



What's trending in event industry in 2025

what does the future hold?

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Why 2025 is a turning point for events

The event industry is on the brink of monumental change. After years of navigating disruptions, adapting to new technologies, and evolving attendee expectations, 2025 presents a year where innovation, strategy, and creativity converge. Trade shows and business events are no longer about simply showing up – they're about creating unforgettable experiences, building meaningful connections, and driving measurable outcomes. This eBook is your guide to staying ahead in a rapidly transforming landscape.

But what does the future hold? The key trends outlined in this eBook will give you a roadmap to not just survive but thrive in this dynamic environment. Let us start with a snapshot of what is driving the change.



2025 Event landscape snapshot



What growth opportunities exist for exhibitors at trade shows in 2025?

The global events industry is projected to reach \$2.1 trillion by 2025, with the U.S. trade show market alone expected to grow by over 4% annually, recovering fully from the pandemic impact.



How can technology improve exhibitor ROI at trade shows?

Over 70% of event professionals plan to increase their investment in AI-powered tools, while 65% are adopting AR and VR to enhance attendee engagement.



Is sustainability really becoming a priority?

85% of event organizers report that attendees now actively prefer eco-friendly events, with 40% of venues in the U.S. offering carbon offset programs.



Are hybrid events still relevant?

Yes. Hybrid events are expected to account for 48% of all business events in 2025, with virtual components driving a 30% increase in overall attendance.



What do attendees expect from exhibitors in 2025?

92% of attendees prioritize personalized experiences, and 78% say they are more likely to return to events that include interactive elements like workshops and live demos.



What about safety and security?

With cybersecurity threats on the rise, 60% of event organizers are investing in advanced data protection measures, while 50% are integrating health-screening technology on-site.

Trend #1

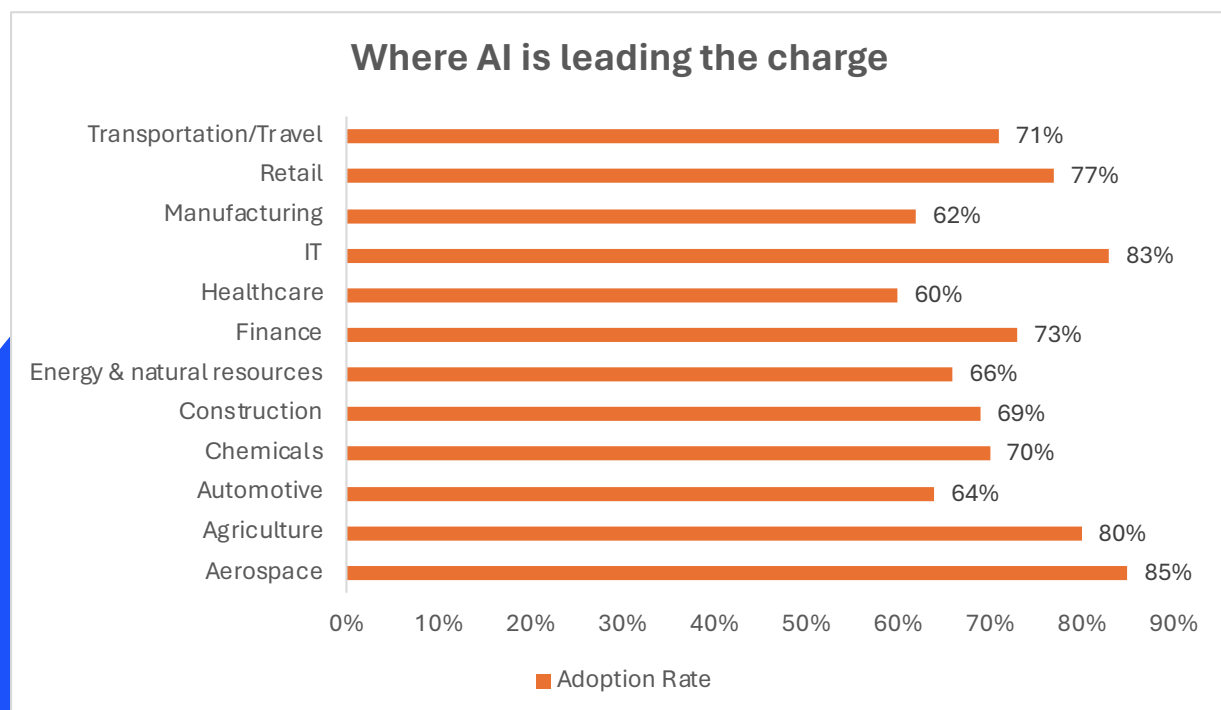
Rise of AI-driven events

In 2025, AI is not just assisting event organizers—it is fundamentally changing the way trade shows, and business events operate. From predicting attendee behavior to personalizing on-site experiences, AI is now the backbone of event success. For exhibitors and event marketers, adopting AI is not optional; it is the competitive edge needed to deliver standout events in an increasingly demanding landscape.

Where AI is leading the charge: industry adoption insights

AI is shaping the future of events in ways that vary dramatically across industries. Each sector is leveraging AI to tackle unique challenges, creating tailored experiences for attendees while optimizing event outcomes.

Here's how the most AI-first industries are integrating this technology at events:



Trend #1

Rise of AI-driven events

Applications of AI in events

At CES 2025, AI-driven solutions demonstrated their ability to act as architects of event success. For instance, the CES app's AI-powered navigation system improved attendee flow through its real-time mapping technology, ensuring exhibitors received consistent traffic while avoiding bottlenecks. AI-generated session recommendations based on attendee preferences created more meaningful interactions, driving higher engagement rates for key exhibitors.

AI as the "Event Architect"

AI is no longer a supporting player; it is the event architect, crafting hyper-targeted, data-driven strategies that maximize impact. Imagine an AI tool that, before the event even begins, tells you exactly which attendees will visit your booth, the times they are most likely to engage, and the kind of messaging they will respond to. By integrating AI, you are not just managing events—you are orchestrating them with precision.



Recommendations

Make navigation seamless

Partner with event organizers to integrate AI-powered navigation systems that drive consistent booth traffic.

Invest in real-time AI tools

Leverage heatmaps, sentiment analysis, and [live data tracking](#) to adapt quickly and stay ahead.

Focus on personalization

Use AI to make every attendee interaction unique and impactful, both at the booth and during follow-up.

Optimize post-event ROI

Adopt AI-driven CRM integrations for smarter lead scoring, targeting, and nurturing strategies.

**Trend
#2**

Immersive technology takes center stage

Immersive technology has firmly taken its place at the forefront of trade shows and business events this year. Virtual reality, augmented reality, and AI-driven hybrid apps are no longer novelties, they are reshaping how exhibitors, attendees, event marketers, and event organizers create, experience, and measure event success. These tools go beyond engaging the senses—they enable participation, deepen understanding, and leave a lasting impression.



Trend #2

*Immersive
technology
takes center
stage*

How immersive tech is driving event transformation

Immersive technology has completely changed the [game for in-person events](#), turning what used to be static, one-dimensional spaces into dynamic, interactive playgrounds. It's not just about having cool gadgets—it is about creating experiences that make attendees stop, engage, and remember.

Virtual reality



Here's how the most AI-first industries are integrating this technology at events:



Hyper-realistic VR experiences

VR technology in 2025 is capable of mimicking real-world physical sensations, blurring the line between virtual and reality. This allows event attendees to experience products or concepts in a highly immersive manner.

Social VR spaces

These virtual meeting rooms enable networking in digital environments while at physical events. Attendees can interact with remote participants in a more engaging way than traditional video calls.

VR-powered training

Immersive learning experiences are offered at events, allowing attendees to gain hands-on experience with new technologies or processes.

Why it is rising

VR offers fully immersive experiences that transport attendees into 3D virtual worlds, allowing for interactive product demos and engaging sessions that complement the physical event space.

Trend #2

**Immersive
technology
takes center
stage**



Augmented reality

AR navigation

Provides attendees with AR-powered guidance through physical venues, enhancing the in-person experience.

AR-enhanced networking

Displays detailed profiles of nearby participants, facilitating more meaningful in-person connections.

Interactive AR overlays

Adds digital information to physical products or displays, enriching the tangible experience for attendees.

AR scavenger hunts

Gamified experiences boost engagement by blending digital elements with the physical event space.

Why it is rising

AR enhances the physical event space with digital elements, creating more interactive and informative experiences without fully replacing the real environment.



Mixed reality

Holographic presentations

Allows remote speakers to appear as if physically present at the event.

Interactive 3D models

Enables attendees to manipulate virtual objects in real space, **enhancing product demonstrations.**

◆ **Why it is rising**

MR bridges the gap between physical and digital worlds, offering a blend of in-person and virtual experiences that cater to hybrid events while enhancing the on-site experience.

AI-powered immersive experiences

Personalized AI avatars

Creates customized digital representatives for attendees, enhancing their physical presence at the events.

AI-driven content adaptation

Real-time adjustment of immersive content based on attendee behavior, creating more engaging physical spaces.

Intelligent virtual assistants

Provides personalized guidance and support throughout the physical event.

◆ **Why it is rising**

AI enhances the capabilities of immersive tech by creating more personalized, responsive, and intuitive experiences that complement the in-person event.



Trend #2

*Immersive
technology
takes center
stage*

Wearable technology

Smart badges: Facilitates easier networking and information exchange at physical events.

AR glasses: Provides hands-free augmented experiences, overlaying digital information onto the physical event space.

Haptic wearables: Enhances immersion through touch sensations, adding a new dimension to physical interactions at events.

✦ *Why it is rising*

Wearables integrate immersive tech seamlessly into the event experience, making interactions more natural and less obtrusive while enhancing the physical environment.

Projection mapping

3D mapping: Creates immersive environments on physical surfaces, transforming event spaces²⁵.

Interactive projections: Allows attendees to interact with projected content, blending digital and physical elements²⁵.

✦ *Why it is rising*

Projection mapping transforms physical spaces into dynamic, interactive environments without requiring individual devices, enhancing the overall atmosphere of in-person events.



Trend #2

Immersive technology takes center stage

Immersive tech as the “Experience Designer”

Immersive technology isn't just making events more interactive—it's orchestrating every moment to deliver deeper engagement, smarter insights, and measurable results. **Gamification** has matured into a data-driven powerhouse, where every interaction isn't just a touchpoint—it's a lead signal. Picture an attendee engaging with a VR demo of a product, with the system logging every decision they make, from preferences to time spent on specific features. These insights feed directly into an exhibitor's CRM, creating a crystal-clear picture of what matters most to that attendee.

Meanwhile, AR activations no longer just wow crowds; they adapt on the fly, presenting tailored content based on real-time behaviors.

Holographic networking isn't just a gimmick—it bridges gaps between physical and remote attendees, ensuring seamless connections and meaningful conversations. At its core, immersive technology turns event design into an art form where every interaction is purposeful, every moment measurable, and every outcome actionable.

Our pre-
diction

“Immersive tech will be the standard”



By the end of 2025, immersive technology will move from being a novelty to becoming a key differentiator at major trade shows and events. While full-scale adoption of tools like holographic presentations and VR demos may remain limited to high-budget activations, AR-powered navigation and interactive product experiences will become mainstream. Attendees will increasingly expect personalized, immersive elements that simplify engagement and make their event journey more impactful. Exhibitors and organizers who embrace these scalable, immersive solutions will gain a competitive edge in capturing attention and driving measurable outcomes.

Trend #3

Sustainability becomes non-negotiable

Sustainability is no longer an afterthought—it is the foundation of modern event planning. Organizers and exhibitors alike face increasing pressure to adopt eco-conscious practices, driven by the dual imperatives of environmental responsibility and attendee demand. Sustainable strategies are not just about reducing harm; they are about reimagining how events can positively impact the planet, the community, and the brand's reputation.



Trend #3

Sustainability becomes non-negotiable

The industry shift

The data speaks volumes about the growing importance of sustainability in events:

- 79% of event planners have adopted sustainability practices, signaling an industry-wide shift toward greener solutions.
- Sustainable practices can result in a 20–30% reduction in costs and a 60–80% reduction in waste, proving that eco-conscious events are not just ethical but also economical.
- 72% of attendees report feeling more positively about brands that showcase eco-friendly events, demonstrating how sustainability influences perception.
- 100% digitization of **lead capture** and communication is becoming the norm, eliminating paper waste while streamlining processes.

Why digital is key

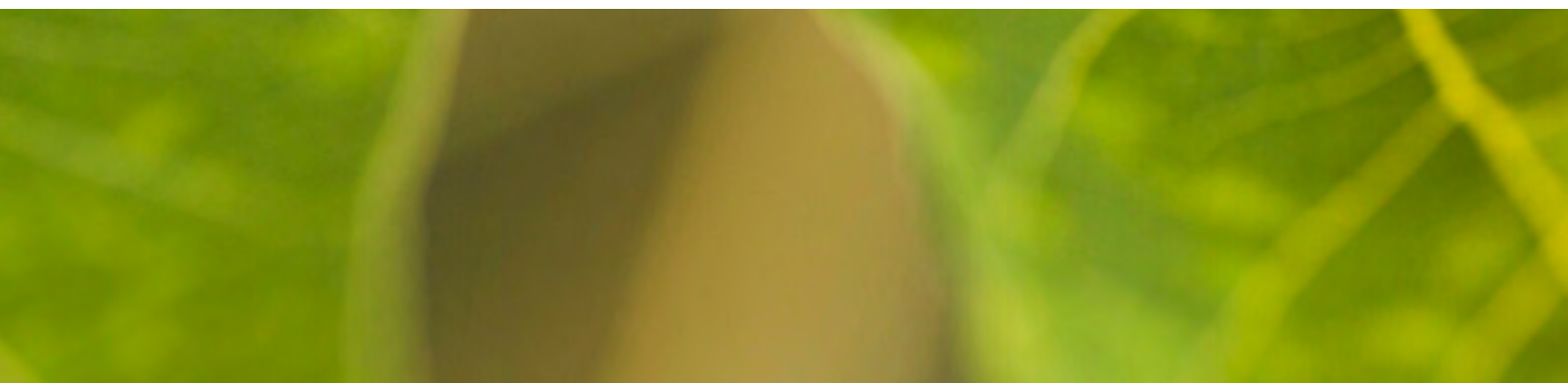
Sustainability is not just about waste reduction—it is about smarter practices that enhance outcomes. At The Event Planner Expo 2024, one standout change was the elimination of printed materials in favor of digital content management tools.

By replacing brochures and forms with digital solutions, organizers reduced waste while boosting efficiency and engagement. Apps like momencio allowed exhibitors to share content instantly, track attendee interactions, and generate actionable insights—all without printing a single sheet of paper.

✦ Going digital delivers

- **Efficiency:** No lost leads, no manual data entry.
- **Personalization:** Real-time tracking for tailored follow-ups.
- **Cost savings:** No printing or shipping expenses.

This is not just a single event; it is the new standard that others are expected to follow.



Trend #3

Sustainability becomes non-negotiable

Tech integration: tools for sustainability

Technology is playing a critical role in supporting sustainable event practices:

- Digital ticketing & communication: Fully paperless processes eliminate unnecessary waste and streamline attendee experiences.
- AI-powered personalization: AI reduces waste by ensuring accurate catering, seating, and resource allocation, avoiding surplus materials.
- Virtual & hybrid formats: By offering remote attendance options, events can significantly reduce travel-related emissions.

Why digital is key

Event planners

- Audit everything: Find where you're wasting resources—printed materials, excess food, or energy. Fix it.
- Pick green venues: Only book venues with eco-certifications (LEED or similar).
- Go digital: Switch to paperless tickets, schedules, and lead capture tools.
- Source local: Work with nearby suppliers for catering, decor, and rentals.
- Measure and share: Track your sustainability wins and show them off to attendees.

Event marketers

- Talk about your efforts: Highlight digital materials, local sourcing, and recycling programs in your promos.
- Go paper-free: Promote your app or event website for schedules, maps, and content.
- Use real stories: Share quick data points or wins from past events (e.g., "We cut waste by 60%").
- Educate attendees: Show them how they're part of the solution—use signage or social posts to guide them.

Event sales representatives

- Lose the brochures: Use digital lead capture tools like momencio to share content instantly.
- Tailor your follow-ups: Track attendee interactions and send personalized messages.
- Talk green: Highlight how your company's sustainability aligns with attendee values.

Exhibitors

- Digitize your booth: Swap printed handouts for QR codes and interactive displays.
- Streamline swag: Focus on eco-friendly giveaways people actually want (and use).
- Measure booth impact: Use digital tools to track leads and engagement metrics.

Trend #3

Sustainability becomes non-negotiable

Our prediction

“The green badge era will redefine event engagement”

Imagine every attendee receives a smart badge that tracks their eco-actions throughout the event. Did they skip the shuttle and bike to the venue? Their badge lights up green. Did they scan a QR code instead of grabbing a paper brochure? Another green point. By the end of the conference, these badges become glowing status symbols, showcasing who truly walked the sustainability talk.

Exhibitors will get in on the action too. Booths gamify eco-conscious behavior by rewarding attendees who engage in sustainable ways—like participating in digital-only swag experiences or providing feedback via an app instead of printed forms. The most eco-conscious attendees unlock rewards: exclusive networking lounges, VIP access, or even a live shoutout during closing ceremonies.

Within one-year, green badges will make sustainability visible, trackable, and—most importantly—desirable. Events will not just encourage going green; they will make it a badge of honor.

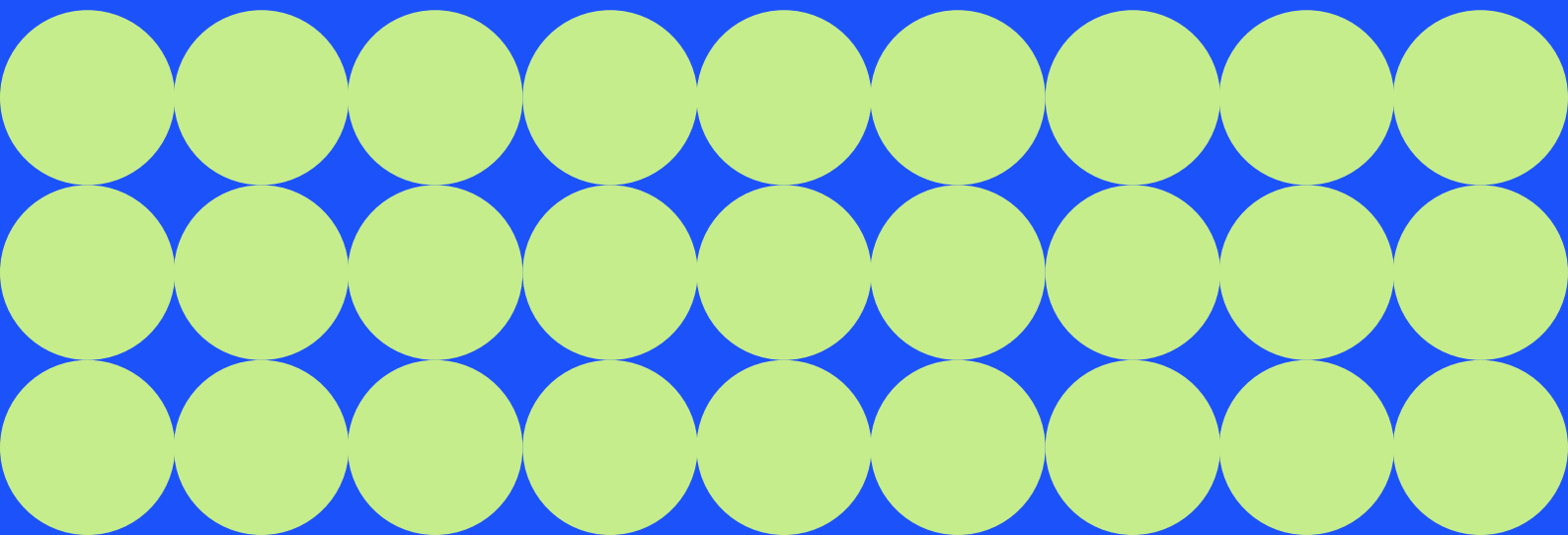


Trend #4

Data is the most important currency

Data is no longer a byproduct of events; it is the core asset driving their success. From attendee behavior to real-time sentiment analysis, cutting-edge analytics are transforming events into dynamic ecosystems of insight and optimization. Data is not just collected; it is actively shaping how events are planned, executed, and measured, unlocking new levels of personalization and ROI.

74% of event attendees prefer events that offer both virtual and in-person participation options, allowing organizers to collect comprehensive engagement data across platforms



This roadmap outlines how data collected at every touchpoint guides and transforms the attendee journey, creating a seamless, personalized event experience while driving business outcomes.

stage 3: setting the stage

Data collected:

- App downloads, engagement with pre-event emails, and social interactions.
- Clicks on exhibitor profiles, bookmarked sessions, and networking interests.

How it is used:

- Audience insights: Identify high-interest topics or speakers to adjust event content.
- Networking prep: Match attendees with like-minded professionals before the event.
- Pre-event nudges: Automated reminders to drive app adoption and ensure event readiness.

stage 6: closing the loop

Data collected:

- Survey responses, session ratings, and follow-up email behavior (opens, clicks).
- CRM data integration for lead scoring and follow-up targeting.

How it is used:

- Feedback analysis: Identify strengths and areas for improvement to refine future events.
- Targeted follow-ups: Share personalized insights with exhibitors for meaningful connections.
- Lead nurturing: Prioritize hot leads in CRM systems for immediate action.

stage 1: the first click

Data collected:

- Ad clicks, source (Google Ads, LinkedIn, email campaigns).
- Behavioral data (time spent on landing pages, content downloaded).

How it is used:

- Targeted marketing: AI segments audiences based on engagement to refine messaging.
- Predictive interest mapping: Identify key themes or industries attracting attendee attention to tailor pre-event outreach.

stage 4: the start of the experience

Data collected:

- Check-in time, device opt-ins, session attendance.
- Badge scans at key entry points or networking lounges.

How it is used:

- Real-time updates: Adjust venue layouts and staff allocations based on attendee density.
- Sentiment capture: Track immediate feedback from attendees for live improvements.
- Personalized greetings: Trigger exhibitor alerts when key attendees enter the venue.

stage 7: turning insights into revenue

Data collected:

- Lead-to-sale conversion metrics, time to close, and revenue generated.
- Insights from attendee engagement history.

How it is used:

- Exhibitor reporting: Showcase event ROI with detailed lead engagement reports.
- Event success metrics: Use attendee and exhibitor data to secure future sponsors and improve value propositions.
- Refinement: Use deal closure data to optimize lead capture strategies for future events.

stage 2: making the commitment

Data collected:

- Personal information (name, email, job title, company, industry).
- Session and exhibitor preferences, accessibility requirements.
- Payment behavior (type, timing, discounts used).

How it is used:

- Personalized agendas: AI builds custom schedules based on selected sessions or interests.
- Content alignment: Predictive tools suggest exhibitors or breakout sessions attendees might value most.
- Payment insights: Tailor promotions for similar audience segments to boost registrations.

stage 5: active exploration

Data collected:

- Booth visits (time spent, demos watched, content downloaded).
- Interaction data from AR/VR experiences, polls, and live Q&A sessions.
- Networking connections and scanned business cards.

How it is used:

- Exhibitor ROI: Highlight the most engaged leads to prioritize follow-ups.
- Session adjustments: Increase session capacity or extend timing based on demand.
- Tailored recommendations: Suggest related booths or sessions to maximize attendee value.

Trend #4

*Data is
the most
important
currency*



How can event pros capitalize on the data currency

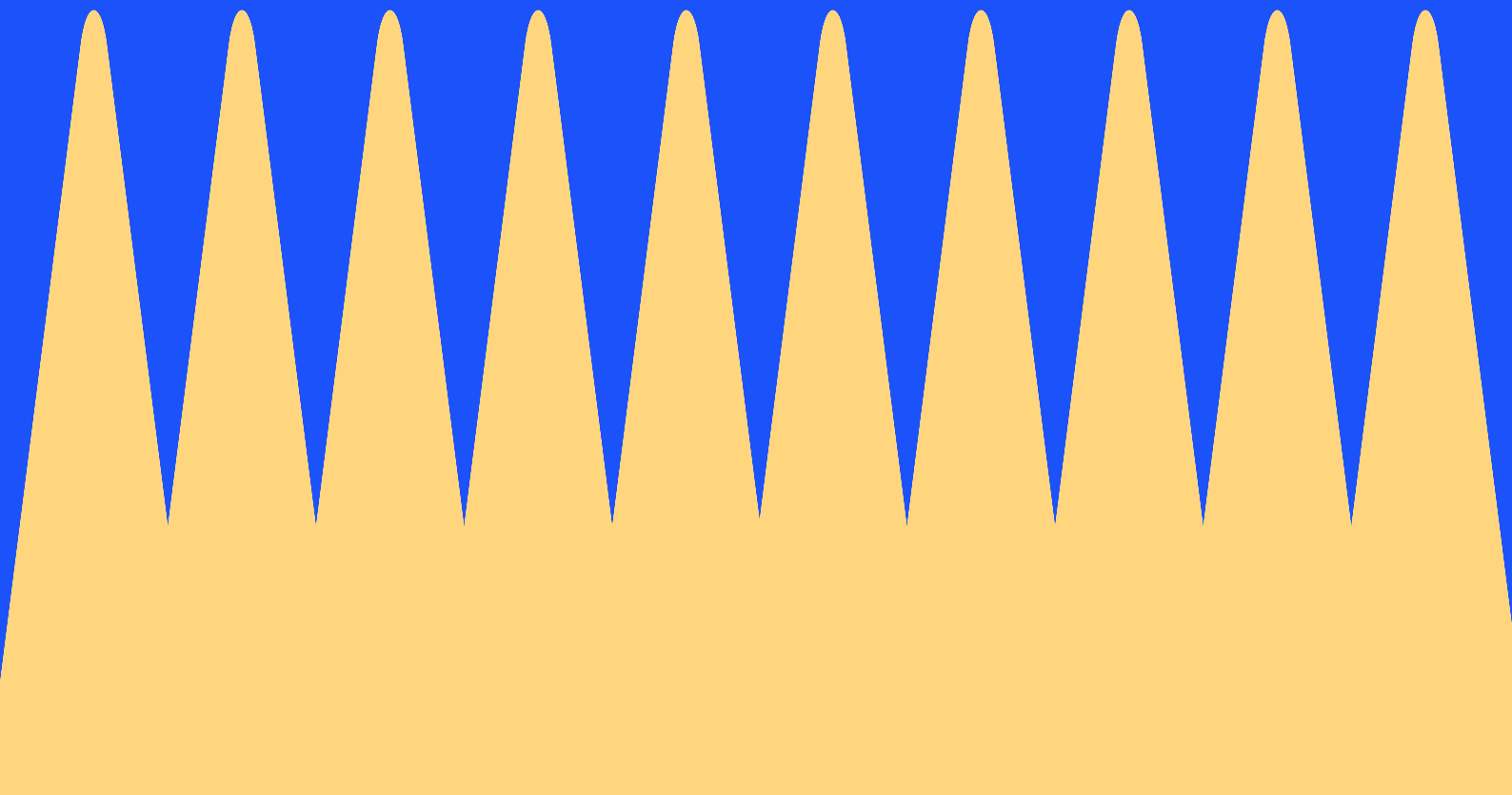
- Implement AI-powered real-time sentiment analysis tools to gauge attendee emotions and engagement levels.
- Utilize wearable devices or beacon technology to track attendee movements and session participation.
- Leverage interactive experiences & gamification to collect data while enhancing attendee engagement.
- Integrate AI-driven networking platforms for smarter attendee matchmaking.
- Implement blockchain-based data marketplaces for secure and transparent data exchange between attendees and sponsors.



Trend #5

Attendee-centric design leads the way

In 2025, exhibitors must rethink their booth strategies to cater to two distinct, high-value attendee groups: decision-makers (business leaders) and end users (product champions). Both are integral to the purchasing journey, and successful booth designs now prioritize tailored experiences that address the needs, goals, and expectations of these attendees.



Trend #5

Attendee-centric design leads the way

What does attendee-centric booth design look like

For business leaders

- **Executive-level demos:** Showcase ROI-focused features, such as cost savings, scalability, and strategic advantages, tailored for decision-makers.
- **Data-backed presentations:** Use on-screen dashboards or interactive data displays to highlight measurable business outcomes.
- **Private discussion areas:** Provide dedicated spaces for confidential conversations about contracts, customizations, or enterprise-wide solutions.
- **Pre-scheduled meetings:** Use event apps to pre-book meaningful discussions with business leaders who value their time.
- **Self-service station:** Integrate self-service digital displays where business leaders can explore your product catalog, watch case studies, or access ROI calculators at their own pace.

For end users

- **Interactive product demos:** Allow end users to explore the product's capabilities through AR/VR simulations or guided, hands-on trials.
- **Problem-solving sessions:** Host drop-in sessions where attendees can discuss specific challenges and see how your product solves them in real time.
- **Micro-learning stations:** Provide short, actionable training sessions that help end users understand how the product fits into their daily workflows.
- **Customization showcases:** Allow users to test different configurations or use cases, giving them a sense of ownership and relevance.

Trend #5

Attendee-
centric
design leads
the way



Our prediction

“Rise of immersive event ecosystems”

We anticipate events will become living, breathing ecosystems that adapt in real-time to attendee needs and preferences. The line between physical and digital experiences will blur, creating immersive, personalized event environments that feel uniquely tailored to each participant.

- Interactive learning zones will replace traditional booth setups, with live demos and gamified experiences becoming standard.
- Wellness-focused elements will be integrated into event designs, including relaxation spaces and mindfulness sessions.
- Neurodiversity considerations will become a priority, with event spaces designed to accommodate various sensory preferences.
- Real-time, advanced analytics will provide deeper insights into [attendee engagement](#) and sentiment, allowing for real-time adjustments to event experiences.



Actionable takeaways for 2025

Pre-event play

- **Spy on your audience:** Use LinkedIn, event apps, or AI tools to profile attendees. Pick your top 10 prospects, and research what makes them tick.
- **Lock-&-load personalization:** Write emails and LinkedIn messages that feel like they were crafted just for them. Mention their business, pain points, or wins.
- **Polish your trade show profile:** Show up online with killer copy. Your event listing is the appetizer—make them want the main course.
- **Test your pitch in the wild:** Pitch it to someone who knows nothing about your product. If they don't "get it" in 30 seconds, rewrite it.
- **Plan a magnetic hook:** Think giveaways, live demos, or a secret announcement. Don't just attract people; make them linger.

Make them stop and stare

- **Go big on experiences:** Use AR/VR, live drawing, or something unexpected. If they can touch it, watch it, or play with it, you've already won.
- **Ditch the paper:** Nobody wants your brochures. Use QR codes that lead to a value-packed [landing page](#). Bonus points if you track clicks.
- **Design for movement:** Create a space people can actually move through. Use bold signage to direct traffic and guide the conversation.
- **Train your squad:** Every team member should know the goal: connect, qualify, close. Practice handling awkward questions and quick exits.

Maximize every minute

- **Score in real-time:** Use a [lead-scoring](#) app to tag and prioritize your prospects on the spot. No more post-event guessing games.
- **Own the social feed:** Assign someone to post live videos, polls, or giveaways. Show people what they're missing if they're not at your booth.
- **Host mini-moments:** Hold a 5-minute demo or Q&A every hour. Keep it short, keep it engaging, and get people to stick around.
- **Gamify the grind:** Launch a prize wheel, trivia game, or interactive quiz. Get their contact info in exchange for a shot at winning.
- **Follow up immediately:** Meet a hot lead at 11 a.m.? Have a personalized "great to meet you" email in their inbox the moment they walk out of your booth.

Seal the deal

- **Automate smart, not lazy:** Use [CRM tools](#) to send tailored post-event emails. Segment by priority and make every email feel one-on-one.
- **Ask for feedback:** Drop a quick survey. Learn what worked—and what bombed.
- **Crunch the numbers:** Dive into booth traffic, lead volume, and conversion rates. If you don't measure it, you can't grow it.
- **Share the glory:** Publish an event recap on LinkedIn or your blog. Show the world what they missed and why they should care.
- **Book your meetings now:** Don't wait for next week. Schedule product demos and coffee chats with your hottest leads ASAP.

Play for keeps

- **Build your tribe:** Create a VIP LinkedIn group or Slack channel for your trade show network. Add value, stay visible.
- **Invest in the tech stack:** Beacon tech, AI matchmaking tools, and CRM upgrades—start experimenting.
- **Turn insights into strategy:** Review what worked, fix what didn't, and double down on what moves the needle.
- **Create evergreen content:** Use trade show questions and feedback to build whitepapers, videos, or case studies. Keep the buzz alive.

About momencio

momencio is an innovative lead capture and sales enablement platform designed to help your business maximize the event ROI. Our app simplifies your how teams capture leads, engage prospects, and follow up with personalized content—all while providing real-time analytics and actionable insights.

Empower your events roadmap

momencio is designed to help event professionals and businesses achieve success at every stage of their event strategy. With a suite of powerful features, momencio transforms how you capture, engage, and convert leads, providing everything you need to drive measurable outcomes from your events.

Capture leads with ease

- QR/Badge scanning: Quickly and accurately capture attendee information with QR code and badge scanning.
- Business card scanning: Digitize business cards on the spot for instant lead capture.
- AI lead enrichment (No API Required): Enhance captured lead data with AI-driven insights, eliminating the need for complex integrations

Engage attendees with impact

- Presentations & interactive content: Create dynamic, multimedia-rich presentations to captivate your audience.
- Gamification & surveys: Boost engagement with gamified interactions and collect valuable attendee feedback in real time.
- Landing pages: Build personalized landing pages for booth visitors, keeping them engaged post-event.

Seamless follow-up & nurturing

- Email follow-up: Automate personalized emails to reconnect with leads after the event.

- Digital assets library: Access and share branded marketing materials on demand, keeping your messaging consistent and professional.
- Smart notes & notifications: Use speech-to-text notes and instant reminders to streamline post-event follow-ups.

Analyze & optimize performance

- Performance dashboards: Monitor key event metrics in real time through detailed and customizable dashboards.
- Real-time activity stream: Gain visibility into lead activity for timely outreach and engagement.
- Surveys & lead scoring: Prioritize leads effectively with real-time scoring based on their interactions and feedback.

Drive business outcomes

- Opportunity pipeline & forecasting: Track your sales pipeline and forecast opportunities using real-time data, ensuring no lead slips through the cracks.

 **momencio**