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AI analysis

## Retaining Sponsors & Exhibitors with Smarter Data: How AI Can Power Long-Term Event Partnerships

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**VOXO**

## Summary

This session explores how AI can enhance long-term partnerships with sponsors and exhibitors by leveraging smarter data. Sasha Bartashnik from Vendelux emphasises the importance of data clarity over complexity and the necessity for event organisers to make better decisions using data. She outlines the current challenges posed by fragmented and stale data, changing expectations post-pandemic, and increased competition in the event industry. Bartashnik advocates for smarter signals from data to address these challenges effectively.

Bartashnik details Vendelux's approach to helping organisations like HumanX validate their ideal customer profile (ICP) and curate their event audience to attract the right sponsors and exhibitors. By leveraging a database of thousands of events and attendees, Vendelux identifies gaps in the organisers' CRM and powers high-intent outreach. This targeted strategy resulted in significant improvements for HumanX, including higher-level attendees and better engagement.

The session highlights the importance of understanding attendees' needs and sponsors' and exhibitors' target profiles. Bartashnik explains how organisers can use AI tools to analyse potential deal volumes and contact points to measure ROI potential accurately. She discusses the significance of plotting exhibitors and sponsors along axes of execution and ROI potential to identify patterns and inform strategic decisions.





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Bartashnik introduces the concept of a retention risk matrix, categorising sponsors and exhibitors into groups based on their execution and ROI potential. She outlines targeted actions for each group, such as upselling opportunities for high-performing partners and training workshops for those with high potential but poor execution. This approach aims to maximise ROI and improve retention rates.

Additionally, the session delves into AI's role in matchmaking between attendees and sponsors/exhibitors. Bartashnik suggests ranking matches based on shared attributes and using embeddings to create numerical representations of textual data. This method helps organisers curate experiences and facilitate meaningful connections before, during, and after events.

In conclusion, Bartashnik emphasises the value of using AI and data to enhance the event experience, drive better outcomes, and retain sponsors and exhibitors. By focusing on data clarity, validating ICPs, and leveraging AI for matchmaking, organisers can improve event strategies and foster long-term partnerships.

## Takeaways

### Data clarity over complexity

Sasha Bartashnik stresses the importance of driving clarity with data rather than adding complexity. She highlights the current challenges of fragmented and stale data, advocating for smarter signals to make better decisions and address changing expectations post-pandemic.

### Validating ideal customer profiles

Bartashnik explains Vendelux's approach to validating ICPs and curating event audiences to attract the right sponsors and exhibitors. By identifying gaps in organisers' CRM and powering high-intent outreach, Vendelux helps organisations like HumanX achieve significant improvements in attendee engagement and sponsorship.

### Retention risk matrix

Introducing a retention risk matrix, Bartashnik categorises sponsors and exhibitors based on execution and ROI potential. She outlines targeted actions for each group, such as upselling opportunities for high-performing partners and workshops for those with high potential but poor execution, aiming to maximise ROI and improve retention rates.



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