Source More Deals from Industry Conferences

Industry events and conferences are among dealmakers' most critical sourcing tactics. But unless you're prepared, you're leaving deals on the trade show floor.

You don't have to spend days manually scrubbing lists to find a few relevant attendees. When you start with up-to-date event lists and rich company profiles on attendees, you can quickly find the most target-rich events, prioritize opportunities, and break through to set more meetings and make a good first impression.

Attend Only the Highest-Value Shows

Quickly and accurately identify the events your top targets plan to attend, know which shows will have the highest concentration of new, hyper-relevant opportunities, and discover lesser-known shows that competitors might miss.

Book More Meetings with the Right People

With access to deep company profiles, executive contact info and real-time insights into compelling company and industry events, you can personalize outreach and earn a spot on decision-makers' conference meeting calendars.
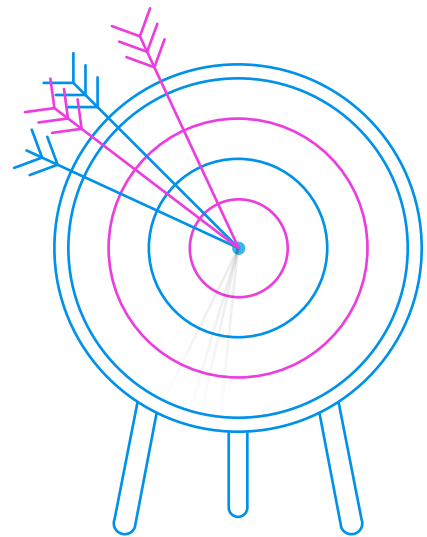
More than

83%

of dealmakers use Industry events to source deals

But less than

44%

use data to guide conference strategy and planning

The SourceScrub Difference

"There was a huge conference with 1,500 exhibitors. There's no way I would have been able to talk to everyone and find the right targets, even in 2-3 days. So I ran the attendee list against my investment parameters in SourceScrub, and it returned a list of the 25-30 people I needed to talk to. I was able to email them and schedule meetings in advance, and it took spent about 2 hours instead of 2 days."

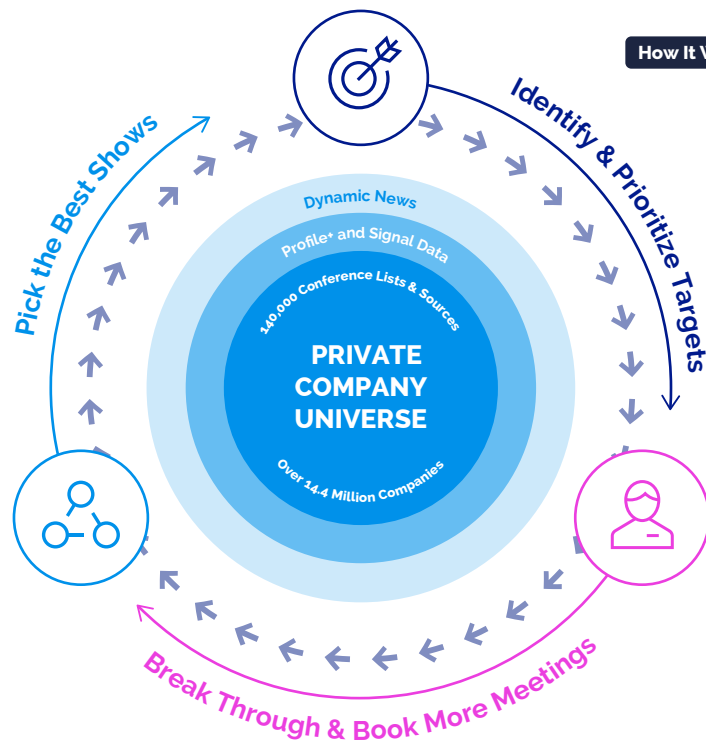— Jonny Burr, Head of Business Development, finnCap Cavendish

6x

time savings by eliminating unproductive conference activities and attendance
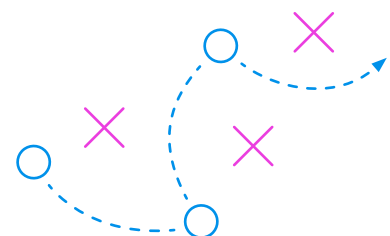
See More Opportunities with SourceScrub Conference Planning

SourceScrub's private company deal sourcing platform gives firms AI-powered data and technology to pick and prepare for more effective trade show-based sourcing.

Pick the Best Shows

Identify & Prioritize Targets

Break Through & Book More Meetings

Dynamic News

Profile+ and Signal Data

140,000 Conference Lists & Sources

PRIVATE COMPANY UNIVERSE

Over 14.4 Million Companies

Pick the Best Shows

• Search and filter 140K+ cross-indexed lists to identify which conferences will have the most relevant attendees and deliver the highest return

• Prioritize trade shows based on companies you're already tracking using SourceScrub's tagging functionality or two-way CRM integration

• Use the Similar Companies feature to find other relevant opportunities in the area and make the best use of your time on the road

Identify & Prioritize Targets

• Access over 14M deeply profiled companies and precisely map them using SourceScrub's Profile+ data quality standard, which offers at least 7 profile and data signal categories

• Create custom scoring models with DIY data science solutions to rank and monitor targets as they evolve to meet your firm's investment criteria

• Choose from 9 data signal categories, including ownership and growth intent, to create highly personalized outreach and schedule meetings ahead of conferences

Break Through & Book More Meetings

• Get up to speed fast with rich company profiles containing company milestones, news, job openings, and growth intent

• Personalize outreach by enriching CRM details with executive contact info, firmographics, and company details to scale and accelerate outreach

• Grow meaningful relationships over time by monitoring targets with automated notifications about growth signals, news events, and company milestones to reach out at opportune moments

"SourceScrub has not only cut hours out of our conference planning process, but it also enables us to schedule as many as ten meetings per day at trade shows and monitor new conferences that we should consider attending."

— Head of Business Development, Francisco Partners