

CARDANO BOOTH PROPOSAL KPIs RESULTS as of 10th June 2026

Booth Events KPIs	Total KPIs set for all events	Total Results of all events as of June 10th	Success	Blockchain Rio	Digital Assets Forum	AFRICA Tech Summit	Paris Blockchain Week	North American Blockchain Summit	TOKEN2049 Singapore	Consensus HK 2025	DC Blockchain Summit 2026	FutureProof Miami	TEAMZ Web3/ AI Summit	Money2020 Asia	Consensus Miami 2026	WebX Asia	Duke Blockchain Week	Notes for Report
Total no of contacts engaged at the booth	5650	7586	134.27%	650	134	321	1000	300	1145	642	200	200	425	603	1956			
# Developer Participation	360.5	1139	315.99%	13.9% / 92	6.7% / 9	34% / 109	54% / 540	9% / 15	11.35% / 130	10.88% / 70	5% / 10	5% / 10	6% / 26	5% / 30	5% / 98			
# New Strategic Collaborations - Government Institution/Regulators	49	45	106.12%	3	3	3	0	2	5	3	2	3	2	5	3			
# New Strategic Collaborations - Enterprise	66	122	183.33%	29	8	8	14	2	8	26	3	5	7	12	13*			
# New Strategic Collaborations - Education Institution	28	24	78.57%	10	1	3	2	not focus	3	2	NA	NA	1	2	2*			
# Expert Panels or Keynote Speaker Ops	17	25	152.94%	3	3	4	6	2	1	0	0	0	4	1	0			
Media Visibility (Coverage) Interviews # Outlets	relevant	95	achieved	3	4	4	5	10+	12	17	5	0	18	2	20			
# Cardano Wallet Sign-Ups	230	795	152.89%	not focus	not focus	237	62	25	130	181	NA	NA	108	92	0			
# Cardano Academy Subscribers	560	855	152.68%	74	20	115	69	not focus	183	105	NA	NA	208	49	32			To take place in July 2026.
# Sign-Ups to Future Hackathons	relevant	89	achieved	not focus	not focus	10	not focus	not focus	39	17	NA	NA	17	6	0			
Follow Social Media	relevant	15,800 CF + EMURGO LinkedIn New Followers	achieved	relevant	relevant	relevant	relevant	relevant	relevant	relevant	relevant	relevant	relevant	relevant	316	relevant		
# Expert Led Workshop Sessions / Builders Presentations	44	59	133.86%	3	3	15*	17	0	11	6	0	0	7	4	0			
# Merchandise Distribution at the booth	2750	6857	122.89%	850	237	900	520	200	805	620	NA	250	630	600	500			
Side Events KPIs																		
Total no of contacts registered		9921	achieved	n/a	n/a	n/a	841	720	2,594	1692	n/a	n/a	295	n/a	1,229	n/a	n/a	150
Attendees checked in		2981	achieved	n/a	n/a	n/a	300	576	568	350	n/a	n/a	205	n/a	1,438	n/a	n/a	120
# Cardano Community	proposal did not include specific KPIs for side events	See individual events	n/a	n/a	n/a	n/a	50	2%	15%	50	n/a	n/a	10	n/a	38	n/a	n/a	1%
# Outside Ecosystems		See individual events	n/a	n/a	n/a	n/a	250	98%	85%	300	n/a	n/a	195	n/a	1,400	n/a	n/a	99%
Waiver Claims		not focus for side-events	n/a	n/a	n/a	n/a	not focus	not focus	71	not focus	n/a	n/a	not focus	n/a	not focus	n/a	n/a	not focus

To take place in July 2026.

Side-event only (to replace Rare Network's TOKEN2049 Dubai side event)

15,800 CF + EMURGO LinkedIn New Followers (From August 1 2025 - June 8th 2026)
 Cardano X 54,213 new follows
 Cardano Community Youtube 429
 CF Youtube has 9,696 new subscribers in this time period.
 CF Youtube has 773 new subscribers since 1 August.