



BigRedVirtual

Booth Best Practices

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- **Have A Booth Strategy To Sell And Engage!**
- Items for Exhibitors to consider before designing their booth:
 - Compelling offers to generate leads / Show Special / Promo, etc.
 - External URLs to include
 - Marketing material available for download
 - Videos / mp4s
 - Social media links
 - Zoom link
 - Calendar scheduling link
- Consider using Live Video Chat via Zoom
- If you have multiple files to download, consider the “File List” widget in your booth.
- Consider using real images of booth representatives in your booth graphics.
- Use video to greet members in your booth and direct them on what to do next (Note that you can “auto play” videos in your booth).
- Be careful not to direct every link to an outside website. Attendees don’t want to visit your website (just the same as you wouldn’t ask them to go visit your website in an in-person booth). They want everything to occur “in” the virtual booth.
- Have a team of “greeters” in your booth who chat with attendees who enter the booth and direct them to the appropriate people.
- Always have a team member available in your booth during exhibitor hours. Peak hours are usually during breaks, lunch, and immediately following the last session.
- Have sales and support on standby to do instant video chats and meetings, as well as scheduled consults.
- Have GREAT marketing materials available for download that sell.
- Give away free reports and educational material that will genuinely help attendees understand what you can do for them.