

## Exhibiting Tips

### What ASCO does to encourage attendees to visit the exhibits:

- Place exhibits with the food and beverage service, posters, and charging lockers
- Market the exhibits via the following platforms:
  - Printed and Online Program, which includes the exhibitor directory, provided to each attendee
  - Symposium website, which includes a searchable online exhibitor directory and floor plan
  - A “Know Before You Go” email sent to attendees the week of the Symposium
  - Verbal announcements made in the exhibits rooms
  - 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 [Advertising Opportunities](#) page on the Symposium website to learn more
- Be present in 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
- 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
- Engaging in conversation with your fellow exhibit staff when attendees are nearby