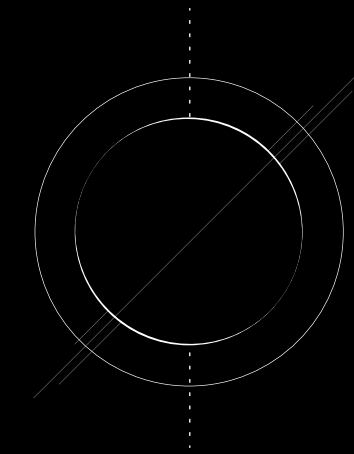# Event Atlas

Turn your trade show into an **intelligent marketplace** where everyone knows exactly **who they should meet**

Problem

Trade shows are full of opportunity — but hard to navigate

- Exhibitors miss high-value partners & clients

- Attendees aren't sure who to visit

- Networking depends on chance rather than intelligence
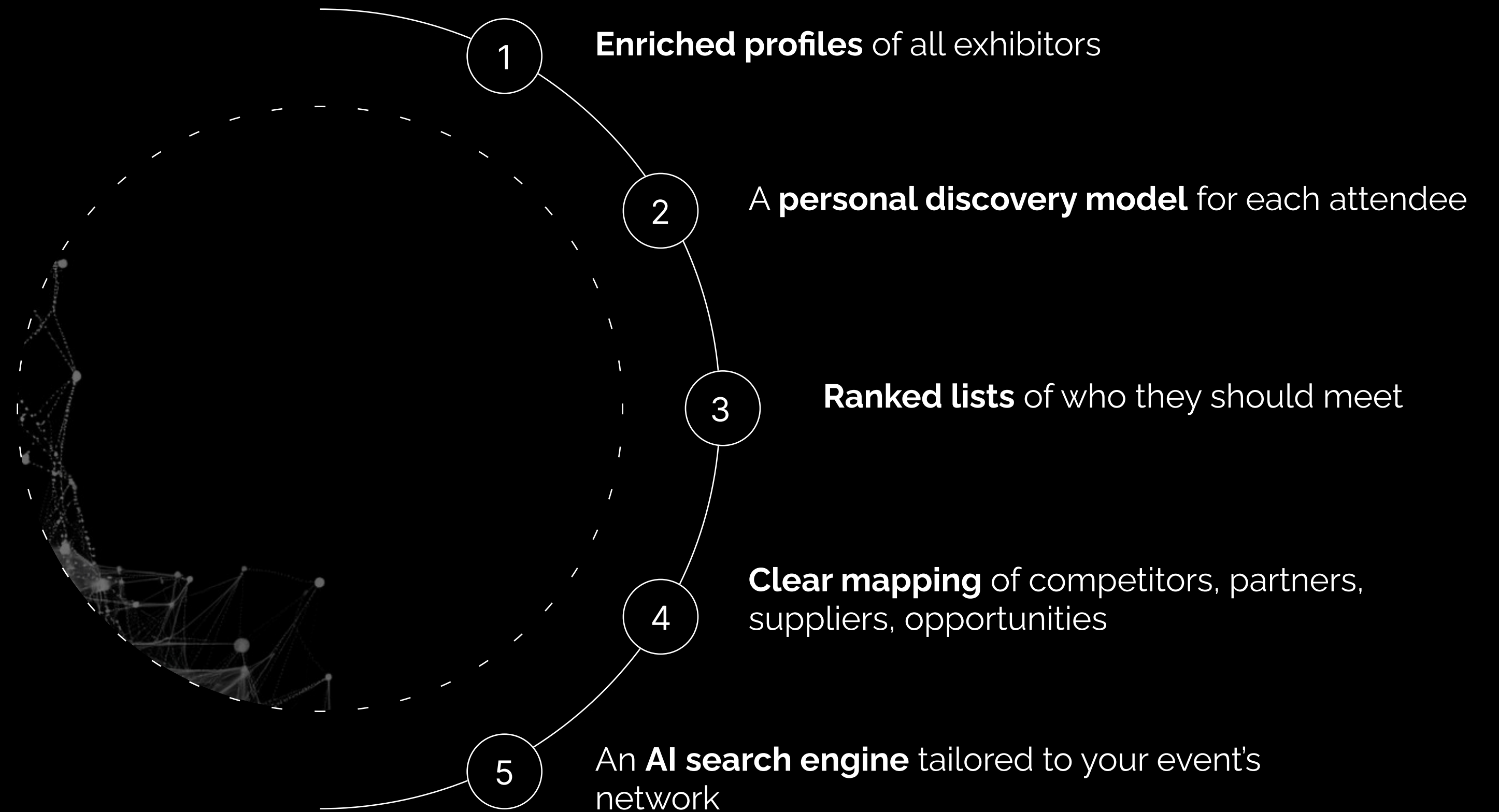
- As shows grow, discovery gets worse, not better

Result: perceived ROI drops, renewal risk increases.

How will attendees find a needle in a haystack?

Solution

Give every participant at your event a **personalised intelligence layer**

An event copilot for every attendee, designed to catalyse meaningful connections

1 — **Enriched profiles** of all exhibitors

2 — A **personal discovery model** for each attendee

3 — **Ranked lists** of who they should meet

4 — **Clear mapping** of competitors, partners, suppliers, opportunities

5 — An **AI search engine** tailored to your event's network

What It Looks Like

An intelligence layer and event copilot for precise, meaningful business operations

Exhibitor Profiles

Acme Corp.

Industry	Location	Sources
Food	Munich	🌐

size: 100–500

AR: 12 Million USD

Acme Corp are suppliers of natural whole food ingredients with a focus on sourcing produce from sustainable, fair trade farms across Europe. With 20 years of industry experience, we pride ourselves on delivering conscious, high quality whole foods to top distributors globally.

61%

Attendee Onboarding (Goals → Recommendations)

Set Goals

○ Find Distributor in Schengen market

○ Identify potential Acquisitions

○ Study Competitors

Recommended Networks

👤 **Margate LTD**
Distributors of wholefood brands across Europe and ...

👤 **Wholefoods Inc**
Manufacturers of whole food ingredients

👤 **Pure Grains**
Suppliers of organic grain and seed in the food ...

Ranked Matches

👤 **Margate LTD** — Distributors of wholefood brands across Europe and ... — **DISTRIBUTOR** — 86%

👤 **FineFoods Inc** — Distributors of sustainable food products — **DISTRIBUTOR** — 82%

👤 **Martin & Polls** — Supplier of grains and legumes — **SUPPLIER** — 80%

👤 **Farm to Door** — Centralised cold storage delivery partners in Eastern ... — **SERVICE PARTNER** — 72%

👤 **Atomic Foods** — Suppliers of organic spices and whole foods in East Asia — **COMPETITOR** — 61%

Our automated systems generate **validated profiles** for every participating company, including **over 80 data points** across products, services, certifications, operations, and partnerships.

Intelligent guidance that understands each attendee's goals and directs them toward the **most relevant companies.**

Each attendee receives a **customised, ranked search engine** of the full exhibitor network, filtered by relevance—partners, suppliers, competitors, distributors, and more.

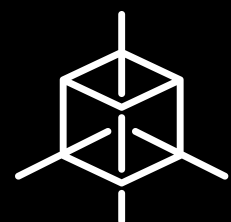# Why It Matters

For Exhibitors

More qualified visitors → measurable ROI → **stronger renewal and upsell potential**

For Attendees

Immediate clarity on who matters → better meetings → **higher satisfaction and return rates**

For Organisers

Your event becomes the place where meaningful business happens

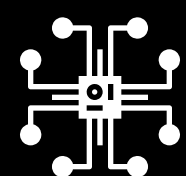|				
Delivers a full model of your event	Insights from live intent data, not questionnaires	Increase exhibitor renewals with ROI proof	Scale exhibitor volume without visitor overwhelm	Best-in-class event intelligence

Connect

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