



EXHIBITION REPOSITIONING FRAMEWORK

For Events That Want to Matter Again
This isn't a playbook. It's a weapon.

Whether you're running an event that has hit a ceiling — or one that's slowly fading into irrelevance — this framework is built to provoke a response from the market, from your sponsors, and from your own team.



Step 1: Run a Brutal Audit



Ask these 3 hard questions:

01	WOULD I PAY FOR A BOOTH HERE IF I WASN'T THE ORGANISER?
02	IF THIS EVENT DIDN'T EXIST, WHO WOULD MISS IT?
03	WHEN WAS THE LAST TIME WE DID SOMETHING TRULY NEW?

If the answers sting, good. It means you're ready.

Step 2: Decode the Decay

Common Symptoms of Event Fatigue:

01	REPEAT EXHIBITORS = REPEAT LAYOUT = STAGNANT EXPERIENCE
02	ATTENDEES SAY: "WE SAW THIS LAST YEAR."
03	SPONSOR ROI DECLINES DESPITE DISCOUNTS
04	DIMINISHING PRESS/PR COVERAGE

Root Causes Often Include:

- Format is old
- Audience segments have evolved
- Too much sales focus, not enough experience design
- Lack of clear industry vision



Step 3: Define a Killer Repositioning Strategy



A. CHANGE THE NARRATIVE

Stop selling space.
Start selling status.

- Rename the event or refresh the tagline.
- Shift from "expo" to "movement," "festival," or "summit"

B. CREATE A NEW HERO ZONE

Introduce one unexpected, media-worthy zone (e.g., Future Lab, Shark Tank Stage, Secret Showcase Room)

- Partner with startups, D2C brands, or creators

USE THIS
REPOSITIONING
TRIAD:

C. SHOW THE MARKET YOU MEAN IT

- Publicly announce new direction via key influencers, brands or gov. partners
- Use storytelling in pre-show campaigns (founder interviews, first-exhibitor stories, sponsor previews)

Step 4: Engage New Personas

Move beyond exhibitors and footfall. Design for:



THE CONTENT SEEKER:	LEARNS, SHARES, AND TALKS
THE DEAL-MAKER:	INVESTS, SCOUTS, OR BUILDS PIPELINE
THE CULTURE-HUNTER:	WANTS AN EXPERIENCE, NOT JUST A STALL CRAWL

ADJUST SPACE LAYOUT, SPEAKER CURATION, AND HOSPITALITY ACCORDINGLY.

Step 5: Create Revenue Streams That Scale

DON'T DEPEND ON SPACE SALES ALONE. ADD:



#1

BRAND ZONES & SPONSORED EXPERIENCES

#2

IP LICENSING (REGION-BASED EDITIONS)

#3

MASTERCLASSES & CLOSED-DOOR ROUNDTABLES

#4

CONTENT MONETIZATION: RECAPS, REELS, KEYNOTE SNIPPETS

Bonus: Devin's No - B*** S*** Repositioning Rules

"IF IT LOOKS LIKE LAST YEAR, YOU
FAILED."

"FREE ENTRY DOESN'T BUILD LEGACY.
CURATED ACCESS DOES."

"YOUR NEXT SPONSOR WANTS
MEANING, NOT METERS."

"REPETITION KILLS VALUE.
REINVENTION CREATES DEMAND."

NEXT STEP:

APPLY THIS FRAMEWORK. TEST
IT IN A SINGLE PAVILION, ZONE,
OR DAY OF YOUR NEXT EDITION.

This document is part of **THE BLACK FILE** Series by *Devin Gulati*. Distribute with caution. It changes things.



got a message
or query?



REVOLUTION DEPARTMENT HEAD:

E: CONNECT@DEVINGULATI.COM

T: +91 9810116910

CONTACT OUR DEPARTMENT HEAD FOR
CONCERNS REGARDING:

- WAR ROOM SESSION
- DECODE SESSION
- BLACK FILE SPRINT
- SHOW REBOOT PROGRAM

reach out to
our point of
contact:

