

Grip

The first artificial intelligence
powered event matchmaking platform

Proud to work with



Attendees

400 million professionals attend trade shows every year

84% of them say networking is their primary reason for attending

Exhibitors

20%+ of B2B Marketing Budgets goes towards events

ROI is under pressure and events need to convert to more leads and clients

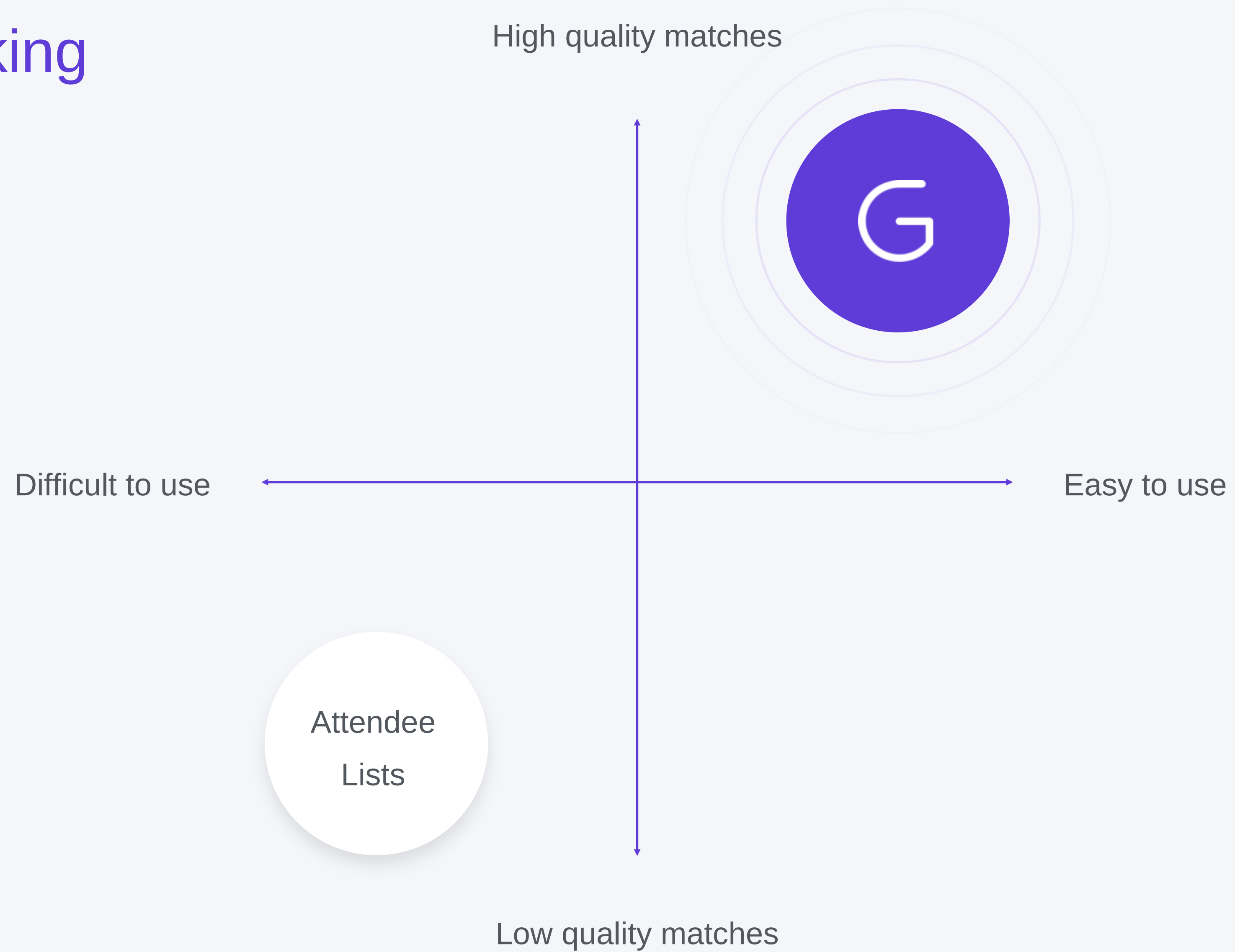
Organizers

40 thousand trade shows that form the connectivity layer of the professional world

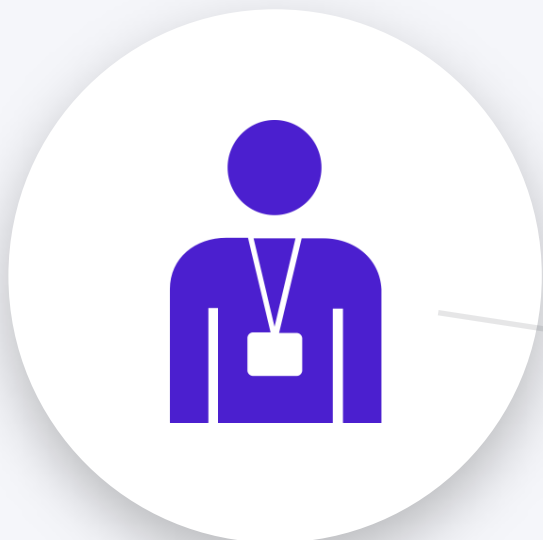
Insight into customer ROI, NPS and providing a smooth user experience



Matchmaking is the Key



Grip Matchmaking Platform



Social



Registration



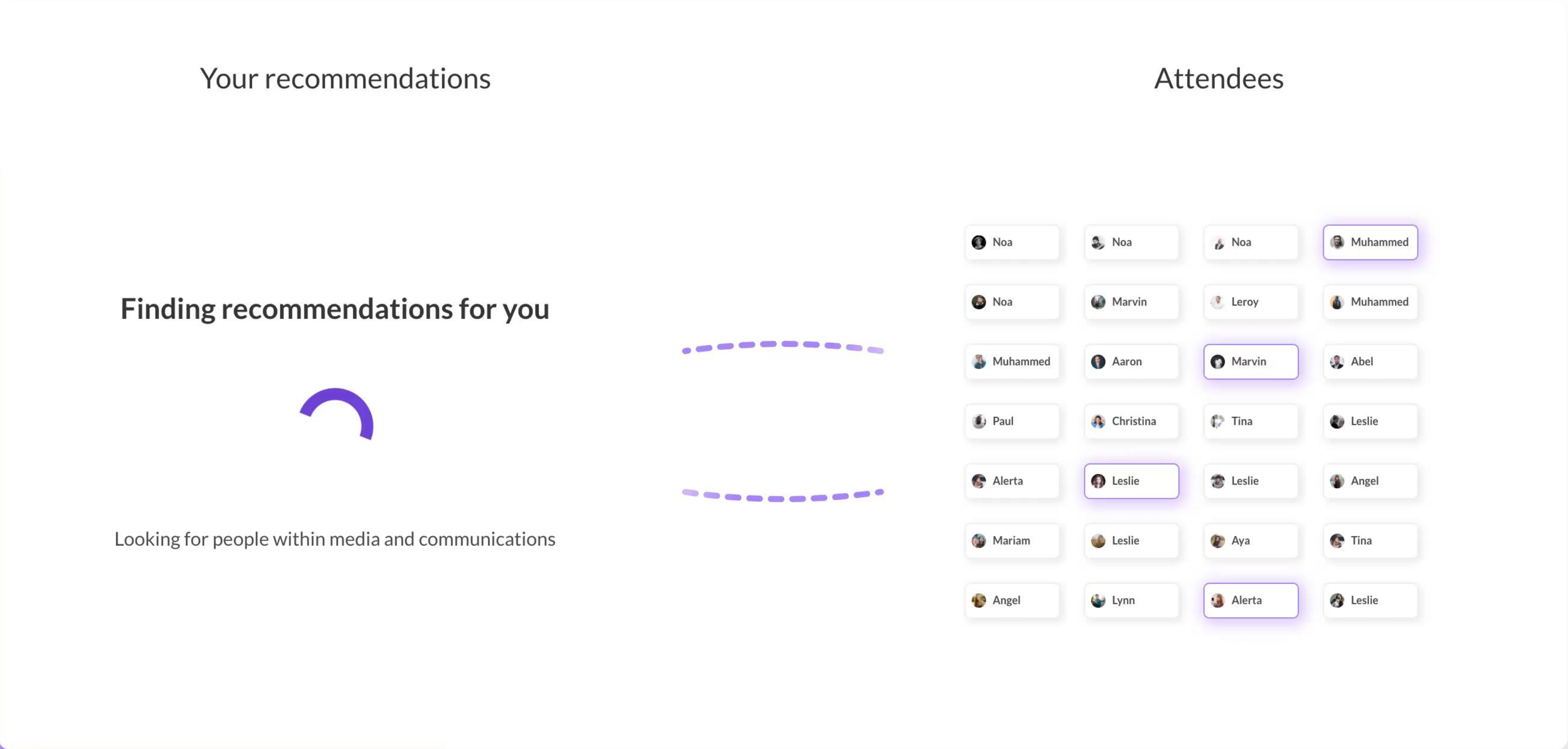
Matchmaking Engine

Quality
connections for
attendees

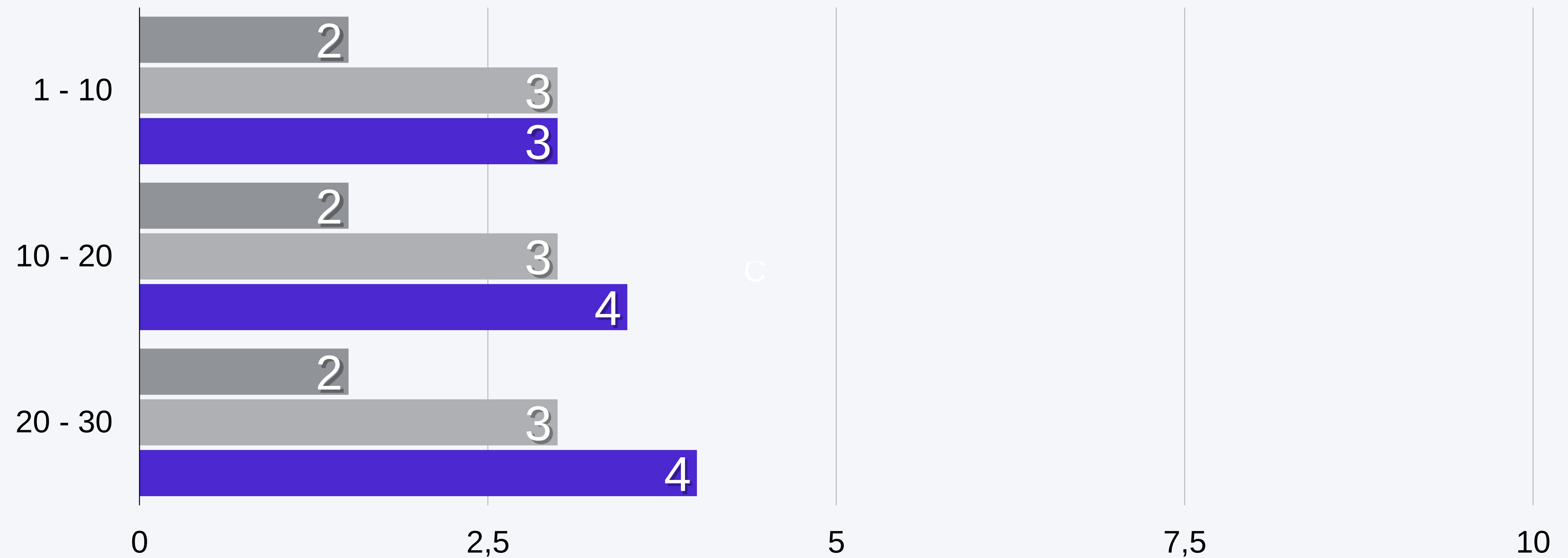
New lead
generation for
exhibitors

Detailed
analytics for
organisers

Grip Matchmaking Platform



Number of positive interactions per user in 10 recommendations





01

Receive event branded
personalized emails or text
message with
recommendations

AUTUMNFAIR

Hello Bradley!

Get the most out of your event experience!
Start using our event networking tool right now to make
valuable connections at **Autumn Fair 2017**

Your credentials

Email: bradley@grip.events

RegistrationID: 417DA841

[Get Started Now](#)

**These are some of the professionals
you can meet at Autumn Fair 2017**



Daria Danila

Summer Associate at Balderton Capital, MBA at London Business School, formerly Dropbox & HSBC



Steffan Elley

Project Manager at Venture Cup // Passionate about process optimisation and digitalisation



Henry Lane Fox

Co-Founder and CEO Designers Factory and MD at Founders Intelligence, helping corporates with digital innovation.

[Discover more people to](#)

02

Interact with your
recommendations and arrange
your meetings pre-show on the
web



Grip Web Networking

Login

AUTUMNFAIR

Welcome to Autumn Fair 2018. Please enter your badge ID to log in.

Enter Your E-mail

dev@intros.at

Type Badge ID Here

●●●●●●●●

Login >



Connect

AUTUMNFAIR

Connect your social account for better recommendations and to quickly add a photo and other details to your profile.

f

Sign In With Facebook

in

Sign In With LinkedIn

Skip to get started



Network

AUTUMNFAIR

Home Meetings Connections Profile

RECOMMENDATIONS

Your Recommendations

Interested In You

'Interested' List

'Skip' List

TYPE

Visitors

VIPs

Exhibitors

Products

SEARCH

Company name

Grip

Surname

Surname

Location

Location

Recommended For You

Meeting scheduled!

Get the app

Chat with the people you're meeting with and make even more connections!

Download the app

Alisha Romning

Designer - London, UK

Co-Founder and CEO Designers Factory and MD at Design Intelligence, helping corporates with digital innovation.

Grip strength

50%

Potential Handshake

Alisha is interested in meeting you

Looking to meet

Venture Capital, Automotive Industry, Government Service Providers and Software Developers

Interested in

Artificial Intelligence, Multi Agent Systems and Natural Language Processing

FULL PROFILE

Interested

Request Meeting




Network


Meetings


Connections


Profile

RECOMMENDATIONS

Your Recommendations

- Interested In You
- Your 'Interested' List
- Your 'Skip' list

TYPE

- Products
- Brands
- Exhibitors

Recommended For You



Skip 

OKKI PAUL - Silk & Fabric Limited Edition

Product

DESEYE

Based on your interest in
Airdp by aireyewear (AIRD by eyewear)

Product Material
Wood

Product Country of Origin
China

Product Type
Range

Product Target Audience
...



Add Your Colleague

Add your colleagues as
representatives of your company to
make sure they can book meetings
at your stand

Add Colleague

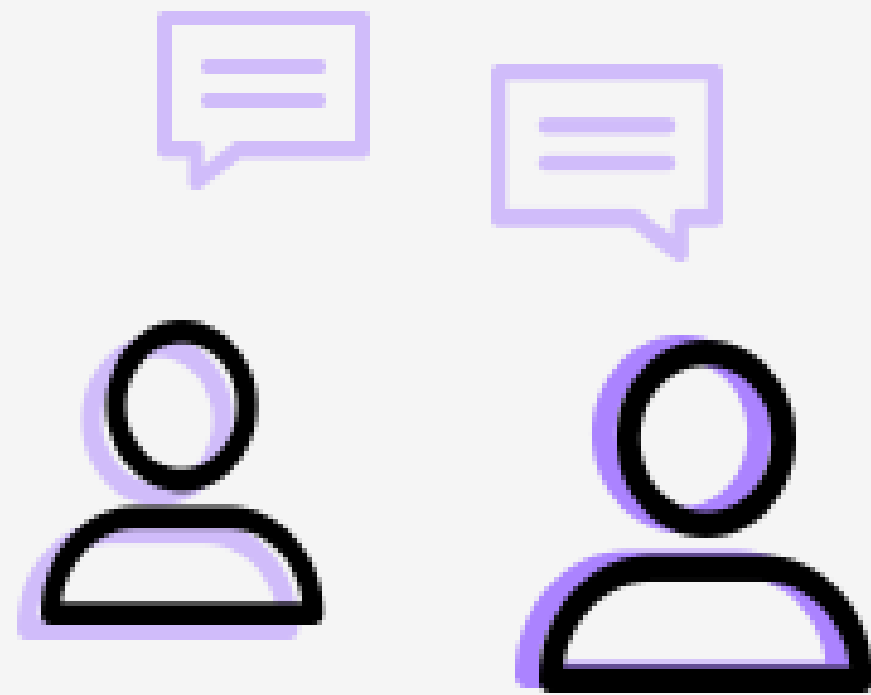


Get the app

Grip drives higher conversion to show attendance

People that use Grip are 35% more likely to end up attending

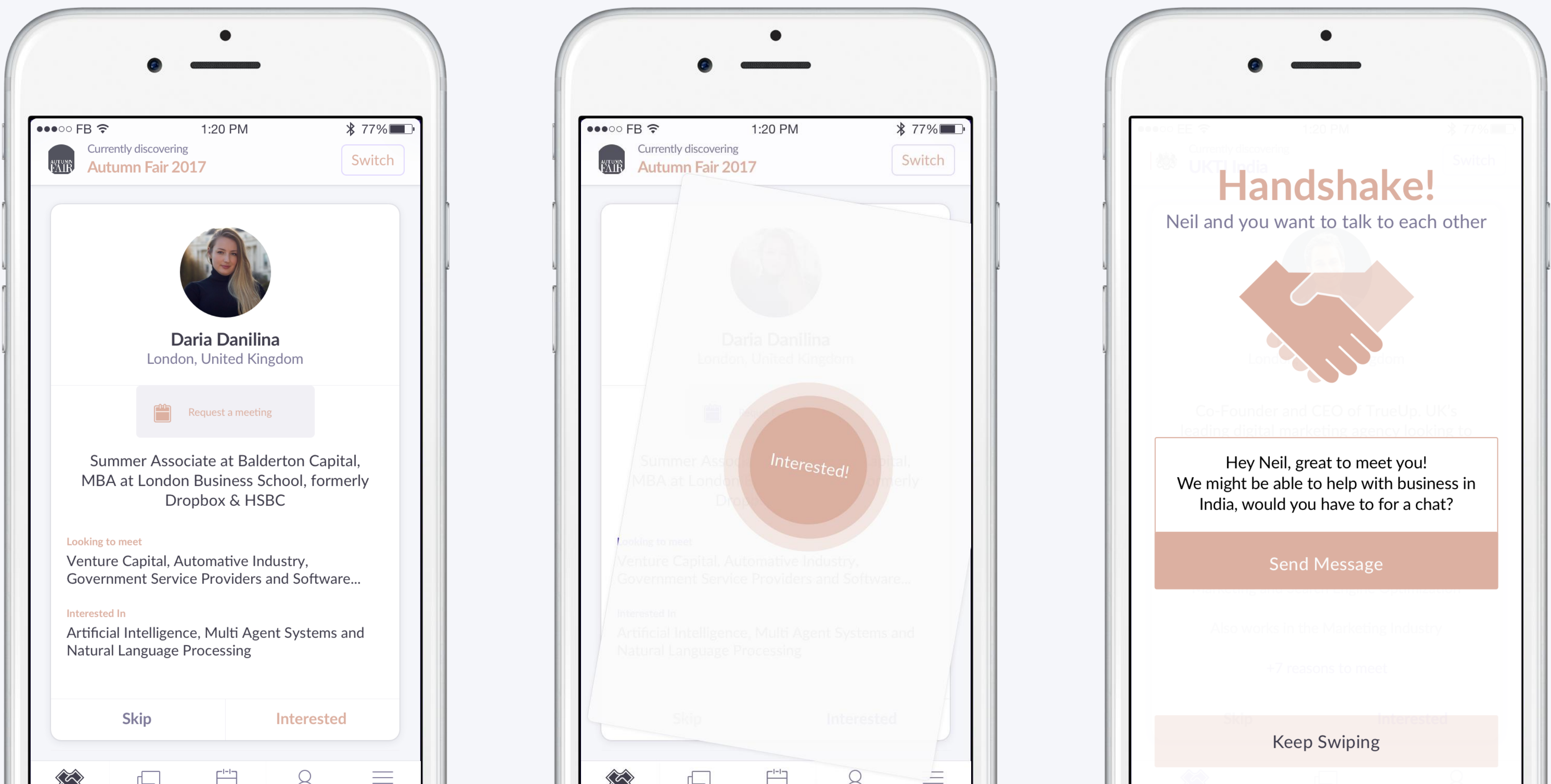
Registered attendees	100%
Conversion to Show Attendees	59.30%
Grip users that attended show	83.08%



03

Get the app for chat, meetings,
navigation and networking
onsite

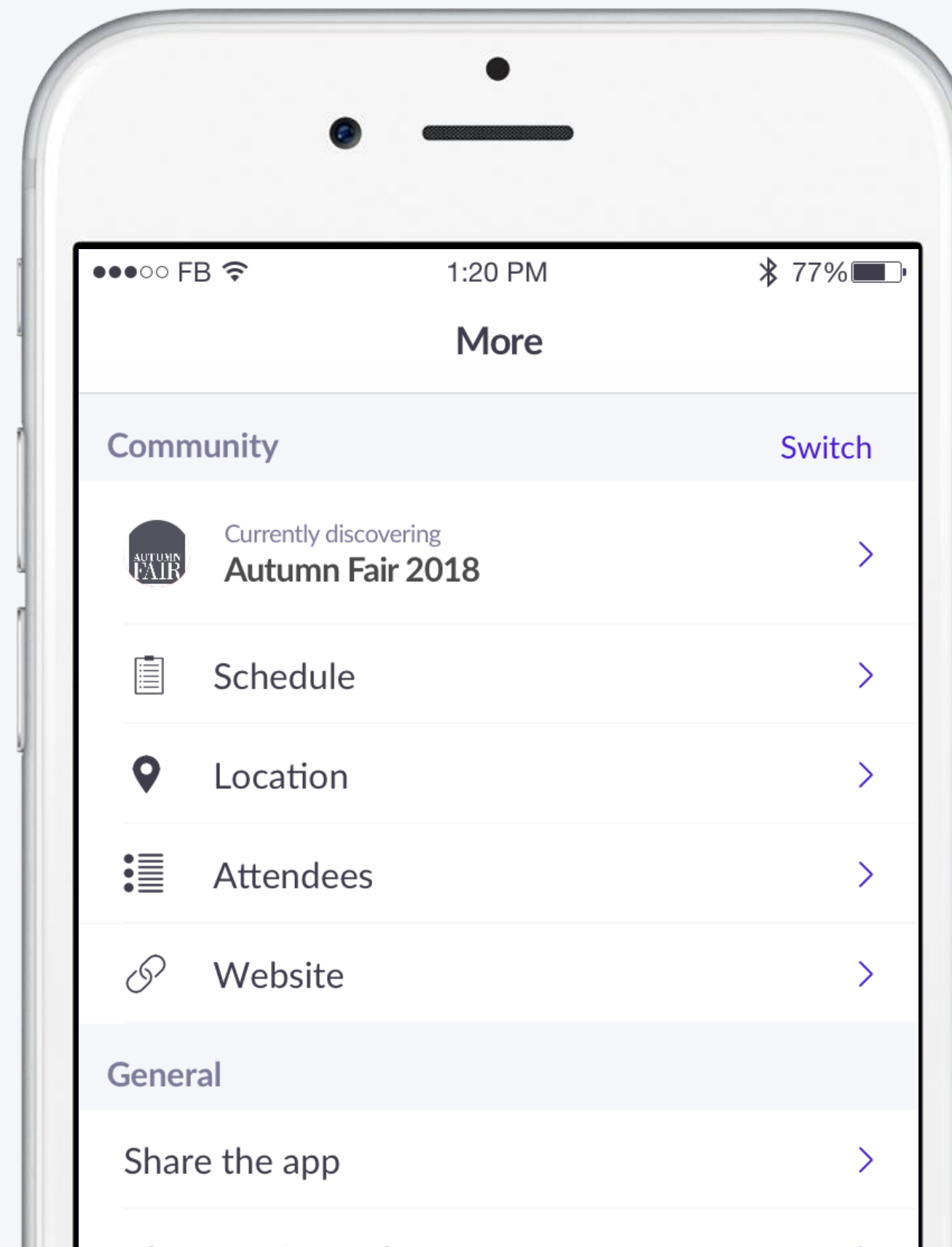
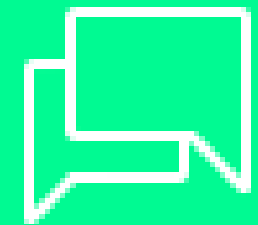
App Networking Experience





The Full Networking Experience

Open a web view with your website to show the schedule, speakers, floor-plan or any other information. You can also link to a native attendee or exhibitor list enabling people to request meetings easier.



Integrations

Registration API



Recommendations API



User Experience Matters

- * Two events with the same number of app opens, swipes, yes swipes
- * 4 x the number of connections
- * 5 x the number of meetings accepted

What changed?

- * Email with people that are interested in you.
- * Overview on the platform (web+app+API) of who's interested in you.
- * Better networking experience on web.

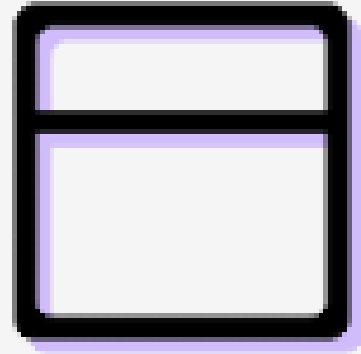
Let's stop presenting top-level metrics on slides!

Engagement	Event 1	Event 2
App Opens	17,609	16,901
Swipes	89,684	94,219
% of Yes Swipes	23.59%	21.19%
Connections Per User	0.36	1.48



UFI: Pressures on Profits for the Exhibition Industry

Why invest in technology?



Drive & Track Exhibitor ROI

Drive extra meetings to exhibitors and track this in real-time. Helps with re-bookings and an improved show experience.



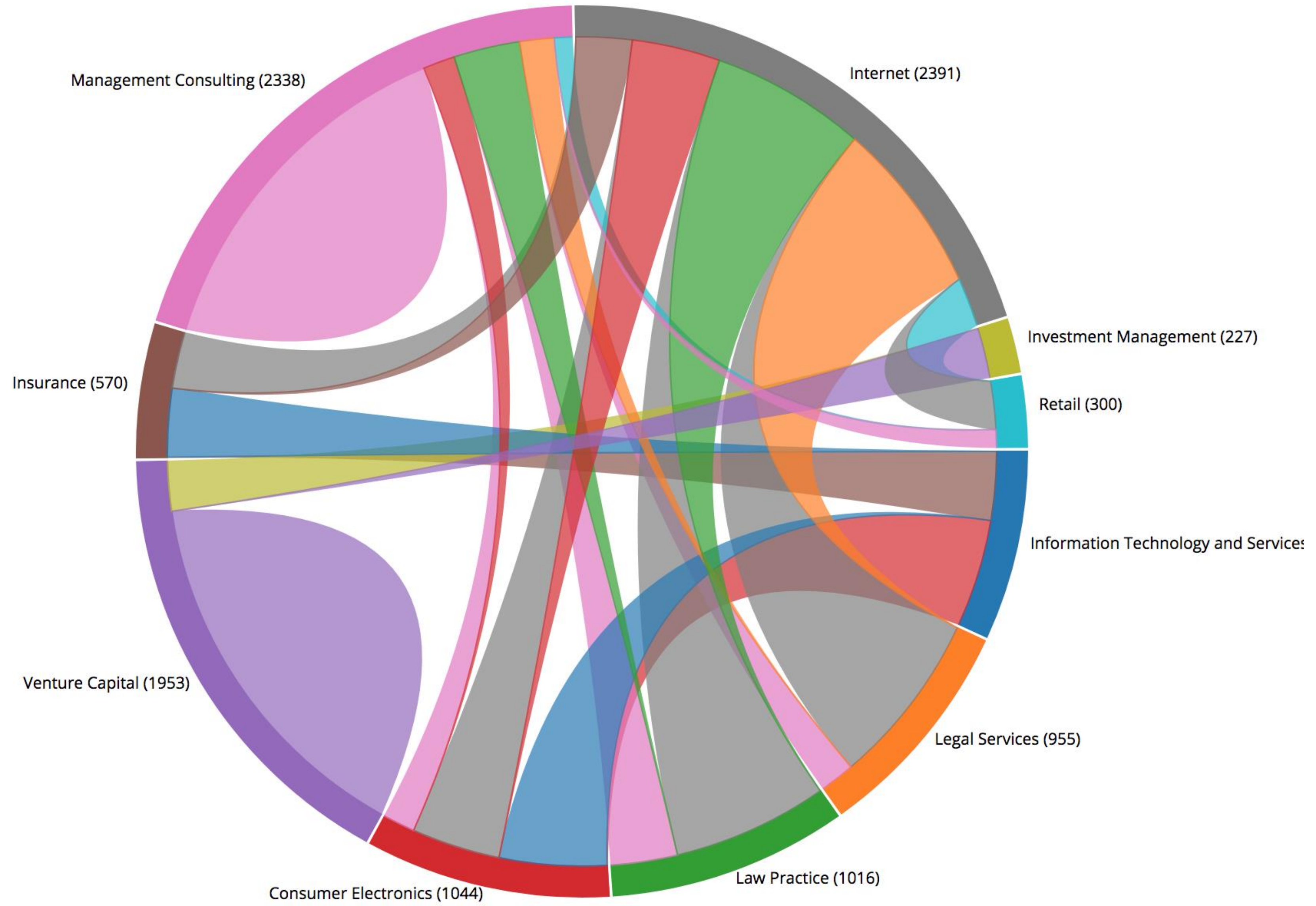
Drive Attendance

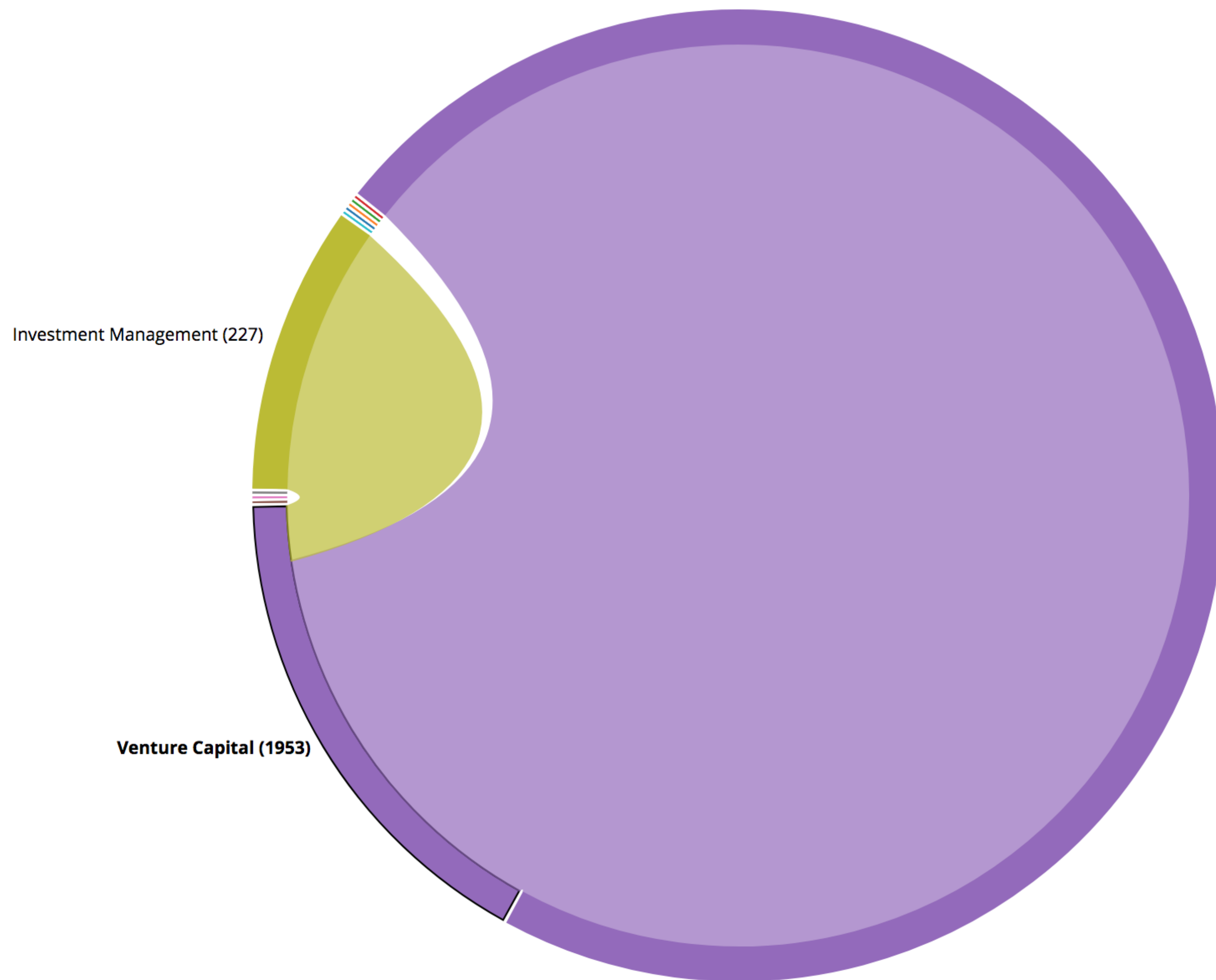
Providing value in the form of recommendations leading up to the event drives attendance at the show.



Return on Time

Increase the value you provide at a show floor to people by helping them make the right connections faster.





Contact

CEO & Co-founder

tim@grip.events

+44 7944 780458

Business Development Lead

luke@grip.events

+44 7835 411401

Awards



5 Nominations



IBTM Pitch Finalist