, spreadsheets and emails.
- Do it across 10 to 300 events per year

Trade shows & EventTech

Ambition

- Provide maximum value to exhibitors and visitors — connections, leads and deals. All in a seamless integrated experience. Maximise profit.

Reality

- Need to invest in ad tech and infrastructure, build AdOps, analytics, data-science, creative and GenAI expertise.
- Even on the scale of the largest organisers such investment is a hard lift.

Future is Event Media Network

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**Unified platform for exhibitors
to manage Event Media across all events.**

- ✓ Advanced advertising capabilities designed specifically for B2B
- ✓ Streamlined processes
- ✓ Zero setup and infrastructure costs
- ✓ Transparent revenue share model for each stakeholder

Trade Shows

Exhibitors

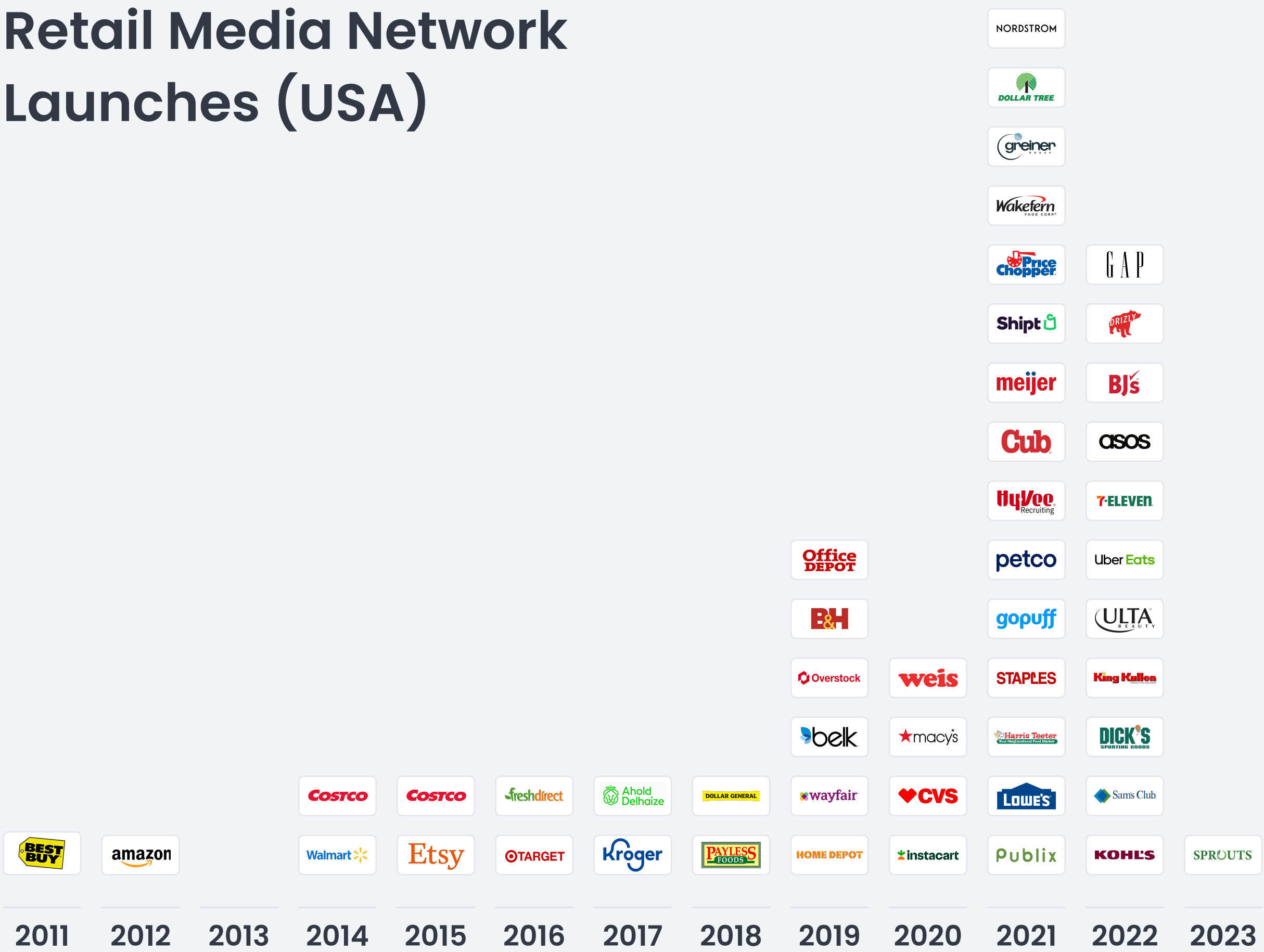


EventTech

Ad Networks

The Retail Media Case

Retail Media Network Launches (USA)



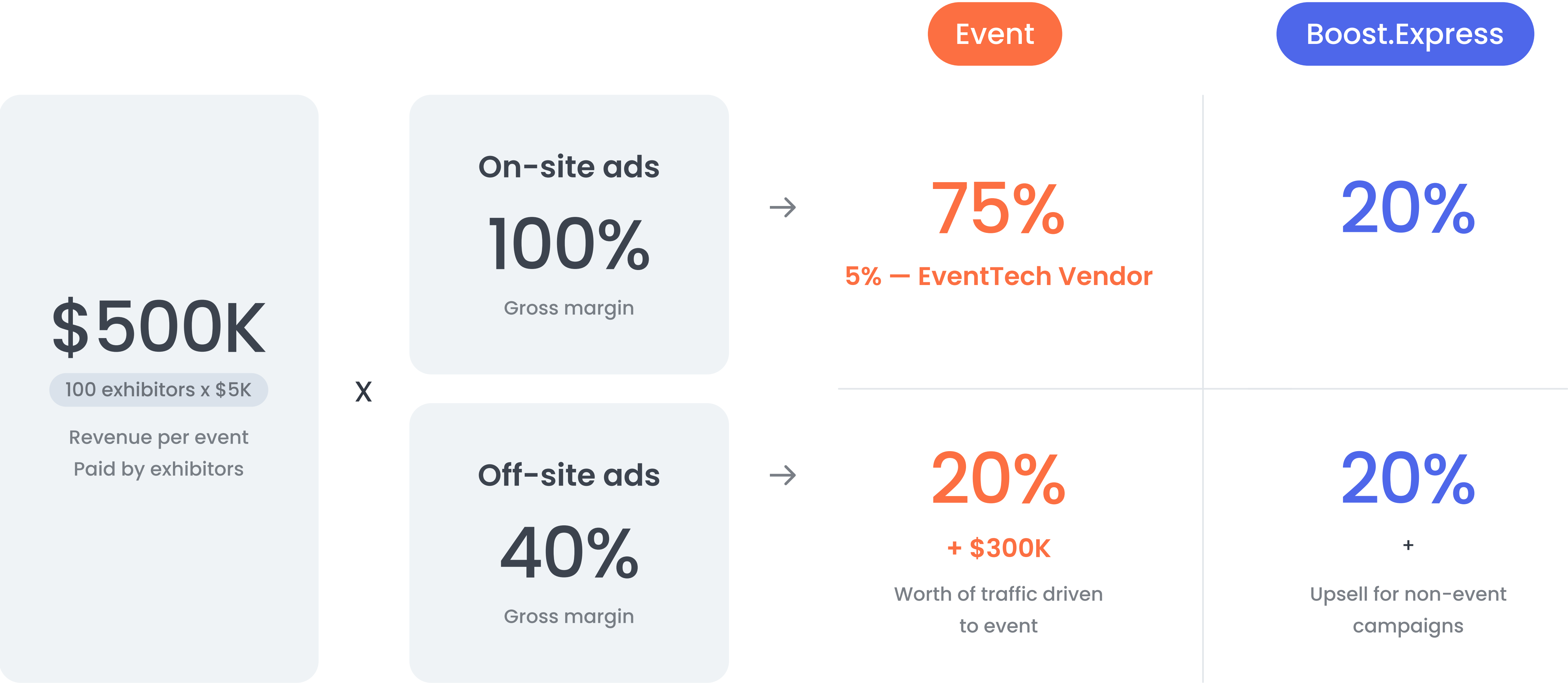
The retail industry addressed a similar problem with Retail Media, where consumer brands advertise on retail platforms.

In just ten years, it has grown into a **\$140 billion market**, representing **20% of the online advertising market**.

Brief history

- Top marketplaces built their own advertising solutions and/or acquired AdTech companies to do that.
- In last 3–4 years second-tier marketplaces followed with the help of independent Retail Media platforms.
- Retail Media Networks emerged, integrating inventory across various marketplaces and retailers.

Business Model



Typical Unit Economics & Metrics

Event metrics

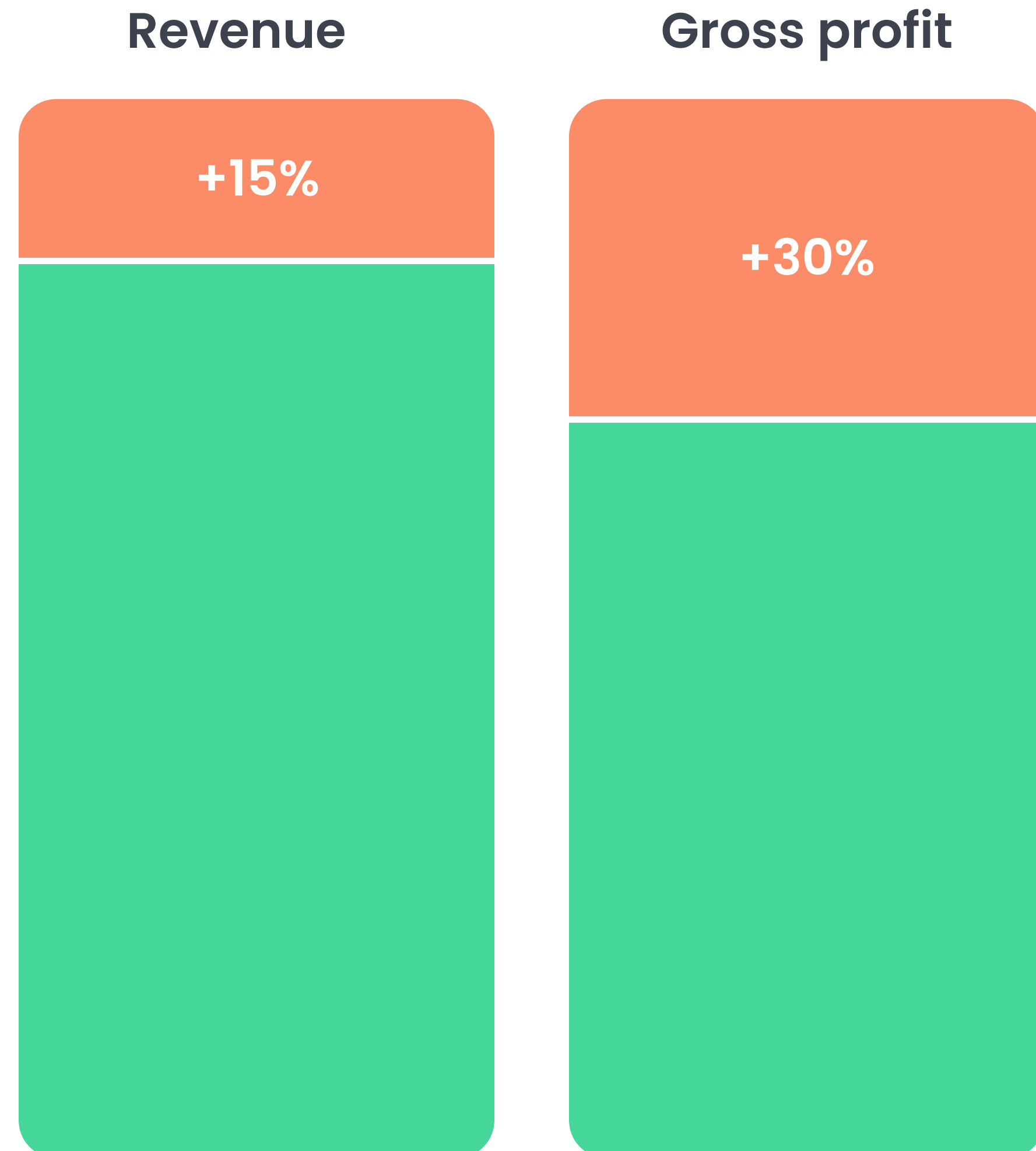
Audience per event	50,000
Partners per event	1,000
Number of paying partners	100
Spend per paying partner	\$5,000
Revenue per event	\$500,000

Sponsors metrics

Clicks per paying vendor	2,250
CPC	\$2,5
Lead conversion	3%
Leads	68
CPL	\$83
Deal conversion	6,0%
Costs of sales	\$1,389
Av deal	\$10,000
ROAS	620%

Missed Revenue and Profits

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Event Media

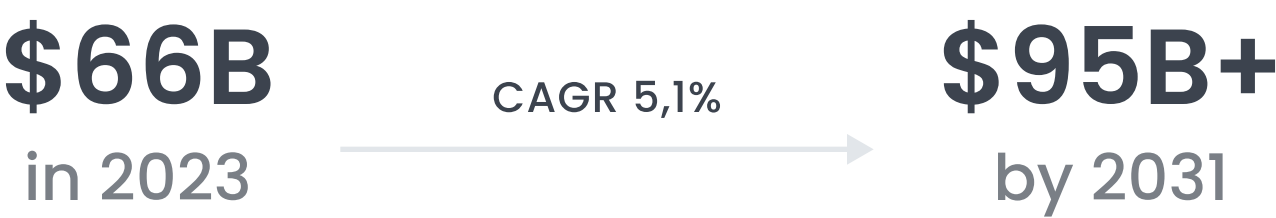
- No upfront investment required
- Dynamically priced based on value (easier to sell)
- “Free” audience extension and brand reach

Trade show

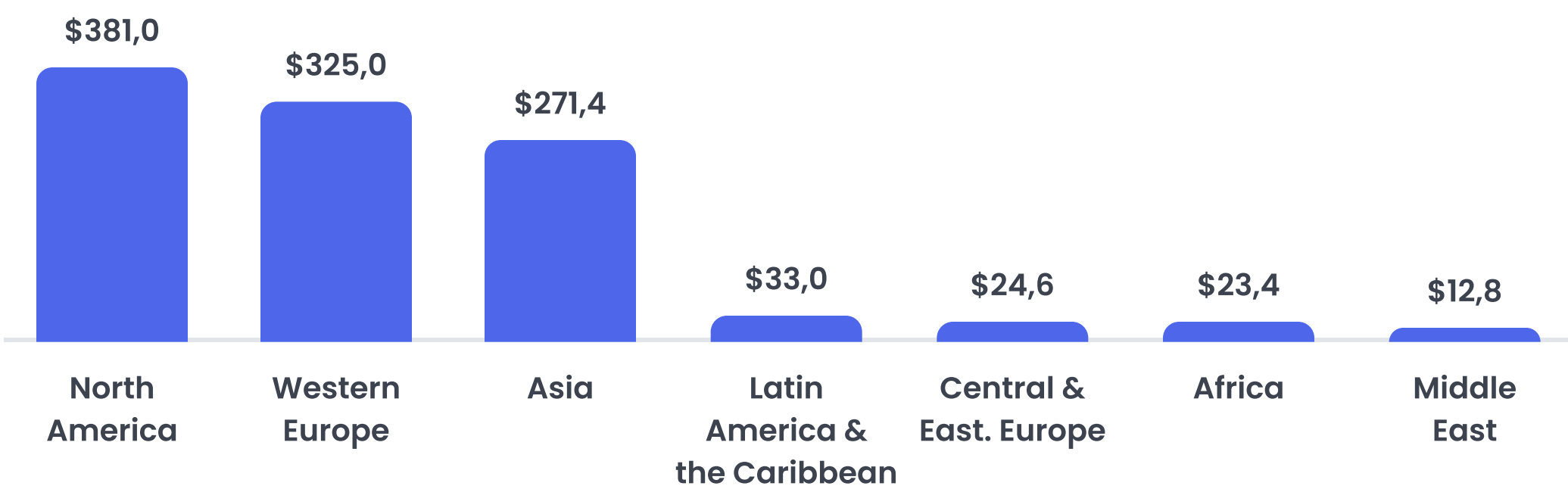
- Upfront investment in rent, logistics and production
- Priced per sqm
- Visitors acquisition is a cost

Trade Show and Exhibition Market is Huge and Growing

Global trade shows and exhibition market

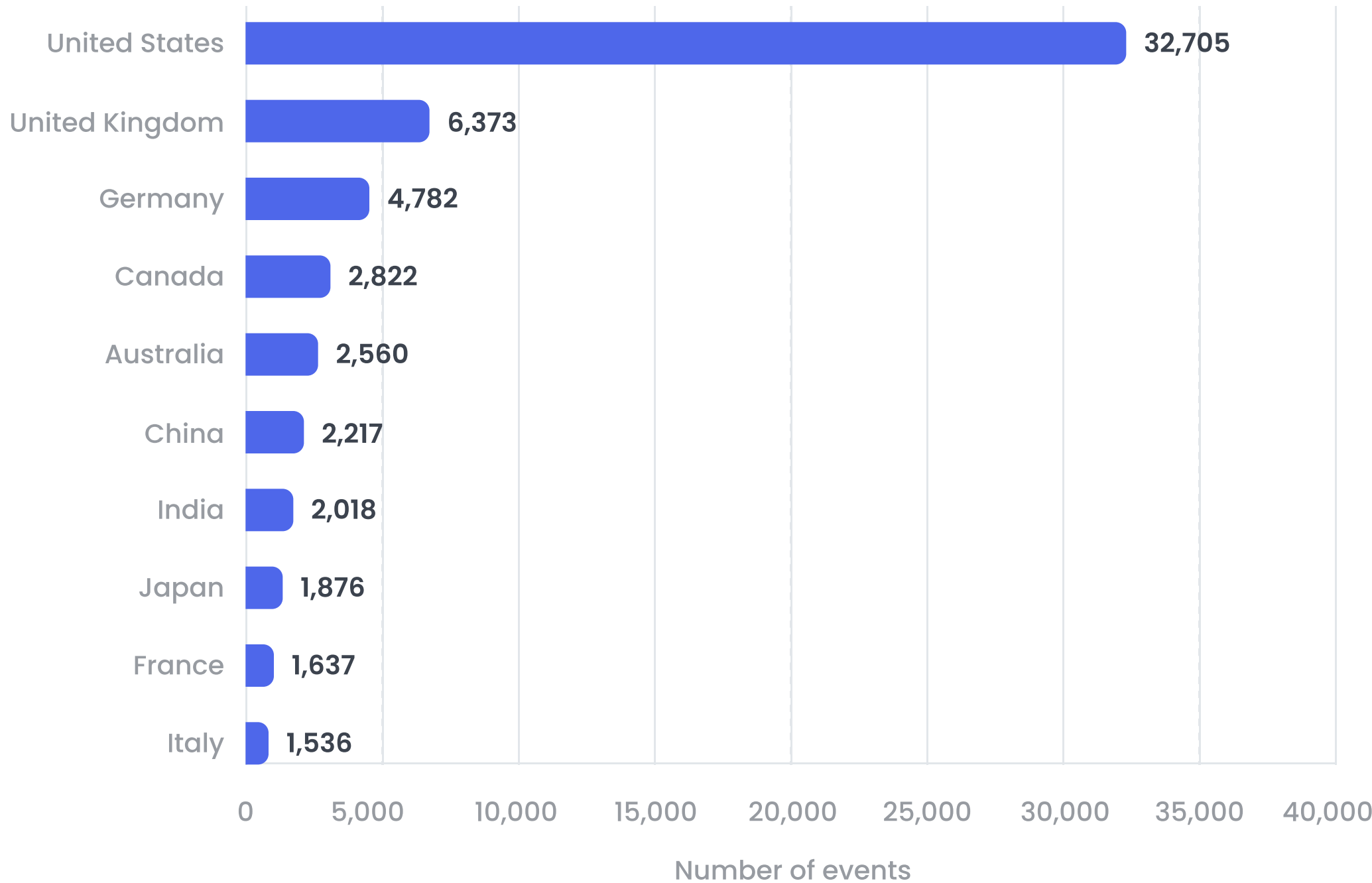


Business events direct spending by region, in billions, US\$, 2017



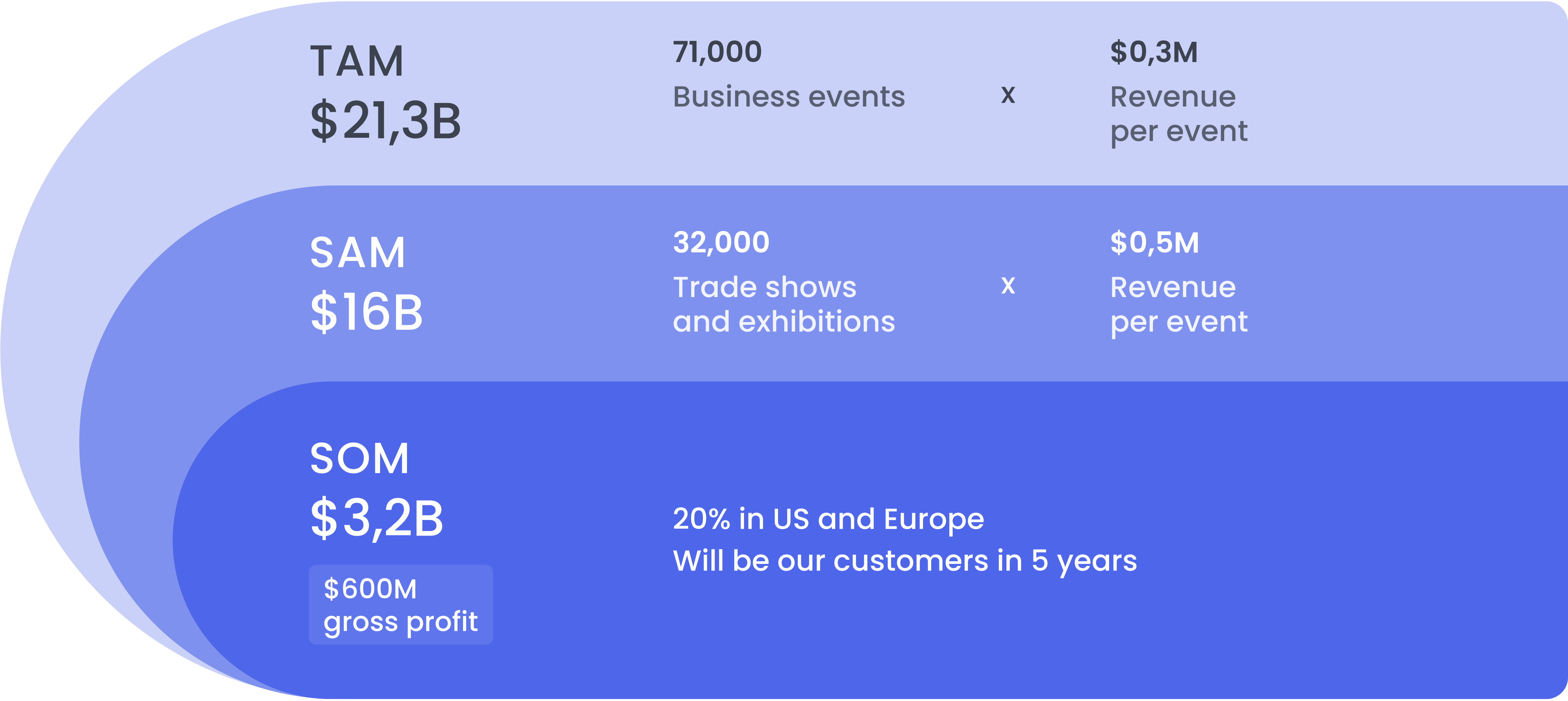
Global Exhibition Market Size by industry, Verified Market Research, 2023
Global Economic Significance of Business Events, Events Industry Council, November 2018

Leading host countries for conferences and trade shows worldwide between May 2022 and April 2023, by number of events planned



Statista, May 2022

Event Media Market



Competitive Landscape

Remarketing data sharing

- Marketing Agencies
- Customer Data Platforms
- Second Party Data Marketplaces

Lead-sharing and partner management

- Crossbeam
- Partnertap
- Workspan
- Impartner
- Reveal

Events own ad-hoc tools

- Spreadsheets
- Email campaigns
- CRM

Event media /
Advertising focused



To protect our market position, we are building a strong **two-sided network effect**.
Events onboard their Exhibitors, while each Exhibitor can run ads with multiple Events. Both contribute data to the system.

Event-specific

EventTech vendors

- ExpoPlatform
- CVENT
- Bizzabo
- vFairs

EventTech is fragmented. Specific functions tend to be implemented using 3rd-party plugins chosen by event organizers. So we see EventTech vendors as partners offering them revenue share incentives.

Validated by industry leaders

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Brilliant!

Neofytos Constantinou
Commercial Manager | IMH Business | Cyprus



**DMEXCO is the best event
to test your product.**

Joachim Vranken
CEO | Upmarket GmbH (DMEXCO) | Germany



Can't wait for the demo!

Laura Fernandez
Event Director | B2BLatam | México



**I can validate the problem.
You are on the right track.**

Maria Sidiropoulou
Senior Product Manager | Informa Markets | UK



**Need you to present
the solution to my team?**

Michela Bertaina
Organizer | Community Manager Summit | Italy

Team



Danis Nova
CEO, Co-founder

Amplify | Co-founder, CEO
Self-service advertising products
for top marketplaces and their sellers

2Nova | Co-founder, CEO (Exit)
Digital transformation agency,
20+ of top brands

- 2000–2009

St. Petersburg University,
MSc Computer Science, PhD
Studies
- 2007–2008

Vlerick Leuven–Gent
Management School, MBA
- 2006

Haas Business School,
UC Berkeley



Alexey Torochkov
CTO, Co-founder

Amplify | CTO
Self-service advertising products
for top marketplaces and their sellers

Built 3 Internet services from scratch
B2B marketplace, plasko.com, Adnetic

- 2003–2008

St. Petersburg University,
MSc Computer Science



Dmytro Kasyanenko
COO, Co-founder

Advance Capital | Partner
Investment banking, mergers &
acquisitions, financial advisory

Active Angel Investor
10+ investments: MarTech, EdTech, Health

- 2001–2009

Yale University, MBA
- 1992–1997

V.N. Karazin Kharkiv National
University



Looking for a co-founder
CBDO

US, EU event industry veteran



+9 team members
Engineering & Marketing

Roadmap

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2024

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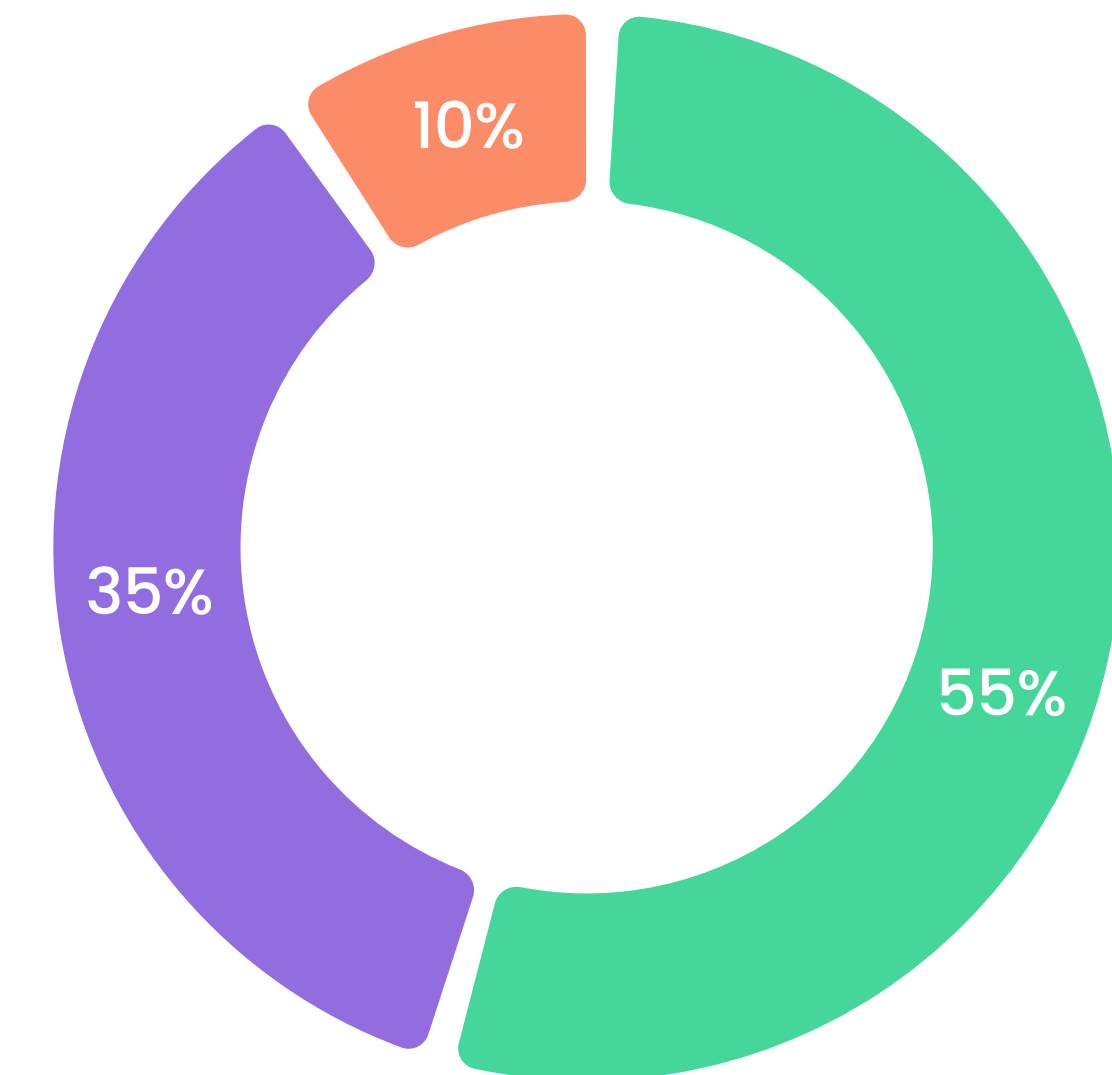
Investment: \$600K

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Goals of the round:

- Launch 3 major events
- Revenue \$1M

Runway: 12 months



● Development ● Sales & Marketing ● Other

Let`s Connect



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