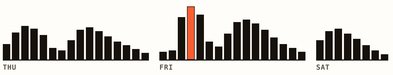
TENDRO SHOW REPORT · SAMPLE DATA

SAMPLE DENTAL MEETING 2027

Three days · 200 exhibiting companies · 4,100 attendees

> A conversation is one attendee scanned at one booth; repeat scans at the same booth count once.

CONVERSATIONS PER HALF HOUR



THE HEADLINE NUMBERS

8,412 CONVERSATIONS CAPTURED	**187 of 200** EXHIBITORS CAPTURED LEADS
38 CONVERSATIONS PER BOOTH (MEDIAN)	**496** IN THE BUSIEST HALF HOUR

LINES YOU CAN PUT IN NEXT YEAR'S PROSPECTUS

> "Exhibitors captured 8,412 conversations in three days, a median of 38 per booth."

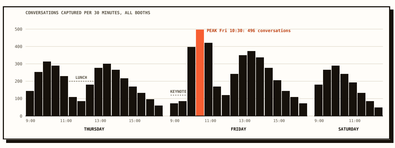
Illustrative sample data for a fictional show. A real report is built from your exhibitors' scans at your show, within a week of closing. In a first year, expect fewer exhibitors to switch it on than this sample shows. Medians count the 187 booths that captured leads.

Tendro · **tendro.com/organizers** · **ali@tendro.com**

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01 · THE SHOW'S PULSE

WHEN DID BOOTHS CAPTURE THE MOST CONVERSATIONS, AND THE FEWEST?



- **Peak: Fri 10:30**, 496 conversations in 30 minutes. Keep that slot free of sessions next year.
- **Thursday lunch (11:30-13:00): 372 conversations** across three half-hours, about half the morning pace. A lunch on the floor is worth testing there.
- **Friday 9:00-10:00: 156 conversations** while the keynote ran. Captured conversations climbed to 397 in the 10:00 half hour.
- **Saturday morning still produced 1,432 conversations:** worth telling exhibitors who plan to pack up early.

A LINE FOR YOUR PROSPECTUS

> "187 of 200 exhibitors left with leads, and the busiest half hour saw 496 conversations."

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02 · WHERE EACH ATTENDEE TYPE WAS SCANNED

WHERE DID EACH ATTENDEE TYPE SPEND ITS CONVERSATIONS?

SHARE OF EACH ATTENDEE TYPE'S CONVERSATIONS, BY EXHIBITOR CATEGORY

	IMAGING	PRACTICE SOFTWARE	EQUIPMENT	SUPPLIES	FINANCIAL	EDUCATION & CE	LAB SERVICES
General dentists 3,710 conversations	22%	14%	24%	16%	10%	5%	6%
Specialists 698 conversations	30%	8%	26%	12%	6%	10%	5%
Hygienists 1,540 conversations	6%	4%	14%	52%	2%	16%	1%
Assistants 1,120 conversations	8%	6%	18%	48%	2%	12%	2%
Office managers 980 conversations	4%	44%	4%	12%	26%	6%	1%
Lab technicians 362 conversations	12%	3%	16%	10%	hidden	8%	48%

Groups under 5 people are hidden.

- **Hygienists: 52% at supplies.** The highest share for any attendee type.
- **Office managers: 44% at practice software and 26% at financial.** A buyer group worth its own track.
- **Lab technicians: 48% at lab services.**

Row totals include hidden cells and exhibitors outside these seven categories.

Anonymized totals only. No attendee paths and no exhibitor's leads are shown to anyone else. In your report, groups under 5 people and categories with fewer than three exhibitors will be left out, with further suppression where needed.

A LINE FOR YOUR PROSPECTUS

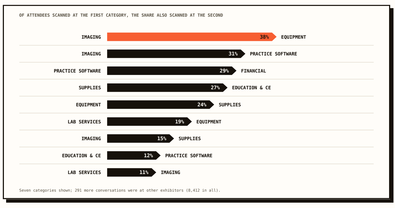
> "Office managers spent 44% of their conversations with practice-software exhibitors."

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03 · WHICH CATEGORIES SCAN THE SAME ATTENDEES

WHICH CATEGORIES SHOULD SIT NEXT TO EACH OTHER?

OF ATTENDEES SCANNED AT THE FIRST CATEGORY, THE SHARE ALSO SCANNED AT THE SECOND



Seven categories shown; 291 more conversations were at other exhibitors (8,412 in all).

- **38% of attendees scanned at imaging were also scanned at equipment.**
- **31% of attendees scanned at imaging were also scanned at practice software.**
- **29% of attendees scanned at practice software were also scanned at financial.**

Use it for the floor plan (put imaging beside equipment), for sponsorship packages (bundle practice software with financial), and for next year's category mix. Largest categories by conversations: supplies 2,171, equipment 1,587, imaging 1,289. The seven categories shown hold 8,121 of the 8,412 conversations; the other 291 were at other exhibitors.

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04 · HOW THIS REPORT IS MADE

WHAT DOES IT TAKE TO GET THIS FOR YOUR SHOW?

	YOUR TEAM · 4 TASKS	TENDRO · EVERYTHING ELSE
AT SIGNING	One named owner on your side	Setup, and drafts of the kit line and the email
8 WEEKS OUT	A line in your exhibitor kit and one email to exhibitors (we draft both) Your exhibitor list with categories (CSV)	Import of your exhibitor list; access for every exhibitor
6 WEEKS OUT	Your registration export PLANNED FOR 2027	Import of your registration export; match check PLANNED FOR 2027
3 WEEKS OUT		One group onboarding session for exhibitors
SHOW DAYS		Remote support during show hours
WEEK AFTER		Your show report, within a week of closing

Four tasks on your side, all by six weeks out. Everything else is ours.

- **Your exhibitors scan badges on their own phones.** Every rep on the team, no devices to rent or ship.
- **Leads go to the exhibitor.** They land in HubSpot or Salesforce in under 10 seconds on a live connection, or in a spreadsheet.
- **We onboard your exhibitors and support them before and during the show.**
- **You get this report within a week of closing.** Totals only, with small groups hidden.
- **Exhibitors receive only the leads they capture at their booth,** never your registration list. Each exhibitor manages its captured leads.

YOUR REGISTRATION LIST

Planned for 2027: registration matching is not yet available. Until it is ready, badges are read from the printed badge and enriched, as at any show.

Once matching is ready, we will load your registration list before the show and match each scan by the name and company printed on the badge, so your badges stay as they are. Anyone not on the list, like a walk-in, will still be read from the printed badge and enriched.

Your registration list will be used only to match scans at your show and build your show report. Neither the list nor data taken from it will be sent to enrichment providers. We will sign our standard data processing agreement with you before loading it, and Tendro staff will delete it from active systems by the date in your order form: 90 days after the show, or an earlier date you choose, with written confirmation. Residual provider backups expire through their rotation.

HOW ORGANIZERS USE IT

Include it in every booth, so every exhibitor gets lead capture at no extra cost to them. One price per show, set by the number of exhibiting companies, with unlimited staff per exhibitor.

Exhibitors already bring their own scanning apps, some of them ours. A partner show makes one app official, gets this report and earns from it. What we compete with is the per-device scanner rental.

WHO'S BEHIND IT

I'm Ali. I was an early engineer at Socio and an engineering manager at Webex Events after Cisco acquired it, so I've seen how organizer-side event software gets sold. Tendro is the lead capture app I'd want as an exhibitor, and this report is what I'd want as an organizer.
