



LEADING GLOBAL GASTROENTEROLOGY MEETING

How One Association Unlocked the Full Power of Its Host City

295% INCREASE IN ASSOCIATION ROYALTY
ACROSS TWO YEARS WITH TRISTAR



The Opportunity

Every year, one of the world's leading gastroenterology congresses draws thousands of physicians, researchers, and industry professionals into a single host city, turning the city itself into part of the event: airports, rideshares, and downtown corridors all become prime real estate to reach a captive, high-value audience before attendees even hit the show floor. With an out-of-home (OOH) program already in place through their previous vendor, the association didn't yet realize how much untapped potential it held, an opportunity we were eager to help them capture.



BARRIERS TO GROWTH

Limited market and tactic-viability analysis kept the previous program's placements standardized from city to city instead of tailored to each host market, leaving significant portions of the OOH ecosystem, including several high-demand products, unaddressed or undervalued.

To fully capture the potential of its host city and growing attendance, the association needed a more advanced, data-driven OOH strategy, one capable of driving greater program impact while operating as a true extension of its internal team.



STRATEGIC PRIORITIES

The association was looking for a partner that could:

- Expand OOH revenue opportunities surrounding the meeting
- Simplify the operational workflow carried by internal staff and act as a true extension of the association's internal team, not just another vendor
- Bring in new advertising capabilities and technology, including targeted digital solutions
- Provide direct access to media agency buyers and a deeper understanding of their evolving needs

Our Approach

TriStar partnered with the association to modernize its OOH program through a turnkey strategy built on data-driven planning, expanded inventory, and full-service execution.

DATA-DRIVEN STRATEGY & INSIGHTS

Leveraging 10+ years of data on market profitability and trends across healthcare meetings, we built a city-specific, demand-driven strategy.

NATIONAL MEDIA PROVIDER RELATIONSHIPS

On the supply side, our national buying power and longstanding media provider relationships secured the city's most sought-after inventory.

MODERNIZING THE PRODUCT PORTFOLIO

We expanded the program to include the latest in-demand OOH solutions from pharma and media agency buyers, including robust digital offerings.

PROVEN SALES STRATEGY & EXECUTION

Our deep understanding of OOH selling and multichannel strategies connected advertisers to their audiences and helped them meet marketing goals.

DEEP ADVERTISER RELATIONSHIPS

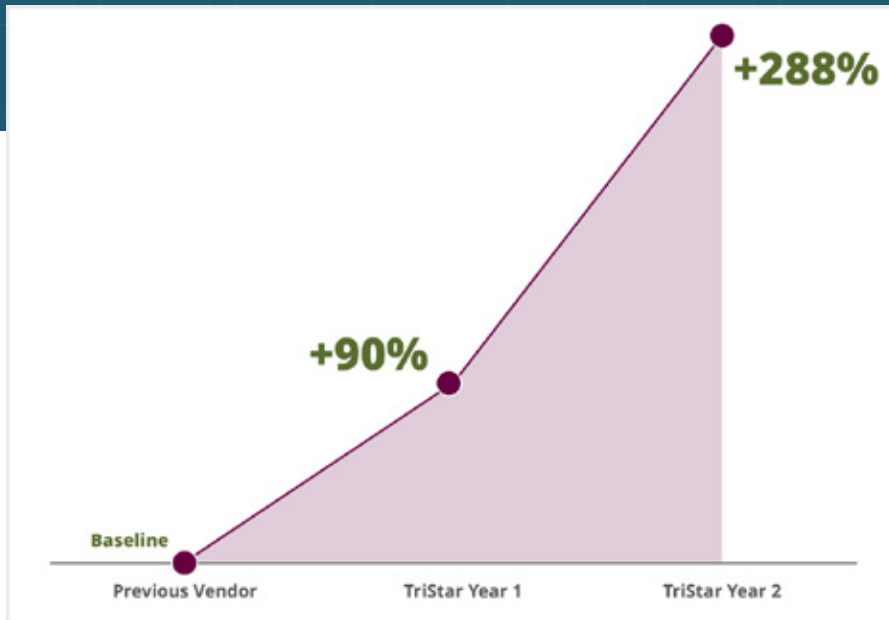
We brought OOH advertiser relationships built on a proven track record of effective campaigns, giving the association immediate demand.

FULL-SERVICE PROGRAM MANAGEMENT

We managed the full program lifecycle, including outreach, creative review, compliance, vendor coordination, on-site execution, and post-show reporting.

Demonstrated Impact

The results showed up fast, and they kept building.



2X

Increase in participating OOH advertisers in Year 1

3.9X

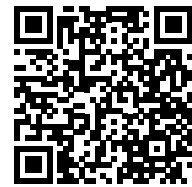
OOH revenue growth across two years with TriStar

58%

Increase in the number of distinct OOH tactics sold

FOUNDATION FOR CONTINUED GROWTH

Ask the association what changed, and the numbers aren't the only thing they mention. What stands out just as much is a turnkey model built on data-driven strategy, an expanded product portfolio, and deep industry relationships, all managed end-to-end by a team that operates as a true extension of their own while delivering the results advertisers keep coming back for. That shift freed the association to focus on what matters most: the meeting experience for their attendees and exhibitors.



START THE CONVERSATION



ABOUT TRISTAR

TriStar is the proven agency partner for associations—
delivering measurable results through year-round
engagement strategies and event marketing excellence.

TRISTAREVENTMEDIA.COM

