

Build Pipeline with Industry Conferences using SourceScrub

In-person conferences and trade shows are among bankers' most critical business development tactics. But attending every show hoping to run into high-quality, transaction-ready companies doesn't leave time for much else.

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

More than

 **83%**

of bankers use networking and conference lists to source deals

But less than

 **44%**

of bankers use data to guide their conference strategy and planning

Attend Only the Highest Value Conferences

Quickly and accurately identify the events top prospects plan to attend, know which shows will have the highest concentration of new, hyper-relevant opportunities, and discover lesser-known shows that offer target-rich environments.

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.

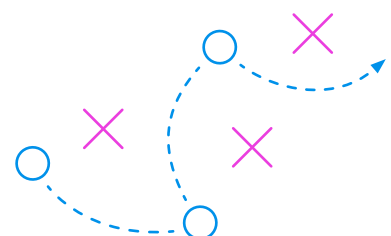
The SourceScrub Difference

"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 I spent about 2 hours there instead of 2 days."

— Jonny Burr, Head of Business Development, finnCap Cavendish

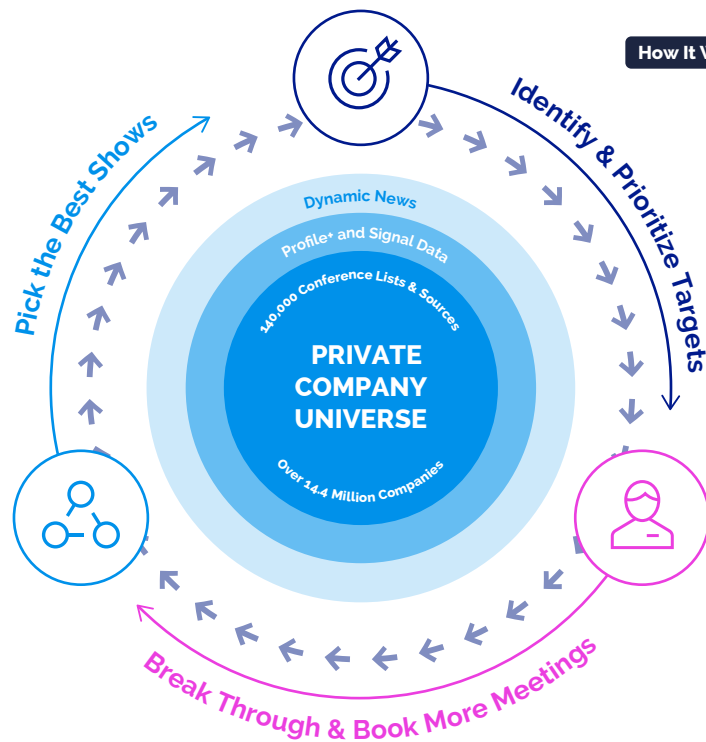
6x

time savings by eliminating unproductive conference activities and attendance



Build Pipeline with SourceScrub's Conference Planning Solution

SourceScrub's private company deal sourcing platform enables investment banks to go beyond "the art" of conference networking and incorporate "science" into their trade show-based business development strategies to enhance efficiencies, accelerate their advisory relationships, and build a pipeline of opportunities.



Pick the Best Shows

- Search and filter 150K+ cross-indexed Source 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 sell-side or buy-side client'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 makes it so much faster and easier to get to the right people. We've essentially doubled the number of engagements and the amount of clients we can take on, which was our goal from the very beginning"

— Kevin Schwab, Director of Business Development, Copper Run

200%
increase in deal
engagements