



INDUSTRY: Events **ORGANISER:** CHS Group

ABOUT CONFERENCE AND HOSPITALITY SHOW: Conference and Hospitality Show (CHS) is the leading event in the North for event organisers, venue finders and PAs. The event incorporates an exhibition of national companies - including venues, hotels and suppliers of meetings products and services, numerous education sessions and networking events.

WHY INGO?: CHS has a well-established show and was looking for a way reach to a broader audience of new prospects and convince them to attend the event.

ADVOCATE MARKETING CAMPAIGN RESULTS:

Attendee Growth - This show saw the full effect of an Advocate Marketing campaign, with attendees showing excitement about the event on social media and well-connected Advocates sending Personal Invites to their network. All this led to higher attendee networking and engagement rates as well a growth in attendance at the event.

ROI - CHS saved 90% over the industry average of £22.5 cost per attendee acquired.

InGo by the Numbers:

31%	Adoption
279	Advocates
451	Personal Invites
147,562	Trusted Impressions

InGo Acquisitions:

322	Acquisitions
£1.99	Cost Per Acquisition

InGo Advocate Data:

279	Advocated Socially
214,281	Total Network Reach
61%	LinkedIn*
31%	Facebook
15%	Twitter

*Some attendees connected and advocated with more than one network.

Conference and Hospitality Show

CHS built on it's reputation for attracting VIP meeting and events professional. The 2016 show reported great numbers, including a [50% rise in buyer and visitor registrations](#) and 48% increase in attendance.



657
Attendees



363
VIPs



3
Countries



11
Speakers



228
Companies



165
Exhibitors