

Converting Presence into Pipeline

Exhibitor Success Story

Learn more about their success



Converting Presence into Pipeline



Summary

As a first-time sponsor at Gartner's Supply Chain Symposium, Demand Chain AI focused on engaging the right prospects and setting meetings on-site. Their strategic presence led to high-quality leads, meetings set, and increased brand visibility.

Demand Chain AI

Demand Chain AI, established in 2018, is a provider of forecasting software and consulting services for the manufacturing sector, with a focus on Consumer Packaged Goods. The company offers tools for driver-based forecasting, demand sensing, and production planning, alongside strategic advisory and managed services.

"If you can only attend one event all year—Gartner's Supply Chain Symposium is the one you won't want to miss."

- Mary Pitzer, Marketing Advisor at Demand Chain AI

Objectives

- Generate high-quality leads
- Schedule meetings with prospects on-site
- Increase brand awareness and presence in market

2025 Solutions

- Silver Sponsor + Xpo Theater Speaking Session

Why Gartner

- Target audience alignment
- Access to decision-makers
- Industry presence and credibility

Results

- Set meetings with 75% of people who came by the booth
- High-quality lead generation
- Strong attendee engagement
- Extremely successful speaking session

Keep reading to learn how they achieved success with Gartner



Increasing Market Presence and Meetings

Establishing Presence

For Demand Chain AI, participating in Gartner's Supply Chain Symposium was more than a marketing opportunity—it was a deliberate move to position the company strategically within the industry.

When Mary Pitzer came on board as Marketing Advisor, the company had not yet taken part in a Gartner conference.

However, CEO Rick Davis had already committed to attending the 2025 Symposium, including hosting a Theatre session. Drawing on her previous experience sponsoring Gartner events, Mary encouraged Rick to follow through with the plan, recognizing the Symposium as a vital opportunity to build visibility and credibility. As she described it, it was "the place to be."

She told her team, "If you can only attend one event all year—this is the one you won't want to miss."

The reasoning was clear: perception matters.

"As strange as it sounds, your absence can be more noticeable than your presence," Mary noted.

"Because in this space, it's expected that serious players will be at Gartner."

The decision paid off—boosting brand awareness, facilitating high-value conversations with key decision-makers, and producing quality leads that directly contributed to the sales pipeline

"Your absence can be more noticeable than your presence," Mary noted. "Because in this space, it's expected that serious players will be at Gartner."

- Mary Pitzer, Marketing Advisor at Demand Chain AI

Maximizing Impact

While lead generation was their top priority, Mary and her team were intentional about prioritizing quality over quantity.

"Relevance is what we're after," said Dr. Kevin O'Flynn, Global Commercial and Strategy Executive at Demand Chain AI. "The leads we received from this event hit our sweet spot—right in line with our ideal customer profile."

For Demand Chain AI, the "sweet spot" meant companies of the right size, operating in the right industries, and showing genuine interest in their solution.

Their primary goal was to engage with senior-level decision-makers, such as Chief Supply Chain Officers and Executive Vice Presidents. "To move beyond the early stages of engagement, we need visibility with senior leaders in these organizations," explained Kevin.

Setting Meetings

One of their biggest strategies for success was not leaving post-event meetings to chance.

"The rule of thumb, more than anything else, is if you stop and have a conversation and someone seems interested, you try to get them to schedule a meeting right there and then," said Mary.

This technique worked extremely well for them.

"75% of the people who stopped by the booth scheduled a meeting," Mary said. Two months post-event, they've met with 47% of those people. "These are huge numbers," Mary said.

"That means nearly everyone who visited our booth was open to scheduling a follow-up meeting."

Increasing Market Presence and Meetings (continued)

"They were quality leads, meaning they were definitely in our target market, in our industries we're looking to help," Mary said, "which is also huge."

"We walked away with a lot of good leads out of the event," Mary said, "but we also had some great conversations with supply chain leaders, learning what keeps them up at night and what solutions they are looking for to help them be successful."

She attributes this success to a few key factors: strong market interest, Gartner's unique "village" layout, and the visibility created by their speaking sessions. As an up-and-coming vendor, Demand Chain AI benefited from what Mary calls "drive-by traffic" —attendees who may have been visiting other vendors nearby then stopped by their booth due to proximity and curiosity.

According to Mary, this traffic was significantly higher thanks to the village format. The interactions that followed were high quality, with attendees who were "very, very, very engaged," she said.

Their theater session also played a major role in driving brand awareness and booth traffic.

"We were standing room only," Mary said.

"You get a lot of drive-by traffic to the theater presentations because they're down in the Expo space," Mary explained. Being located on the exhibitor floor had its advantages: people were already walking the space, and as Mary put it, "crowds attract people."

She also liked that "being geographically close to the theater space where we're speaking means there's a really good chance... people will literally walk back to the booth with us."

Conclusion

Emphasizing the importance of the event, Rick Davis, CEO of Demand Chain AI, explained, "If you're in the supply chain space, Gartner is the event you need to be at. If you're not there, it's noticeable—and that can call your credibility into question."

He added, "Gartner events are the premier venues for companies that want to be seen as serious players. Sponsoring and speaking there sends a strong signal to the market."

For Demand Chain AI, sponsoring the Gartner Supply Chain Symposium proved to be a highly strategic decision—resulting in meetings with 75% of booth visitors, valuable engagement with senior industry leaders, and a measurable boost in market visibility.

"If you're in the supply chain space, Gartner is the event you need to be at. If you're not there, it's noticeable—and that can call your credibility into question."

- Rick Davis, CEO at Demand Chain AI

Gartner® **SUPPLY CHAIN** **SYMPOSIUM | Xpo™**



Become an Exhibitor

Meet high-level decision makers and buyers who are actively looking for solutions.



Tie your value proposition to Gartner Research



Access critical buying teams



Engage with decision makers in “buy mode”



Tell your unique story

Find your next customer



Find your next customer worldwide at:

- Supply Chain Symposiums:
 - Orlando, FL
 - Barcelona, Spain
- Supply Chain Planning Summits:
 - Denver, CO
 - London, UK