

Case Study

How ASCRS Improves Sponsor Satisfaction at their Annual Meeting

Learn how ethical AI can give you valuable insights into event operations and sponsor performance.

 **Confidential Content:** Do not distribute or share without written permission



Challenge

Revealing Event Value with Clarity

ASCRS is dedicated to the educational advancement, philanthropy, and advocacy of anterior segment surgeons.

To enhance the value of its annual conference, ASCRS aimed to provide comprehensive ROI metrics for sponsors, exhibitors, and participants.

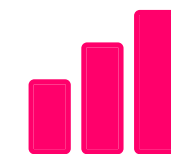
Achieving this required a deep dive into the attendees' engagement with educational sessions, their reactions to speakers, and their interactions within the exhibit area.



ASCRS sought to gather actionable data



Attendee behaviors and emotional responses



Value/ROI reports for sponsors and exhibitors



Revenue potential of sponsorship packages



Effectiveness of different areas on the show floor

Solution



A Data-Driven Approach to Insightful Analysis

Zenus collaborated closely with ASCRS to pinpoint the additional insights the organization aimed for.

What data was essential?

01

Foot traffic
volume in key
areas

02

Movement
patterns and
overall energy

03

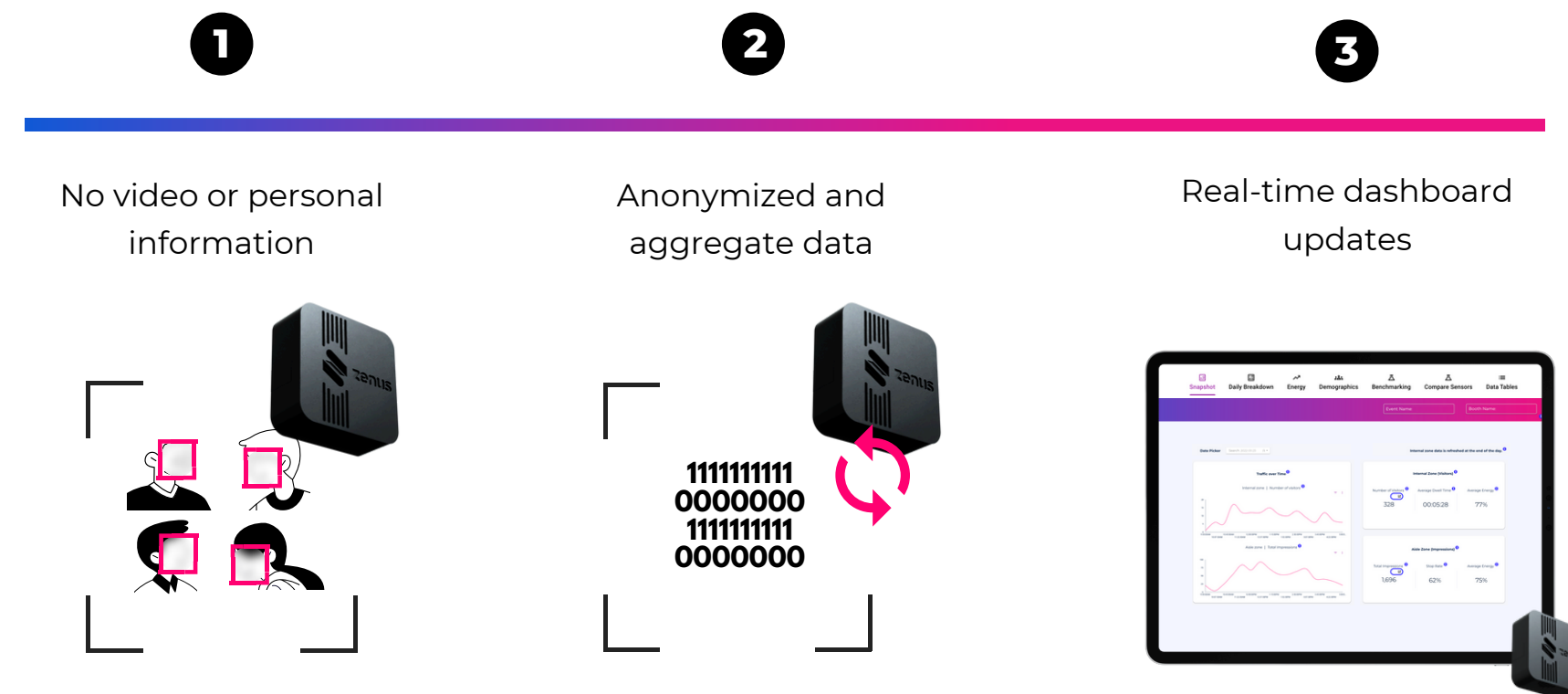
Interaction levels with
various activations
and traffic drivers

04

Time spent at booths,
digital displays, and show-
sponsored activities

Solution

Data-Driven Insights with Zenus AI



How was the data gathered?

ASCERS opted for Zenus, an AI company specializing in analyzing attendee behavior.

Data was ethically collected through strategically placed sensors. These devices do not record or store video.

Instead, they provide aggregated data on attendee impressions, demographics, energy, and location without video capture.

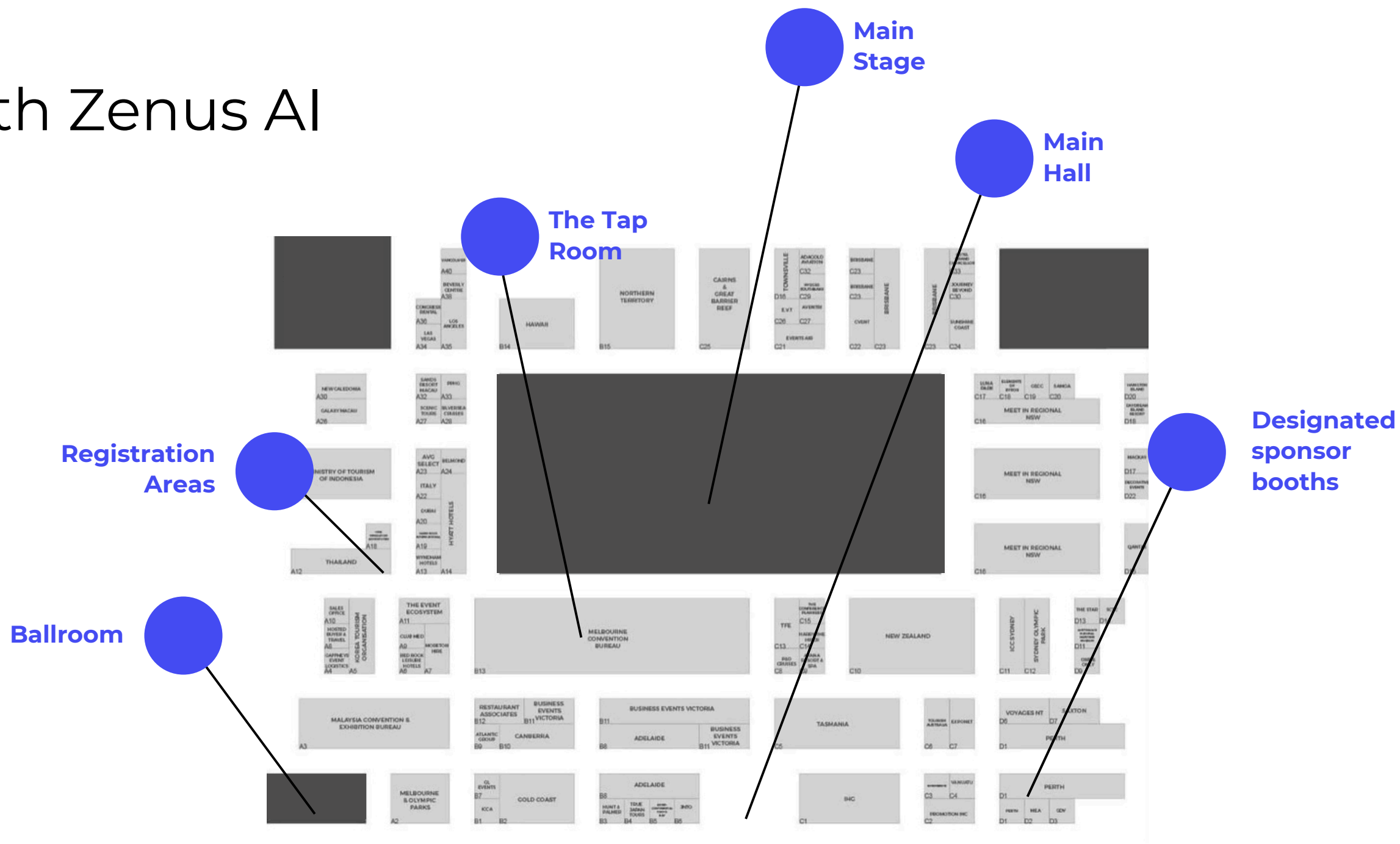
Freeman transformed this data into actionable insights, enabling ASCRS to make data-informed decisions for future events.

Solution

Data-Driven Insights with Zenus AI

Where was the data collected?

The Zenus technology was positioned in strategic areas of the event and exhibition floor that corresponded with the engagement and value metrics ASCRS wanted to showcase to its sponsors and exhibitors.



*Tap Room - for networking and education
*Ballroom - for educational sessions

Ethical AI for Associations

Zenus measures the behavior and experience of people at your show both in fine detail and at a large scale.

- Show Floor
- Show Features
- Sponsor Areas
- Booths & Activations
- Aspects of Booths

Contact us to learn more



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