

Impressions Report

Unmatched Brand Exposure. Proven Engagement. Strategic Growth.

Profile: 2026 Sponsors



Your Logo
Here!

Key Insights: Metrics That Matter

1,000

Service
Coordinators

Reach

88%

Reported visiting
Exhibitors

Engagement Rate

81%

Plan to attend
conference
next year

Impressions

329

Said This Was
Their First
Conference

Continuous Growth

Period: August 24-27, 2025

The 2025 National Service Coordinator Conference was held in National Harbor, MD. Attendees ranked the conference a **4.4** out of 5 on content and **97%** reported having at least 3 valuable takeaways they can use in their work. **96%** said they would recommend attending conference to a colleague.

Top Performing Content Across Platforms: April - August 2025

Post : THAT's A WRAP ON #AASC25!



292

31

21

Post: REGISTRATION IS OPEN!



134

14

9

Peak Engagement Time:



Morning



Afternoon



Evening



Midnight



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Facebook: Engagement

- **36** sponsor-branded posts
- Average Views: **1,834 per post**
- Average Impressions: **973 per post**
- Average Interactions: **35 per post**
- Performance Growth Compared to 2024:
 - **+567% in views**
 - **+430% in reach (nearly 5,000)**

What this means for sponsors:

This wasn't just exposure — it was strategic audience engagement, showcasing your brand.

LinkedIn: Engagement

- **34** professionally crafted posts
- Average Impressions per post: **537**
- Engagement Rate: Averaged **45% (industry average: ~6%)**
- Engagement Range: **3.78% – 69%**
- Performance Growth Compared to 2023:
 - **+79% in impressions**
 - **+350% in reposts**

All growth was 100% organic — meaning no paid ads, just highly engaging and well-placed content.

Email Marketing: Targeted, Trusted, & Opened

From April through August **34** separate emails were sent featuring sponsorship branding.

- Targeted Member Open Rate (Avg): **67.5%**
- All-Member Open Rate (Avg): **58.6%**
- Highest Open Rate: **100%**
- Lowest Open Rate: **24%**
- Top Engaged Segment: **Conference Attendees**

Email remains one of the most powerful tools for sponsor exposure — and your brand could be front and center in every send.

Final Thoughts: An Investment You Can't Afford To Miss!

Sponsoring the **2026 National Service Coordinator Conference** in Austin isn't just an opportunity — it's a strategic investment in community visibility, professional alignment, and real-world connections. With demonstrated attendee engagement and high satisfaction rates, sponsors will find themselves well-positioned to make a lasting impact.