

GoVirtual Exhibitor Best Practices Guide

Tools & Tips for
Exhibitors & Sponsors



Introduction

Participating in a virtual trade show and conference brings challenges as well as benefits for you as an exhibitor and/or sponsor. While nothing replaces the face-to-face relationships that can be developed during live meetings, virtual events do provide great value in the data and tracking that allows for developing and follow through with prospects. Planning and strategy may be different from your onsite experience, but advanced planning is critical in achieving a successful outcome and ROI. This guide will share with you helpful tools and tips to accomplish your goals.

Before attending the virtual event, be sure to read through these tools & tips to make the most out of your experience.

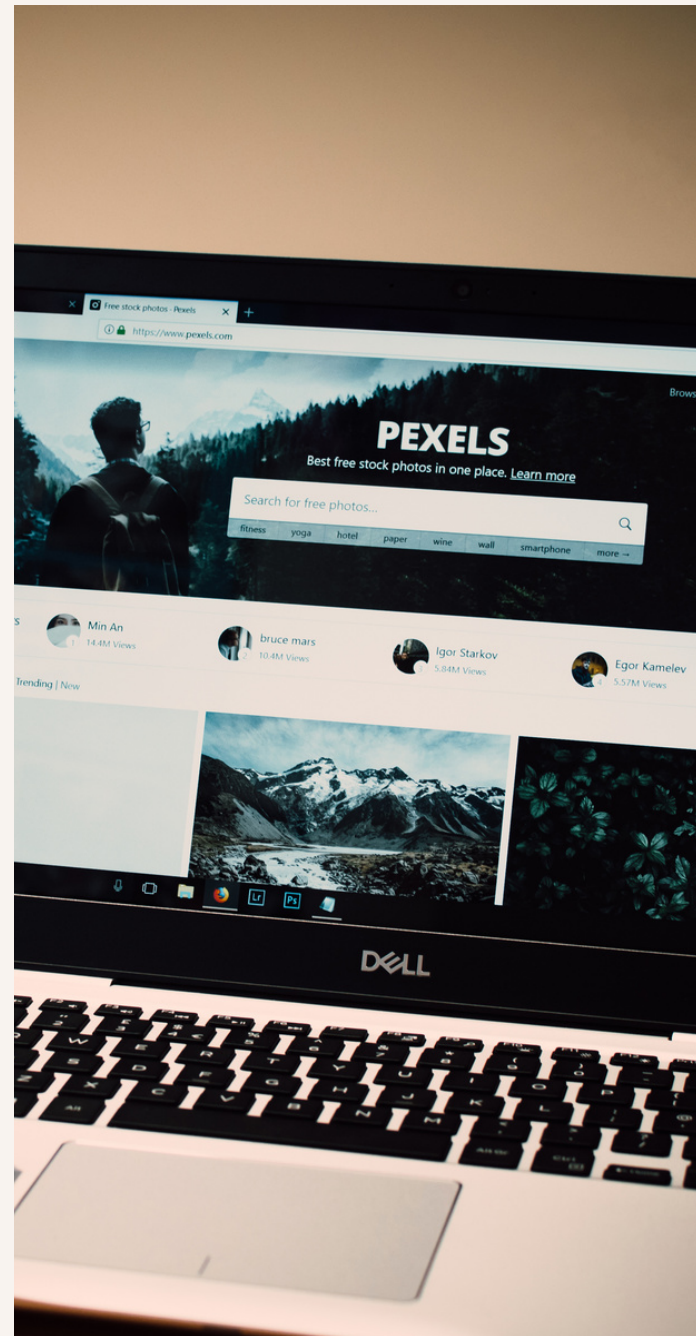
- Invest in Your Virtual Booth
- Pre-Book Virtual Meetings with Leads
- Think Strategically About Your Reps
- Give Access to Senior Management
- Use All of the Available Tools
- Prepare Attention-Grabbing Messages with Relevant Content
- Become a Sponsor of an Area of Engagement
- Capture Leads Consistently in One Location
- Gather Feedback After the Show



Invest in Your Virtual Booth

Take advantage of advanced features like HTML5 banners or GIFs. Carefully curate the content you're making available for download.

One advantage of virtual trade shows is that since you don't have to ship any materials to the venue, you can upload content to the platform closer in to the event making sure you're always providing current, up-to-date materials.



Most importantly, create an experience that will keep people at your booth and make them come back for more.

You can create a schedule of events at the booth such as product demos, guest-speaker hosted sessions, theme-based meetups, and happy hours.

Pre-Book Virtual Meetings with Leads

- Make certain you're identifying the most promising leads and pre-scheduling meetings. Prior to scheduling, be sure to check the event agenda and select the most convenient times that are more likely to be accepted by your invitees.
- Meeting scheduling tools will allow you to include an access link to a virtual meeting to make the process even more seamless. Pre-booking meetings is not only helpful for capturing more leads and closing more deals, it will also allow you to staff the trade show more efficiently.





Think Strategically About the Reps You Choose to "Send" to the Show

- Just like with in-person trade shows, think about the type of show and the audience you're expecting. With that in mind, select the reps that have the most relevant product and personal knowledge to have meaningful and engaging conversations.
 - Typically, you would look for reps with the most product knowledge, or with the best relationship-building skills. Or, you would look for reps who are personable and outgoing.



Think Strategically About the Reps You Choose to "Send" to the Show

- While all of these qualities remain true and valid when staffing a virtual trade show, one quality to add to the mix is strength of digital communication, i.e., does your rep express him/herself well in emails/messages, is he/she comfortable video conferencing, etc.

GIVE YOUR ATTENDEES ACCESS TO SENIOR MANAGEMENT



Bianca Pollock
Startup Founder



George Wellman
COO

- Many CEOs and senior management staff are hesitant to attend brick and mortar conferences because they may get inundated by attendees. A virtual trade show, on the other hand, allows a great way for senior management to engage with attendees right from their office.
- The platform offers an option where you can allow or disallow access to content or entire locations by category. For example, some exhibitors will give “Executive Lounge” access to VIP clients, prospects and partners. This is a tremendous way to increase engagement.

1

Enhance interaction and boost engagement with customers using live chat tools and webinars – ask informed questions in the Q&A.

2

Provide attendees with the option to download content in the form of documents, presentations and videos. Monitor your booth and regulate available content in real-time

3

Integrate Twitter or other social media sharing within the virtual conference to help spread the word.

**DURING THE
EVENT USE
ALL OF THE
AVAILABLE
TOOLS**

Prepare Attention-Grabbing Messages with Relevant Content for your Reps

It's so important to have crafted messages that will cut through the clutter and prompt participants to read and engage.

Consider creating “incentives” for attendees to respond to your reps’ messages or even gamifying the interactions with prizes. Prospects love to hear from people like them.

Share testimonials, statistics, zingers and facts that are unique to your brand and company. Greetings and pleasantries will not get you very far when trade show attendees are inundated with them.

You could take it a step further and create customized messages per person since the job title should be visible to you. Also, timing is everything.

Become a Sponsor of an Area of Engagement for the Conference

Becoming a sponsor provides you with additional exposure and sets your message in front of the pack. The conference has a vast collection of items that you can sponsor to gain additional traction for your brand.



Have Reps Capture Leads Consistently in One Place

Make sure reps are capturing leads in a consistent format and that all leads are flowing into a centralized location. Have a CRM or marketing automation integration in place - your leads will flow seamlessly and automatically according to the rules you have set in place.

And - Don't Forget the Swag!

Sending either in advance or post-event, your prospects will still appreciate those fun and unique items they would normally receive from you at a live event.

GATHER FEEDBACK AFTER THE VIRTUAL TRADE SHOW

As with in-person trade shows, a virtual trade show doesn't end when reps "leave" the show. Follow-ups include:

1

Leads have to get to sales and marketing, and in this "new world", a conference post-con is equally as important.

2

Meet with your team post-event. Get their feedback about what worked well, and what didn't.

3

Ask what they've heard from chatting with prospects or what they've seen in other booths.

4

Evaluate booth performance with detailed reports consisting of data such as the number of participants, booth visits and sources driving the audience to the event.

Additional Resources

If you have any questions, please feel free to contact us for assistance at virtualeventservices@ags-expo.com or by phone at **407-292-0025**.

