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Research on the Application of AI Technology in Digital Exhibition Marketing

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Abstract: ***This study focuses on the application of AI technology in digital exhibition marketing. The research methodologies are innovative. First, a literature review method was employed to systematically examine the theoretical foundations of AI technology and exhibition marketing, comprehensively analyzing the latest domestic and international research findings and industry reports. Second, qualitative analysis was used to deeply analyze the AI application practices of companies such as 31 Conference and Miolant 31 Conference, identifying replicable strategies and methods. Key findings are as follows: First, in terms of precision marketing targeting, big data analysis of exhibitor and visitor behavior data was used to construct multi-dimensional customer profiles, enabling personalized recommendations and targeted advertising. For example, 31 Conference's intelligent business recruitment system instantly generates customized exhibition recruitment strategies, while Miolant's AI-powered search function improves the success rate of exhibition invitations. Second, in terms of creative content generation, generative AI was used to rapidly create promotional materials. Third, in terms of optimizing the customer service experience, an intelligent customer service system was deployed to provide 24/7 service, integrating natural language processing technology to enable multilingual support and personalized consultation. The practical value of this study lies in revealing key application paths for AI technology in the exhibition industry, identifying replicable marketing strategies, and helping companies improve marketing efficiency and customer experience, thereby promoting the industry's digital transformation.***

Keywords: AI technology, Digital exhibition marketing, Creative content generation, Customer service experience.

1. Digital Exhibition Marketing Background

1.1 Digital Exhibition Marketing Theory

Digital exhibition marketing, as an emerging marketing model, leverages modern digital technology to integrate online and offline resources for efficient dissemination of exhibition information and targeted marketing. Compared to traditional exhibition marketing, digital exhibition marketing boasts significant advantages, including transcending time and space constraints, rapid information dissemination, and strong interactivity. Through digital means, exhibitors can showcase their products and services globally, attracting potential customers, while visitors can participate in exhibition activities anytime and anywhere and obtain the information they need. Currently, digital exhibition marketing has been widely applied in various fields, including industry, commerce, and culture, and has achieved considerable success. Currently, digital exhibition marketing is experiencing rapid development. With the continuous advancement of internet technology, big data technology, and artificial intelligence technology, the methods and approaches of digital exhibition marketing are also constantly innovating. For example, some exhibition platforms utilize virtual reality and augmented reality technologies to provide visitors with immersive exhibition experiences, while some exhibition companies leverage big data analysis to accurately target their target customers and conduct personalized marketing. However, digital exhibition marketing faces challenges in its development, such as cybersecurity issues, data privacy concerns, and high technology application costs. Looking ahead, digital exhibition marketing will develop towards greater intelligence, personalization, and greenness. Artificial intelligence technology will play an increasingly important role in digital exhibition marketing, such as intelligent customer service, intelligent recommendations, and intelligent marketing. Furthermore, as consumers' demand for personalization continues to increase, digital exhibition marketing will place greater emphasis on meeting these individual needs and providing more attentive service. Furthermore, greening will also become a key development trend in digital exhibition marketing, reducing the environmental impact of exhibitions through the use of environmentally friendly materials and energy-saving technologies.

The survey questionnaire was distributed through two channels: first, field research and distribution at Suzhou Agricultural Vocational and Technical College, and second, online distribution to improve the speed of responses. A total of 270 questionnaires were distributed, with 247 returned. After screening, 238 questionnaires were deemed valid, resulting in a valid response rate of 96%. The collected 238 questionnaires were analyzed using SPSS software for reliability and validity. The reliability analysis yielded a Cronbach's α coefficient of 0.982, indicating excellent reliability as the coefficient exceeds 0.8. In the validity analysis, the KMO value was 0.946, exceeding the threshold of 0.6. The factor loading coefficients were all above 0.4, and the commonalities were above 0.4. The cumulative variance explained was 56.6%, exceeding the 50% threshold. Therefore, the scale demonstrates good validity.

The Connotation and Characteristics of Digital Exhibition Marketing

Digital exhibition marketing utilizes digital technology and internet platforms to conduct exhibition marketing activities. It integrates advanced technologies such as big data, cloud computing, and artificial intelligence to precisely disseminate exhibition information and maximize marketing effectiveness. Compared to traditional exhibition marketing, digital exhibition marketing has distinct characteristics. While traditional exhibition marketing primarily relies on on-site displays and face-to-face interactions, digital exhibition

marketing leverages diversified online platforms, such as virtual exhibitions and livestreaming, to reach a wider audience, transcending the limitations of time and space. In terms of communication channels, traditional exhibition marketing has a relatively limited reach, relying primarily on offline advertising and flyers. Digital exhibition marketing, on the other hand, leverages a variety of online channels, including social media, search engines, and email, to achieve rapid dissemination and widespread reach. Furthermore, digital exhibition marketing leverages data analysis and mining to gain a deeper understanding of audience needs and behaviors, enabling targeted marketing and personalized services, improving marketing effectiveness and customer satisfaction.

The Current Situation and Trends of Digital Exhibition Marketing

In the current market environment, digital exhibition marketing is experiencing significant growth. With the penetration of AI technologies (such as ChatGPT), engagement and influence continue to rise. In event production, AI-driven technologies like virtual booth design and 3D scene rendering significantly improve exhibition setup efficiency. In human resources and finance, intelligent recruitment systems and automated compliance review tools have become standard features of enterprise management, reducing manual errors by over 80%. In sales and customer relations, AI-generated personalized marketing content (such as EDMs and social media copy) increases conversion rates by 30%-40%. Furthermore, AI adoption is high in R&D and other support functions, highlighting the technology's penetration across the entire industry chain. In the future, digital exhibition marketing will evolve towards greater intelligence, personalization, and interactivity. With the in-depth integration of AI and other technologies, exhibitions will be able to provide exhibitors and visitors with more precise services and experiences.

2. The Application of AI in Digital Exhibition Marketing

2.1 Precision Marketing Positioning

In the field of digital exhibition marketing, applying AI technology to achieve precise marketing targeting can leverage the powerful tool of big data analysis. Big data analysis can deeply mine and integrate vast amounts of customer data, covering a wide range of information, including browsing history, purchasing behavior, and social interactions. Through meticulous analysis of this data, companies can gain a clear understanding of customer interests, preferences, spending habits, and potential needs. For example, at the 2023 Shanghai International Artificial Intelligence Expo (AI EXPO), big data analysis revealed that nearly 68.5% of attendees expressed a strong interest in artificial intelligence and the Internet of Things (IoT) technologies. Based on this information, exhibition organizers can adjust booth layouts and promotional strategies accordingly, placing display areas for relevant popular technologies in prominent locations and increasing publicity and promotion efforts in these areas, thereby improving the precision and effectiveness of marketing.

Big Data Analysis and Audience Insights

In digital exhibition marketing, leveraging big data to analyze exhibitor and visitor behavior data to gain insights into audience needs and characteristics is crucial. By collecting operational data from exhibitors during exhibition preparation and presentation, as well as visitor browsing, dwelling, and interaction data, comprehensive user profiles can be constructed. Using association rule analysis within data mining, potential connections between exhibitors' exhibits and visitor interests can be identified. For example, 70% of visitors interested in smart technology exhibits also have an interest in environmentally friendly technologies.

Cluster analysis can be used to categorize exhibitors and visitors into distinct groups, each with similar needs and behavioral patterns. For example, audiences can be categorized into groups such as professional buyers, industry researchers, and general enthusiasts, enabling targeted marketing strategies to be developed. Furthermore, time series analysis can be used to predict market trends, providing a basis for exhibitors to adjust their exhibit layout and marketing priorities. Audience insights derived from big data analysis can shift exhibition marketing from extensive to targeted, improving marketing effectiveness and resource efficiency, and injecting new impetus into the digital development of the exhibition industry.

Customer Profiling and Personalized Strategies

Through in-depth analysis and mining of massive amounts of data, we can construct precise customer profiles encompassing multiple dimensions, including basic customer information, consumption habits, and interests and preferences. This profile provides a deep understanding of customer needs and potential needs, laying a solid foundation for subsequent marketing activities. Advanced algorithms and models are employed in the process of constructing customer profiles to ensure their accuracy and reliability. Based on different customer profiles, personalized recommendation strategies and targeted advertising plans can be developed. Personalized recommendations recommend exhibition products and services tailored to customers' interests and historical behavior, increasing customer engagement and satisfaction. Precision advertising precisely targets ads to target customers, improving conversion rates and effectiveness. Take Miolant's AI Smart Search feature, for example. This feature analyzes customer search behavior and preferences to create precise customer profiles and provide personalized recommendations. Using AI Smart Search, customers can quickly find exhibition information that meets their needs, improving the efficiency and accuracy of information acquisition and ultimately achieving better results for exhibition marketing.

2.2 Creative Content Generation

Generative AI has demonstrated strong innovative capabilities in the production of promotional materials for digital exhibition marketing. Based on big data and advanced algorithms, it can rapidly generate high-quality, diverse promotional posters, video scripts, and other materials.

Traditional promotional material production often requires significant manpower and time, and lacks creative inspiration. Generative AI, however, can quickly generate posters in a variety of styles based on factors such as the exhibition theme and target audience, creating unique visual effects to meet the needs of different scenarios. Furthermore, generative AI can generate creative scripts for video ads, enhancing promotional effectiveness. Regarding brand communication innovation, generative AI has brought new insights to digital exhibition marketing. It can generate personalized brand stories and communication copy based on brand characteristics and target audience preferences. Using natural language processing technology, generative AI can mimic human language styles to create engaging, engaging brand stories, enhancing brand affinity and appeal. Regarding brand communication channels, generative AI can generate content tailored to the characteristics of different platforms, achieving targeted dissemination. For example, on social media platforms, it can generate short, engaging copy and images to attract users' attention and share. In email marketing, it can generate personalized email content to increase open and conversion rates. Generative AI has enormous potential for generating creative content for digital exhibition marketing. It not only improves the efficiency and quality of promotional material production, but also introduces innovative methods and strategies for brand communication, injecting new vitality into the development of exhibition marketing.

AI-Assisted Promotional Material Production

Features such as AI Smart Writing and AI-Assisted Booth Design play a key role in the production of digital exhibition promotional materials. AI Smart Writing can quickly generate high-quality promotional copy based on the exhibition theme and target audience. For example, a large-scale technology exhibition used AI Smart Writing to quickly produce vivid and eye-catching promotional copy, effectively improving information dissemination efficiency. Its advantages include saving manpower and time costs while ensuring the professionalism and innovation of the copy. AI-Assisted Booth Design adds further creativity and visual appeal to promotional materials. Using advanced algorithms and models, AI can generate booth design solutions in a variety of styles and incorporate them into promotional posters, videos, and other materials. A fashion brand exhibition used AI to assist with booth design. The resulting promotional video has garnered over 500,000 views on social media, attracting a large number of potential audiences. In summary, the application of AI technology in the production of promotional materials has not only improved production efficiency and quality, but also significantly enhanced the marketing effectiveness of exhibitions, creating new development opportunities for digital exhibition marketing.

Generative AI's Innovation in Brand Communication

Generative AI, with its efficient production and innovative capabilities, is revolutionizing brand communication in exhibition environments. In traditional exhibition marketing, the production of brand communication content is time-consuming and lacks innovation. However, generative AI can rapidly generate a large amount of unique marketing content, such as promotional copy and video scripts, significantly improving communication efficiency. For example, the intelligent investment promotion system of 31 Conference leverages generative AI technology to rapidly generate personalized investment promotion plans and promotional materials based on the characteristics of different brands and exhibition needs, effectively attracting the attention of potential customers.

Generative AI can also gain a deep understanding of the preferences and needs of target audiences through data analysis and learning, thereby generating more targeted marketing content. This makes brand communication more precise and resonates better with target audiences. At exhibitions, interactive content generated by generative AI, such as virtual experiences and games, can enhance the interactivity between brands and audiences, improving brand communication effectiveness. The innovative application of generative AI in brand communication not only improves communication efficiency and precision, but also enhances the interactivity between brands and audiences, bringing new development opportunities to digital exhibition marketing.

2.3 Customer Service Experience Optimization

In the field of digital exhibition marketing, AI technology, through the use of intelligent customer service applications, has significantly improved the customer service experience. Based on natural language processing, intelligent customer service can quickly and accurately respond to various customer inquiries. For example, at the World Artificial Intelligence Conference (WAIC), Wofeng Technology and Huawei Cloud jointly deployed an intelligent customer service system to provide 24/7 online service, providing customers with around-the-clock service. This overcomes the time and manpower constraints of traditional customer service, allowing customers to receive timely assistance at any time, significantly improving the convenience and satisfaction of inquiries during exhibitions.

AI also plays a key role in customer feedback analysis. By deeply mining and analyzing various customer feedback during exhibitions, AI can accurately identify customer needs, preferences, and pain points. At a cultural and arts exhibition, an AI analysis system processed customer feedback data, including online messages, reviews, and questionnaires, and found that most customers were interested in the background stories and creation processes of the exhibits. Based on these analysis results, the exhibition organizers added relevant explanations and demonstrations, further improving customer visitor satisfaction. This data-driven decision-making approach enables exhibition organizers to more effectively optimize service content and methods to better meet customer expectations. Furthermore, AI can provide personalized service recommendations based on historical customer behavior and feedback. For example, at a fashion exhibition, the AI system recommended new product displays and exclusive offers tailored to customers' personal style based on the brands and product types they previously browsed, increasing repeat customer engagement by 30%. This personalized service strengthens customer engagement and retention, further enhancing the overall customer experience.

Application of Intelligent Customer Service

The intelligent customer service system, with its 24/7 uninterrupted service, provides exhibition customers with a convenient, responsive experience. In real-world exhibition scenarios, exhibitors and visitors may encounter issues during off-hours, such as changes to exhibition schedules or booth location inquiries. Intelligent customer service can provide real-time answers. For example, at a large international exhibition, the intelligent customer service system handled approximately 300 inquiries during the night, with a 90% resolution rate.

Additionally, multilingual support significantly enhances the service quality of international exhibitions. As exhibitions become increasingly internationalized, participants from diverse countries and regions participate, making language communication a major challenge. The intelligent customer service system supports multiple languages, including English, Japanese, and Korean. At an exhibition with over 20 participants, the multilingual intelligent customer service system handled approximately 500 cross-language inquiries, significantly reducing communication barriers and providing customers with a seamless experience.

Customer Feedback Analysis and Service Improvement

Utilizing AI services, such as intelligent customer service, to collect customer feedback is a key measure for improving the quality of digital exhibition marketing services. Leveraging its natural language processing capabilities, intelligent customer service can communicate with customers in real time, accurately capturing their opinions, needs, and satisfaction. Furthermore, AI can automatically collect data such as customer browsing behavior and dwell time on exhibition platforms, building a comprehensive customer feedback system. After collecting a large amount of customer feedback, advanced data analysis methods are needed for in-depth analysis. Text mining techniques are used to analyze customer feedback to identify frequent issues and potential needs. Machine learning algorithms are used to model customer behavior data and predict customer preferences and behavioral trends. Based on these analytical results, targeted service improvement strategies can be formulated. For example, if customers frequently report that information about a particular exhibition area is unclear, the introduction to that area can be promptly optimized. If we predict that customers will be particularly interested in a certain type of exhibit, we can increase the display and promotion of related exhibits. Through continuous customer feedback analysis and service improvements, we continuously enhance the customer experience in digital exhibitions.

3. Challenges and Strategies

3.1 Challenges Facing AI Applications

The application of AI technology in digital exhibition marketing poses significant challenges, posing data privacy and security risks. In digital exhibition scenarios, a vast amount of exhibitor and visitor information is collected, including sensitive personal information such as contact information and consumer preferences. A data leak could not only lead to harassment and even financial loss for individuals, but could also severely damage the reputation of the exhibition. With the continuous advancement of hacking techniques, the difficulty of protecting data security is also increasing.

Technical costs and talent shortages are also unavoidable issues when applying AI to digital exhibition marketing. Introducing and maintaining AI technology requires a significant investment, from purchasing and customizing software systems to upgrading hardware. For example, a medium-sized digital exhibition, implementing a complete AI marketing system would incur initial software and hardware procurement and development costs of 5 million yuan, with annual maintenance and update costs exceeding 1 million yuan. Furthermore, the application of AI technology requires specialized personnel for operation and management. However, a shortage of professionals with both AI expertise and experience in exhibition marketing is currently in short supply, significantly limiting its widespread application in digital exhibition marketing. Furthermore, the challenge of integrating AI technology with existing exhibition business processes cannot be ignored. The exhibition industry has its own unique business processes and operating models, making seamlessly integrating AI technology into them challenging. Some exhibition companies, after attempting to introduce AI technology, have found that existing business processes require significant adjustments. This not only increases operating costs but can also lead to employee resistance and impact work efficiency. Therefore, effectively integrating AI technology with existing exhibition business processes is a pressing issue.

Data Privacy and Security Risks

In the application of AI technology in digital exhibition marketing, data privacy and security are key challenges that cannot be ignored. From a data privacy perspective, exhibitions collect a large amount of exhibitor and visitor information, such as contact information and consumer preferences. If illegally obtained and used, this information would seriously infringe on personal privacy. According to the Personal Information Protection Law of the People's Republic of China, the collection, use, and storage of this data must adhere to strict regulations. Regarding data security threats, exhibition data may be exposed to risks such as hacker attacks and data leaks. For example, a well-known exhibition was hacked, resulting in the leakage of numerous exhibitors' trade secrets and customer information, causing significant losses to the company. This not only harmed the interests of exhibitors and visitors but also severely damaged the exhibition's reputation. Exhibition organizers and related companies need to take effective measures to strengthen the application of security technologies such as data encryption and access control to ensure data security and integrity.

Technology Costs and Talent Shortage

Companies applying AI technology in digital exhibition marketing face the dual challenges of high technology costs and talent shortages. According to market research, introducing an advanced AI marketing system can cost up to 500,000 yuan in initial software purchases, with annual maintenance and upgrade costs of approximately 150,000

yuan. This represents an unaffordable expense for small and medium-sized enterprises. Furthermore, setting up appropriate hardware such as servers also requires significant investment. Regarding talent pools, there is an extreme shortage of individuals with both AI technology and experience in exhibition marketing. Companies need to recruit at least one professional AI marketing specialist, a task that is extremely challenging. Most companies' existing employees lack the relevant skills, and internal training requires significant time and expense. This talent gap has severely restricted the application and development of AI technology in digital exhibition marketing, making it difficult for companies to fully leverage the advantages of AI technology in actual operations.

3.2 Strategies to Address Challenges

Strengthening data security management is a key measure to address the data security challenges posed by AI technology in digital exhibition marketing. Exhibition companies need to build a multi-layered data security system, implementing strict encryption measures at every stage, from data collection, storage, and usage. For example, they should use advanced symmetric encryption algorithms to encrypt sensitive customer information to prevent data theft during transmission. Furthermore, they should establish a comprehensive data access control mechanism, clearly defining data access rights for different personnel and ensuring that only authorized personnel have access to critical data. Furthermore, they should conduct regular data security audits and vulnerability scans to promptly identify and address potential security risks and ensure data integrity and confidentiality.

Rational technology investment planning is crucial for ensuring the effective application of AI technology in digital exhibition marketing. Companies should develop a sound technology investment plan based on their development strategies and business needs. First, they should conduct in-depth research on AI technologies in the market and select advanced technologies and solutions suitable for exhibition marketing. For example, they can introduce intelligent recommendation systems to accurately recommend exhibits and activities of interest to customers based on their historical behavior and preferences, thereby improving marketing effectiveness. Second, they should allocate funds rationally to avoid overinvestment and resource waste. A phased investment approach can be adopted, gradually increasing investment based on the technology's application results and market feedback to ensure maximum return on every investment.

Strengthening talent development and recruitment is the core driving force behind the sustainable development of AI technology in digital exhibition marketing. The exhibition industry needs to cultivate a pool of interdisciplinary talents who are proficient in both exhibition marketing and AI technology. Companies can collaborate with universities and research institutions to develop customized talent development programs, providing students with practical opportunities and exposure to real-world exhibition marketing scenarios and AI technology applications during their learning process. At the same time, companies can actively recruit outstanding external talent, especially professionals with extensive AI experience and innovative capabilities, to inject new vitality into the company. Furthermore, regular internal employee training should be organized to enhance their AI application capabilities and innovative marketing thinking to adapt to evolving market demands.

Strengthening Data Security Management

Strengthening data security management is key to addressing data privacy and security risks associated with the use of AI technology in digital exhibition marketing. By referring to industry standards and best practices, multi-layered network security measures can be implemented. For example, advanced firewall systems can be deployed to prevent unauthorized intrusion and ensure the security of exhibition and marketing data transmission. Intrusion detection systems can also be used to monitor abnormal network activity in real time to promptly identify and address potential security threats. Establishing comprehensive data management practices is also crucial. Strictly regulate data collection, storage, and usage processes, clearly define the purpose and scope of data use, and ensure that data processing complies with relevant regulations. Exhibition and marketing data should be categorized and managed in a graded manner, with different protection strategies implemented for data of varying sensitivity, such as encrypting customer personal information to prevent data leaks. Furthermore, regular data security audits and assessments should be conducted to promptly identify and address security vulnerabilities. Strengthen employee data security awareness training to ensure they understand the importance of data security and operational standards, thereby preventing data security incidents caused by human error and providing a solid data security foundation for digital exhibition and marketing.

Rational Planning of Technology Investment and Talent Development

Rational technology investment planning is key to addressing the cost implications of AI technology in digital exhibition and marketing. Companies should closely align their development strategies with market demand and conduct in-depth analysis of the applicability and potential value of different AI technologies in exhibition and marketing. For example, for exhibitions focused on brand promotion, prioritizing investments in image recognition and natural language processing technologies can enhance customer interaction. At the same time, a dynamic investment evaluation mechanism should be established to promptly adjust investment directions based on technology application results and market feedback, ensuring that every investment yields maximum returns.

Talent development is a key measure to address the shortage of AI technical talent. Companies should develop comprehensive talent development plans encompassing internal training, external recruitment, and industry-university-research collaboration. Internal training can enhance existing employees' AI application capabilities, while external recruitment can quickly replenish specialized talent. Furthermore, companies can collaborate with universities and research institutions to develop customized

talent development programs to cultivate high-quality AI professionals. Through these strategies, companies can reduce technology costs while enhancing talent competitiveness and promoting the sustainable development of digital exhibition marketing.

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