

# Maximize Your Exhibit Experience

## **What the Symposium Cosponsors did to encourage attendees to visit the exhibits**

- Placed exhibits with food, posters, Internet stations and the career posting board
- Marketed the exhibits via the following platforms:
  - Printed Program, including the printed exhibitor directory, provided to each attendee onsite
  - Symposium iPlanner App, including a copy of the exhibitor directory and an alert sent to attendees who have the app on their device
  - Symposium Microsite, including a searchable online exhibitor directory and floor plan
  - Navigating the Symposium email, sent to attendees the week of the Symposium
  - Verbal announcements made in both the session and exhibits rooms
  - Walk-in slides in the session room
  - Tweets using the official Symposium hashtag

## **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