Vendelux

# AI-POWERED EVENT INTELLIGENCE

Make **data-driven event decisions** – no more guessing games.

With **Fusion**, for the first time ever, event marketers can **accurately** forecast which sponsors and attendees will be at upcoming events, trade shows and conferences worldwide.
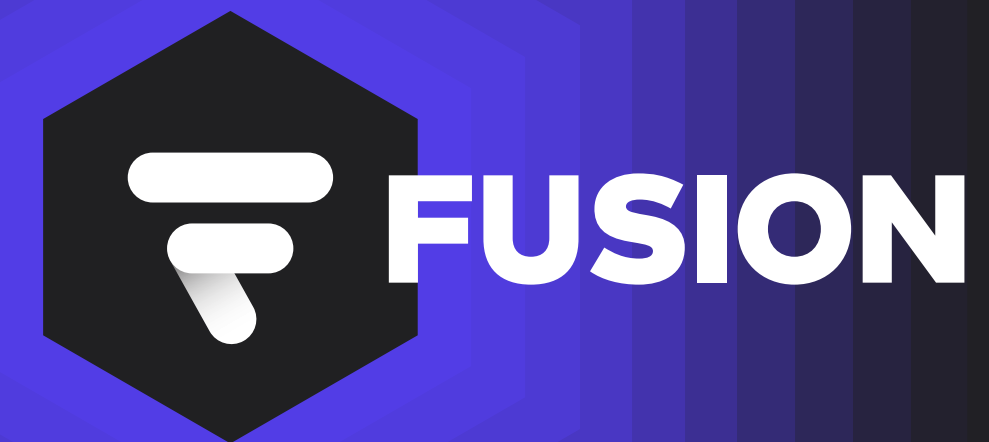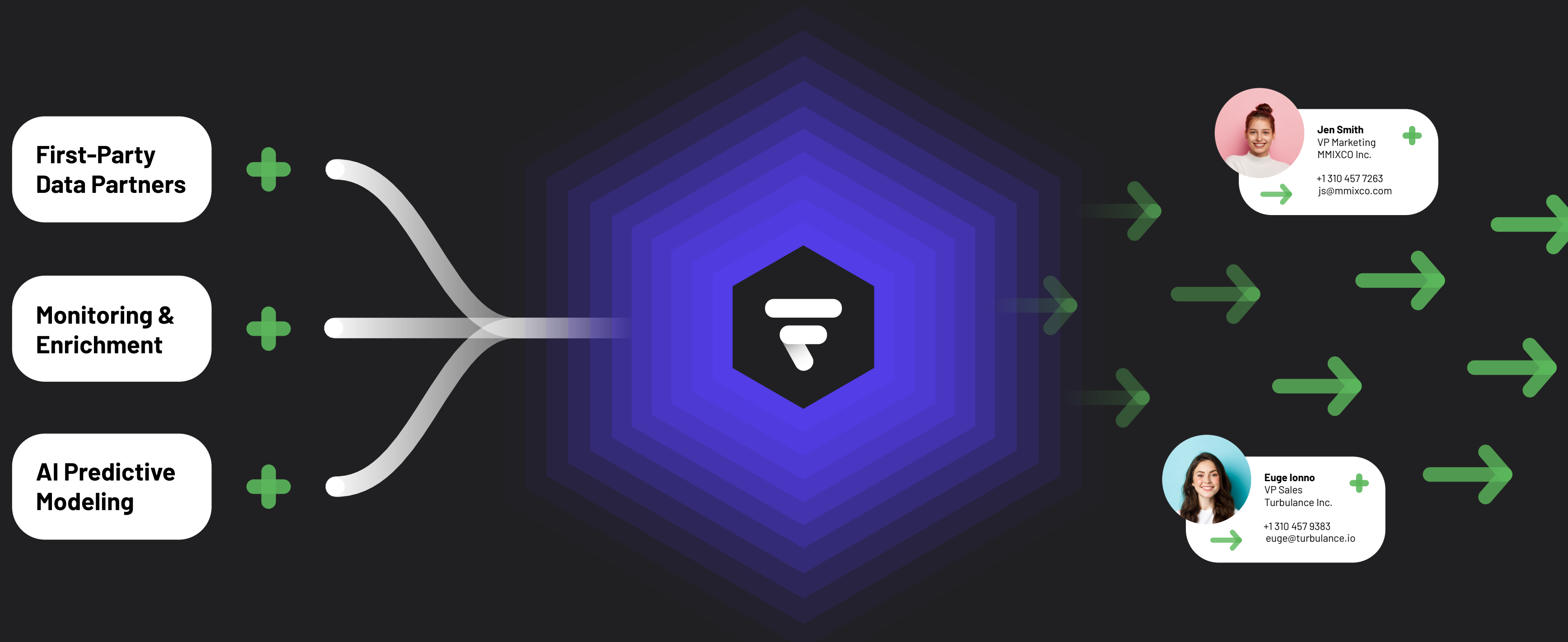
FUSION

# THE POWER OF VENDELUX FUSION

Fusion integrates *first-party data* directly from Vendelux's network of conference organizers and partners. We then combine *real-time data monitoring & enrichment* from over 35,000 unique sources including websites and social media. Lastly we use *AI predictive modeling* to forecast likely attendees based on historical insights. With Fusion, event marketers now have the intelligence they need to reach target customers as they return to in-person events.

**First-Party Data Partners**

**Monitoring & Enrichment**

**AI Predictive Modeling**

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Vendelux

**THE POWER OF VENDELUX FUSION**

## 01.

### First-Party Data Partners

Direct data from Vendelux network

➕ 100+ Event Organizer Partners

➕ 1,200+ Community Members

## 02.

### Monitoring & Enrichment

Real-time updates from web

➕ Social media - LinkedIn & Twitter

➕ 35,000+ Sites & Networking Apps

➕ 7+ Data Enrichment Partners

## 03.

### AI Predictive Modeling

Proprietary insights for the future

➕ 5+ Years of Past Attendee Patterns

➕ 200,000+ Predicted Attendees

➕ Pre-Reg List Verification

# Vendelux

## FUSION
### ON-DEMAND

Don't see all the information you're looking for? Fusion offers a **data-on-demand** solution to provide higher frequency event monitoring and deliver even deeper attendee-level insights. With one click within Vendelux, you can gain access to the best event intelligence out there for all your high priority events.

Our **Fusion On-Demand** solution can find on average 1,500 additional registered attendees per large conference and 100+ attendees for smaller events. Receive actionable updates whenever new attendees are added to a conference. As events get closer to the start date, additional attendees are often added daily! (In beta)

**Make Your First Search**