

# Maximize Your Exhibit Experience

## What ASCO did to encourage attendees to visit the exhibits

- Placed food and beverage service with the exhibits
- Marketed the exhibits via the following platforms:
  - Printed Program provided to each attendee onsite and available online
  - Printed exhibitor directory; handed to each attendee as part of their Meeting materials
  - Meeting Microsite, including a searchable online exhibitor directory
  - Know Before You Go email, sent to attendees the week of the meeting
  - Verbal announcements made in the session room
  - Walk-in slides in the session room

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

- Stand at your exhibit space and greet attendees and other exhibitors warmly
- Engage attendees in friendly conversation; establish a connection
- Make visitors happy they stopped by your exhibit; 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; 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