



# LUMERIC™ Project Summaries

**Project Type:**

Commercial Due Diligence

**Sector:** Consumer Events

**Company Size:** Client ~ \$1B +;  
Target ~ \$5M

**Company Position:**

Market Leader

**Client Level:**

VP Business Development

**The Critical Decision:**

Does this rapidly growing consumer event offer long-term sustainability and does its brand provide a platform for expansion into other markets?

**The Answer:**

Yes, the event offers long-term stability and an effective platform for expansion. Most participants view the event as a must attend and the overall experience is seen as superior to the majority of competitors in other regional markets.

**The Discussion:**

The client was a major operator of consumer events and was looking to expand its successful platform targeted at specific niche audiences into other US regions through acquisition. Critical to this strategy was identifying regional market leaders with sustainable business models whose brands could be leveraged to launch additional events in immediate leadership positions in other underserved cities within the region.

Through a series of in-depth qualitative interviews with current and former attendees and exhibitors, Lumeric determined that most attendees and exhibitors viewed the event as a must attend as it consistently met or exceeded their expectations. In addition, exhibitors indicated that they would welcome the opportunity to participate in additional events in the series that were located in other markets. 