

# EVENTS IN 2025

**MORE** — **VS** — **LESS**

**Connection**



**Sessions**

**Contribution to the Industry**



**Award Seeking**

**ROI**



**Pats on the Back**

**Content at the Booth**



**Free Coffee**

**Shorter Registration Forms**



**7-Page Nightmares**

**Tier 2 Destinations**



**Tier 1 Destinations**

**Hiring Industry Veterans**



**Profit Maximization**

**Partnerships**



**Hidden Fees**

**Sustainable**



**Wasteful**

**Inclusive**



**Stubborn**

**Data Friendly**



**'I know what's best'**

**On the Show Floor**



**All Over the Venue**

**Personal**



**Overwhelm**

**Impact**



**Budget Waste**

**Lobbying**



**Sitting and Watching**

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