



COFFEE WITH  
THE BPC

ILTACON 2025  
Business Partner  
Survey Report

10.17.2025

# Today's Presenters:

## BPC Communications Committee Members

- Gina Buser
- Scott Christensen
- Amy Juers
- Sue Keno
- Sherry Kappel
- Kara Portwood



# ILTACON 2025

ILTACON 2025 was held at the Gaylord National Harbor, marking another successful year for the legal technology community's premier event. This comprehensive survey gathered insights from 98 business partners, a significant increase from 77 responses in 2024, providing valuable feedback to enhance future conferences.

The survey was distributed via email to sponsors and posted in the Business Partners Community, with results remaining anonymous unless participants chose to include their names. This report will be shared with ILTA staff, board members, and the entire business partner community to drive continuous improvement.



# What Business Partners Appreciated Most

## Centralized Venue

The Gaylord National Harbor's unified layout made navigation effortless and kept all activities under one roof, eliminating the need to travel between locations.

## Exhibit Hall Excellence

Strategic integration of food and coffee stations within the exhibit space increased booth visiting time and created natural conversation opportunities.

## Quality Attendee Engagement

Meaningful conversations with both existing clients and prospects delivered genuine value beyond typical trade show interactions.

## Exceptional Support

ILTA staff and volunteers consistently provided professional assistance, enhancing the overall exhibitor experience throughout the event.

# Key Areas for Improvement

## Traffic Pattern Challenges

While booth traffic started strong on Monday and Tuesday, it experienced a noticeable decline by midweek, particularly impacting Thursday engagement levels.

## ROI Measurement

Return on investment remains more closely tied to long-term brand awareness and pipeline development rather than immediate revenue generation, which syncs with legal technology sales cycles.

## Attendee Demographics

The participant mix continues to skew toward IT staff, with exhibitors seeking greater representation from C-level decision-makers.

## Networking Structure

Demand exists for more organized networking opportunities that facilitate connections between new contacts and business development prospects.



# Venue Performance: Gaylord National Harbor

# 4.40

## Average Rating

The Gaylord National Harbor achieved exceptional marks from business partners, with the centralized layout being consistently praised as a major advantage over previous venues.

## Top Positives:

- Everything under one roof eliminates venue navigation challenges
- Walkable distances between exhibits, sessions, and dining
- Climate-controlled environment regardless of weather

## Areas of Concern:

- Limited nearby dining options outside the venue
- Hotel room pricing concerns for attendees
- Parking availability during peak times

**Bottom Line:** Despite minor concerns, the overwhelming majority of respondents indicated they would return to this venue for future events.

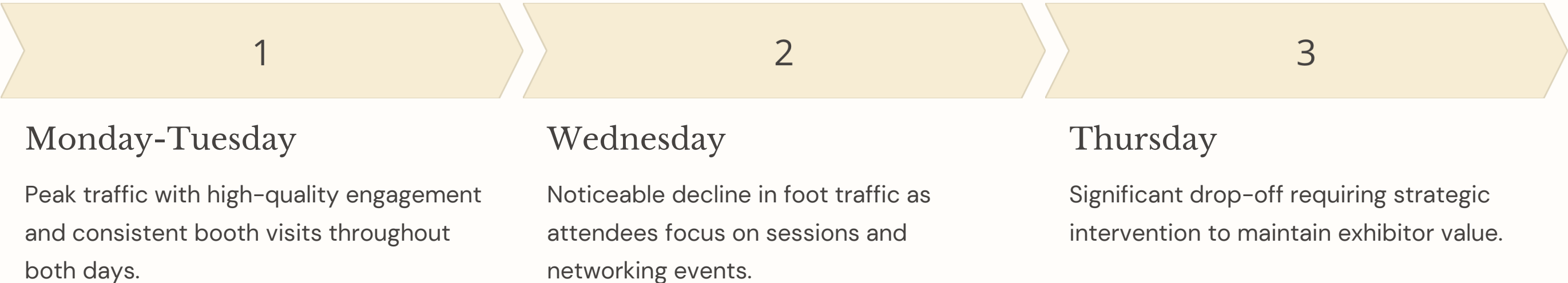


# Exhibit Hall Performance Analysis

4.38

Average Rating - Highest Ever Recorded

The exhibit hall achieved record-breaking satisfaction scores, driven primarily by strategic improvements in layout and amenities. The integration of food and coffee stations within the exhibit space proved to be a game-changing decision that increased booth visiting time and facilitated more meaningful conversations.



A modern lounge with beige armchairs, a round wooden table, and a laptop displaying 'connectivity'. The background shows a large, well-lit room with more seating and people in the distance.

# Networking Opportunities Assessment

## 4.12

### Average Rating

While networking opportunities scored well overall, there's clear room for enhancement in creating more structured connection points.

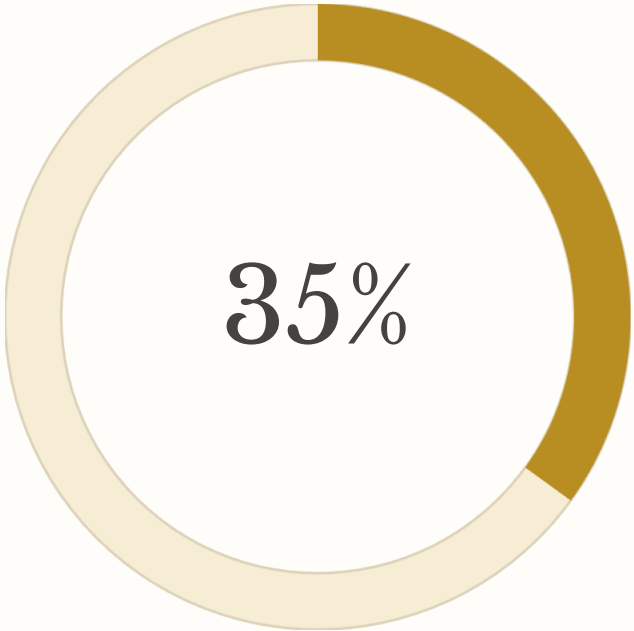
### Current Strengths:

- High-quality conversations with genuine business impact
- Strong relationship building opportunities
- Organic connections during breaks and meals

### Enhancement Opportunities:

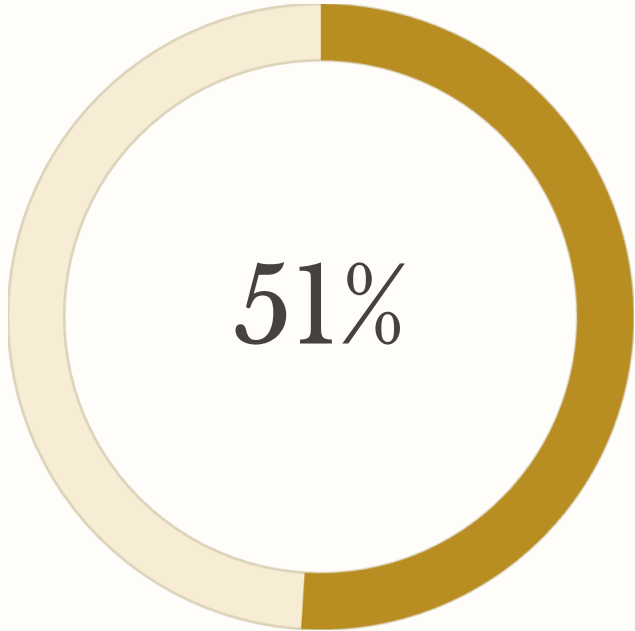
- Track-specific meetups for targeted discussions
- Executive roundtables for C-level connections
- Speed networking sessions for efficient introductions
- Subject/delegate-specific gathering spaces

# ROI Perception:



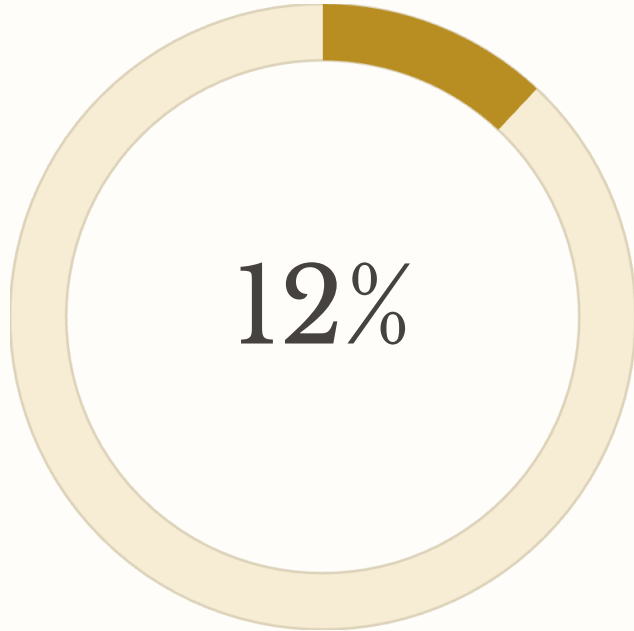
## Clear Immediate ROI

View ILTACON as delivering clear value through brand visibility and pipeline development



## Not Immediate / TBD ROI

Struggle to measure immediate returns because survey happens right after conference. Typical for long sales cycles.



## Mixed Results

Uncertain about ROI measurement but recognize long-term brand benefits

The data reveals that immediate ROI perception remains ILTACON's most significant challenge. However, respondents consistently emphasize that value extends beyond immediate revenue, focusing on brand equity, market visibility, and long-term pipeline development. The lengthy sales cycles typical in legal technology make immediate ROI measurement particularly challenging. We'll reframe this question for next years' survey to hopefully get clearer results!

# Food & Beverage + Technology Performance

## Food & Beverage Excellence



## Positive Impacts:

- Increased booth visiting time in exhibit areas
- Natural conversation starters
- Consistent energy levels throughout the day

## Improvement Requests:

- Greater variety including healthy and vegan options
- More substantial breakfast offerings
- Consistent hydration stations throughout venue

## Technology & Badge Systems



## Ongoing Challenges:

- Badge fonts remain too small for easy identification
- Access level designations continue to confuse attendees
- Wi-Fi connectivity issues slow app adoption
- Incomplete data capture affects lead quality

## Exhibitor Requests:

- Earlier access to lead retrieval training materials and staff
- Comprehensive tool orientation sessions
- Reliable lead retrieval systems

# Key Metrics: Klik Engagement & Speaker Participation

## Klik Engagement Statistics

48,627

Total Kliks (2025)

192.2

Avg Leads per Company  
(2025)

15,975

Total Session Kliks (2025)

39,908

Total Kliks (2024)

185.62

Avg Leads per Company  
(2024)

2,366

Keynote Session Kliks  
(2025)

## Business Partner Speaker Participation

| Year | BP Speakers | BP Speaker Applications |
|------|-------------|-------------------------|
| 2025 | 97 (32%)    | 411 (46%)               |
| 2024 | 117 (22%)   | 522 (55%)               |
| 2023 | 82 (20%)    | 301 (36%)               |

# Volunteer Interest and Community Engagement

41

Would Volunteer

Business partners willing to contribute time and expertise to future  
ILTACON events

57

Would Not Volunteer

Partners preferring to focus on their exhibitor and attendee  
responsibilities



# Additional Insights and Recommendations



## Staff Excellence

ILTA staff and volunteers received universal praise for their professionalism, responsiveness, and dedication to supporting exhibitor success throughout the event.



## Year-Round Engagement

Business partners are seeking opportunities to maintain connections between annual conferences through webinars, regional events, and ILTA365 platform engagement.



## Innovation Focus

Suggestions include innovation challenges, expanded international outreach programs, and enhanced sponsor recognition opportunities throughout the year.



# Understanding ROI and Sponsorship Value

ILTACON serves as the premier visibility and networking platform in legal technology

01

## Brand Recognition

Establish market presence and thought leadership within the legal technology community

02

## Relationship Building

Develop meaningful connections with existing clients and identify new prospect opportunities

03

## Pipeline Development

Generate qualified leads that contribute to long-term revenue growth and market expansion

# ILTACON Evolution: 2020-2025

## From Disruption to Record-Breaking Success

ILTACON has demonstrated remarkable resilience and continuous improvement over the past six years. The conference evolved from complete virtual disruption in 2020 to achieving record-setting attendance and satisfaction scores in 2024-2025.

- 
- 1** — 2020: Virtual Pivot (ILTA>ON Virtual Conference)  
Complete digital transformation due to global pandemic – established foundation for hybrid capabilities
  - 2** — 2021-2022: Recovery Phase (‘21 Mandalay Bay hybrid, ‘22 Gaylord National)  
Return to in-person format with lessons learned from virtual experience integration
  - 3** — 2023-2024: Optimization (‘23 Swan & Dolphin, ‘24 Gaylord Nashville)  
Venue selection improvements and enhanced exhibitor experience through strategic amenity placement
  - 4** — 2025: Peak Performance (Gaylord National)  
Record satisfaction scores with refined venue selection and exhibitor-focused improvements

Business partners have remained committed throughout this evolution, consistently valuing ILTACON for visibility and networking opportunities while providing constructive feedback for continuous improvement.



# Networking Evolution and Opportunities

## Future Enhancement Strategies

Exhibitors consistently request more structured networking formats that facilitate meaningful business connections beyond casual encounters.

- Industry-specific roundtables for targeted discussions
- Executive networking sessions for C-level connections
- Speed networking formats for efficient introductions
- Mentorship programs connecting experienced and emerging professionals

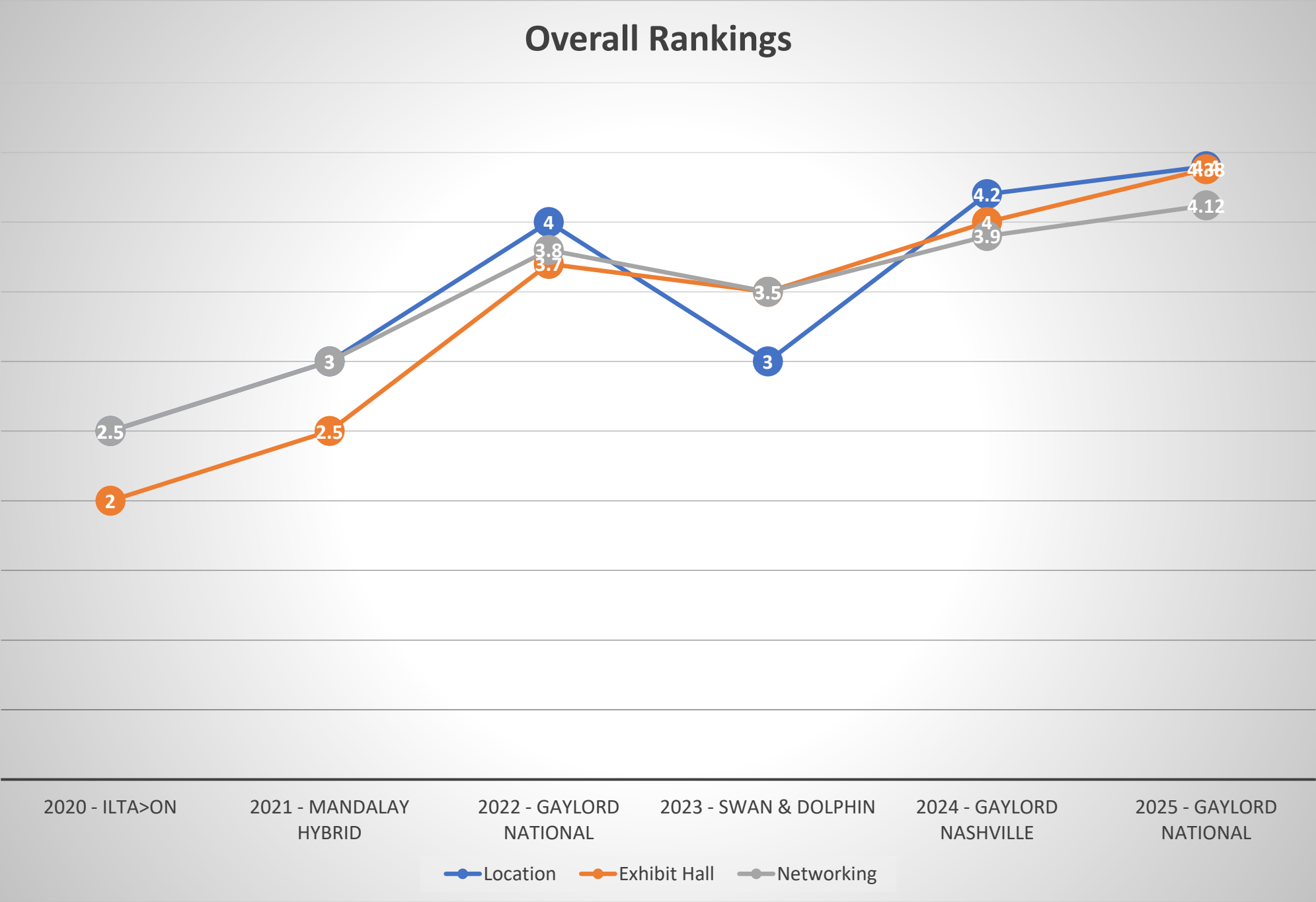
# Your Feedback is Making a Difference

## ILTACON Improvements Driven by Business Partner Input (2020–2025)

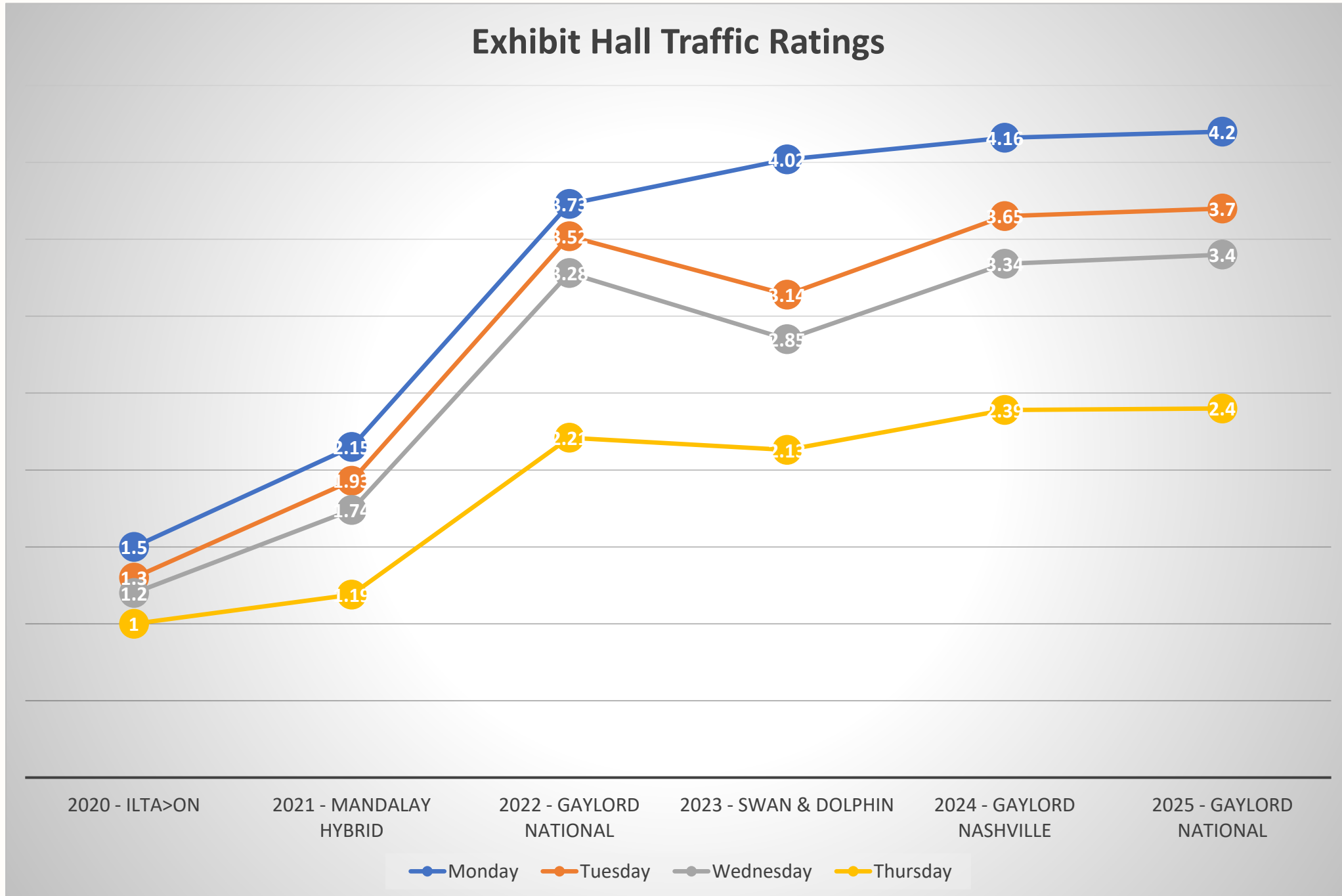
Because You Spoke Up... ILTA Took Action

-  **1. Fully In-Person ILTACON**  
Returned to a fully in-person format (2022) after hybrid models underperformed, enhancing engagement.
-  **2. Centralized Venues**  
Adopted 'under-one-roof' venues (e.g., Gaylord properties) for stronger traffic and attendee flow.
-  **3. Exhibit Hall Refreshments**  
Integrated meals, coffee, and snacks directly into the exhibit hall, boosting engagement.
-  **4. Optimized Exhibit Hours**  
Shortened and optimized exhibit hall hours for more focused and higher-impact interactions.
-  **5. Executive Engagement**  
Introduced executive roundtables and speaking opportunities to connect with key decision-makers.
-  **6. Upgraded Event Technology**  
Continuously upgraded event tech (Boomset → Klik → Bizzabo) for better lead tracking and usability.
-  **7. Committee Representation**  
Expanded Business Partner Committee representation in ILTACON planning decisions.
-  **8. On-Floor Dining**  
Reinstituted on-floor dining and coffee stations to keep attendees near exhibitors.
-  **9. Improved Communication**  
Enhanced pre-event webinars, Q&As, and onsite support for partners.
-  **10. Feedback-Driven Planning**  
Year-over-year survey feedback now directly drives planning and improvements.

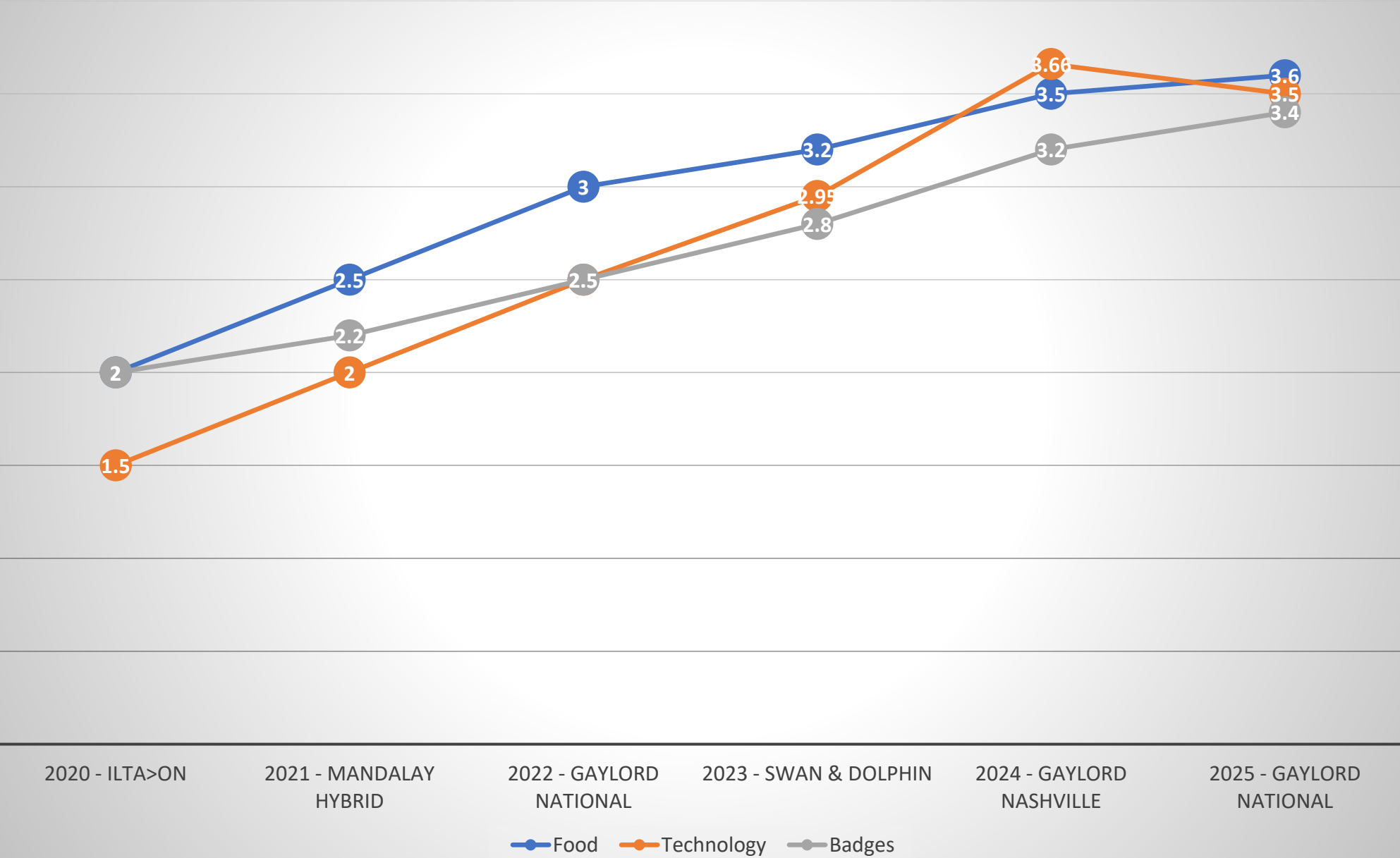
Overall Rankings



## Exhibit Hall Traffic Ratings



# Food, Technology, Badges Ratings



# Current State Assessment: Where We Stand in 2025

## Record-Breaking Performance

Venue and exhibit hall satisfaction ratings have reached unprecedented levels, validating strategic venue selection and amenity integration decisions.

## Continuous Improvement Areas

Networking and ROI measurement show improvement but continue to lag behind other performance metrics, requiring focused attention.

## Value Recognition

ILTACON's position as the premier platform for brand visibility and relationship development remains strongly established despite ROI measurement challenges.

## Strategic Priorities

Focus areas include increasing decision-maker attendance, implementing structured networking formats, and developing comprehensive ROI analytics.

The 2025 results demonstrate ILTACON's maturation into a world-class conference experience. However, the feedback clearly identifies specific areas where strategic intervention can drive even greater business partner satisfaction and measurable ROI improvement.



# Strategic Direction for ILTACON 2026

1

## Continue Excellence

Maintain centralized venues, exhibit hall food integration, Monday reception success, gamification strategies, and exceptional staff support that have proven successful.

2

## Strategic Innovation

Transform Thursday into "Innovation Day" with special programming, showcase emerging technologies, and create compelling reasons for sustained attendance.

3

## Enhanced Analytics

Develop comprehensive ROI transparency through improved analytics, benchmarking tools, and measurable business impact reporting for exhibitors.

4

## Executive Engagement

Target decision-makers through executive roundtables, hosted buyer programs, and C-level networking opportunities to improve attendee quality.

# Next Steps: Business Partner Committee Action Plan



## Report Distribution

Provide comprehensive survey findings to ILTA staff, board members, and the entire business partner community for transparency and collaborative improvement planning.



## Strategic Initiative Identification

Analyze feedback themes to identify priority initiatives for 2026, focusing on ROI enhancement, decision-maker engagement, and technology improvements.



## Committee Assignment

Allocate specific improvement initiatives to relevant ILTA committees based on expertise areas and resource availability for effective implementation.



## Action Plan Development

Create detailed implementation timelines, success metrics, and accountability measures with regular follow-up communication to the business partner community.

 **Commitment to Excellence:** The Business Partner Committee remains dedicated to transforming feedback into actionable improvements that enhance value for all ILTACON stakeholders. Our goal is to address every concern while building upon our record-breaking success.

This comprehensive action plan ensures that the valuable insights provided by our business partner community translate into tangible improvements for ILTACON 2026 and beyond. Through collaborative effort and strategic focus, we will continue elevating ILTACON's position as the premier legal technology conference experience.



Questions?

**THANK YOU!**