BESI PRACTICES FVIRTUAL TRADESHOWS

KEEPING IT VIRTUAL

WE ALL LOVE TO GET TOGETHER IN PERSON, BUT THERE'S NO WAY AROUND IT – VIRTUAL TRADESHOWS ARE HERE TO STAY. WHETHER A SHOW IS HOSTED IN A COMPLETELY DIGITAL ENVIRONMENT OR INCORPORATES BOTH VIRTUAL AND REAL-WORLD ELEMENTS, HERE'S A FEW TIPS TO HELP YOU ATTEND OR EXHIBIT AT AN EVENT REMOTELY.









TIPS & TRICKS FROM OUR EXPERTS

GET YOUR PRE-GAME ON

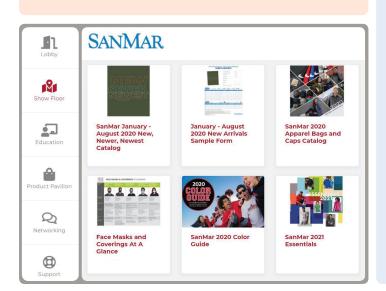
A FEW SIMPLE STEPS TO SET YOU UP FOR SUCCESS AT A VIRTUAL TRADESHOW.

AS AN ATTENDEE

- SET GOALS. LET WHAT YOU WANT TO GET OUT OF THIS TRADESHOW GUIDE WHAT YOU DO WHILE YOU'RE THERE.
- PLAN AHEAD. THE PUBLISHED SCHEDULE OF THE TRADESHOW WILL HELP YOU FIND YOUR MUST-SEE PRESENTATIONS AND VENDORS.
- EARLY ACCESS. LOG IN TO THE PLATFORM EARLY TO MAKE SURE YOU KNOW HOW IT WORKS AND DOWNLOAD ADDITIONAL NEEDED SOFTWARE.

AS AN EXHIBITOR

- STAY FOCUSED. SET YOURSELF UP IN A SPACE THAT MINIMIZES DISTRACTIONS.
- SEND SWAG. PUT TOGETHER A KIT FOR YOUR ATTENDEES AND SEND IT OUT BEFORE THE SHOW.
- STAFF WISELY. THE PEOPLE MANNING YOUR VIRTUAL BOOTH SHOULD BE COMFORTABLE CONNECTING VIRTUALLY.





WORK THE SHOW FLOOR

ONCE THE VIRTUAL EVENT HAS BEGUN, SPEND YOUR TIME AND ATTENTION WELL.

AS AN ATTENDEE

- PICTURE YOURSELF. YOUR USER PROFILE AND AVATAR WILL TELL OTHERS WHO YOU ARE AND WHY YOU'RE THERE.
- EXPLORE THE FLOOR. SET ASIDE AT LEAST A COUPLE HOURS TO "WALK" THE VIRTUAL SHOW BOOTHS.
- STAY CONNECTED. ATTEND VIRTUAL MEETING SESSIONS AND HAPPY HOURS JUST AS YOU WOULD IN PERSON.

AS AN EXHIBITOR

- KEEP IT SIMPLE. MAKE SURE GRAPHICS IN YOUR VIRTUAL BOOTH LOOK GOOD TOGETHER AND DO NOT OVERWHELM.
- USE WHAT WORKS. TAKE ADVANTAGE OF CONTENT YOU'VE ALREADY CREATED IN CHOOSING WHAT YOU SHARE.
- BE ENGAGED. YOUR VIRTUAL STAFF SHOULD
 BE AWARE OF AND ATTENTIVE WITH ALL
 ATTENDESS IN YOUR BOOTH.

BRING ON THE AFTER-PARTY

AFTER THE EVENT, FOLLOW UP WITH NEW CONTACTS AND TAKE ADVANTAGE OF POST-EVENT FEATURES.

AS AN ATTENDEE

- SECOND HELPINGS. VIRTUAL TRADESHOWS ARE OFTEN RECORDED. SEE IF YOU CAN VIEW AN ARCHIVE TO CATCH ANYTHING YOU MISSED.
- GET SOCIAL. CONNECT WITH THE VENDORS OR SPEAKERS
 YOU MET DURING THE SHOW TO KEEP TRACK OF WHAT
 THEY'RE DOING.

AS AN EXHIBITOR

- GET THE DOWNLOAD. THE DATA NOW AVAILABLE TO YOU
 WILL TELL YOU MORE ABOUT THE NEW AND EXISTING
 CUSTOMERS YOU MET.
- FOLLOW THROUGH. DON'T WAIT AROUND FOR CUSTOMERS TO CALL YOU. REACH OUT AFTER THE SHOW TO STAY AT THE TOP OF THEIR LIST.
- GET FEEDBACK. ASK YOUR STAFF AND YOUR CUSTOMERS HOW THEIR EXPERIENCE WENT IN YOUR VIRTUAL BOOTH, AND MAKE IMPROVEMENTS FOR FUTURE SHOWS.

A FEW FINAL TIPS

SOME THINGS YOU'LL WANT TO KEEP IN MIND DURING AND AFTER THE SHOW.

- BE AWARE OF TIME ZONES. MAKE ADJUSTMENTS FOR VIRTUAL ATTENDEES COMING TO YOU FROM A DIFFERENT TIME ZONE.
- SPEAK THE LANGUAGE. VIRTUAL TRADESHOWS ARE CREATED FOR AN INTERNATIONAL AUDIENCE. BE PREPARED WITH A MULTILINGUAL STAFF AND TRANSLATED MATERIALS.
- KNOW YOUR AUDIENCE. UNDERSTAND YOUR CUSTOMERS'
 EXPECTATIONS AND THEIR LEVEL OF COMFORT WITH
 TECHNOLOGY, AND ADJUST ACCORDINGLY. EXTRA BELLS AND
 WHISTLES THAT ENGAGE SOME PEOPLE WILL DETER OTHERS.
- EXPAND YOUR OPTIONS. SOME IN-PERSON TRADESHOWS
 MIGHT NORMALLY BE OUT OF YOUR AREA OR PRICE RANGE.
 USE THE VIRTUAL OPTION TO EXPAND ON YOUR TRADESHOW
 EXPERIENCE.