



Maximize Your Exhibit Experience

What the Meeting Organizers do to encourage attendees to visit the exhibits

- Place exhibits with the food and beverage service and charging station.
- Market the exhibits via the following platforms:
 - Printed Program, which includes the printed exhibitor directory, provided to each attendee onsite;
 - Meeting website, which includes a searchable online exhibitor directory and floor plan;
 - Send attendees a “Know Before You Go” email the week of the Meeting
 - Verbal announcements made in both the session and exhibits rooms; and
 - Walk-in slides in the session room.

What YOU can do onsite to engage attendees, obtain customers, establish connections, and generate leads

- Take advantage of an exclusive exhibitor-only opportunity: purchase an attendee mailing list through INFOCUS marketing. Visit the meeting website to learn more.
- Stand at your exhibit space and greet attendees and other exhibitors warmly;
- Engage attendees in friendly conversation and establish a connection;
- Make visitors happy they stopped by your exhibit and thank them for stopping by;
- Have a system for capturing, qualifying, and following up on leads;
- Keep your exhibit space neat and clean;
- Have staff in your exhibit space at all times, even when not required;
- Have sufficient staffing to allow for rest and breaks;
- Dress in a professional manner; and
- Wear comfortable shoes or consider having an extra pair to change into.

Avoid these traffic-stoppers

- Distractions (eating, chewing gum, reading);
- Sitting at your exhibit during breaks when attendees are in the exhibits area;
- Talking or texting on your cell phone while in your exhibit space;
- Standing with your arms crossed; and
- Engaging in conversation with your fellow exhibit staff when attendees are nearby.