

# BEST PRACTICES FOR VIRTUAL 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.



*Product expertise at your fingertips.*



# 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 ATTENDEES 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.

