

CASE STUDY

Sensors Expo & Conference Goes Mainstream After 30 Years

HIGHLIGHTS

Increased media and analyst attendance by 30%

Secured top tier media across trade, technical and business publications including EE Times, Forbes, IDG, IoT Journal, PC World, MEMS Journal, Network World, and Wall Street Journal.

Garnered critical local coverage in local high-tech community.

Generated multiple pieces of coverage highlighting keynote speakers.

BACKGROUND

Sensors Expo & Conference is the longest running US tradeshow dedicated to sensing technology and applications. In 2015, the organization approached Attune to help drive awareness and broader attendee participation for the event's 30th anniversary. After many successful years in the Midwest, the conference was relocating to the West Coast to better serve the needs of attendees, exhibitors and tradeshow partners. The sensor technology market was rapidly evolving and garnering big private equity investment, creating major industry buzz and opportunities for new entrants and legacy vendors alike. Sensors Expo had a unique opportunity to serve as the premier forum to bring together all industry players to capitalize on the next evolution of sensor technology.

Challenge

- Tradeshow was well respected, but only among niche engineering audiences.
- Proactive PR efforts to date were limited and rarely unified making it difficult to extend the reach of the brand to new audiences.
- While the event's relocation to San Jose, California was a necessity, it added to an already active and crowded West Coast tradeshow circuit.

Objectives

- Capitalize on the explosive growth of sensor applications and related technologies.
- Drive awareness among new West Coast attendee base and generate broader awareness of the event nationwide.
- Establish a regular cadence of news and media outreach to keep the show top of mind and build the brand.
- Garner coverage of the conference and drive media and analyst on-site attendance.

SOLUTION

A razor focused program dedicated to strategic news development and media outreach, Attune developed a plan to capitalize on the hot media topics that aligned with conference themes and tracks including robotics, Artificial Intelligence, Internet of Things, MEMs, wearables and others. By leveraging a roster of high-caliber industry speakers in media efforts, Attune helped underscore the quality of the event content, offering attendees a unique, cutting-edge perspective on the sensor market and its opportunities. To complement those efforts, the program also included development of a first-ever strategic news pipeline which was careful to customize messages to an otherwise broad audience. By breaking down the needs of individual markets, attendee titles, and even exhibitor demands, Attune ensured each audience understood the value of the event for their unique needs. In tandem, Attune opportunistically uncovered ways to align speakers and content with stories in process, inserting Sensors Expo into industry discussions. As part of that effort, Attune expanded the spokesperson bench to include editors and influencers from the event's sister-publication and other business units to put a "face" on the event.

RESULTS

For the first time in Sensors recent history, Attune executed two announcements per month for a total of 10 press releases over the course of the project. This cadence delivered an increase in media coverage, attendee interest, exhibitor signups and onsite press and analyst participation. The effort was so successful, Attune has continued to serve

as a PR partner for the annual event as well as new shows such as the inaugural 2017 Medical Sensor Design Conference and Sensors Midwest. By working with Attune, the Sensors Expo & Conference was named to Tradeshow Executive's Fastest 50 list, recognized for both attendee growth and exhibitor momentum.