



## ✓ PRE-SHOW

**You have less than 7 seconds to attract the attention of someone walking by your booth.**

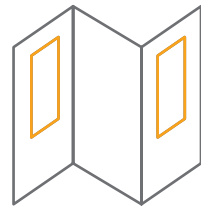
A custom booth is a significant and important investment. You want to make sure you're making the biggest impact possible.

Your trade show booth should reflect your brand at a glance. It should be designed to evoke a specific feeling based on the graphics, materials, colors and products displayed. Showing up with a pretty booth just isn't enough anymore.

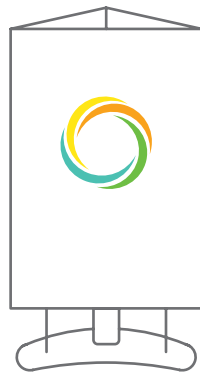
How can you create a display that represents your brand and commands attention instantly?

### Designing Your Trade Show Booth:

- Make sure your graphics and message are clear and direct
- Create an eye-catching, on-brand booth design that:
  - Attracts attention
  - Incites curiosity
  - Has a specific message
  - Follows a natural visual hierarchy
  - Quickly qualifies visitors
- Determine how long you plan on using your new booth
- Create attention-grabbing activities or demonstrations
- Plan the layout of your booth space. Remember, form follows function.
  - Consider storage needs
  - Create places for meetings or demonstrations
  - Include video monitors or iPad stations if needed
  - Map out traffic flow



- Design and print:
  - Graphics panels
  - Hanging signs and banners
  - Desktop signage
  - Pop-up displays
  - Media stations
  - Posters
  - Flags
  - Additional booth graphics



### Design/Print Event Collateral:

- Displays
- Show guide and maps
- Directional/wayfinding signs
- Brochures
- Flyers
- Handouts
- Notebooks and binders
- Presentation folders

### Order Promotional Items:

- Apparel (t-shirts, hats)
- Tote bags
- Pens
- Water bottles
- Lanyards
- USB/Flash drives and phone accessories
- Magnets
- Towels
- Umbrellas



Showing up at a trade show is only half the battle. You want to make sure your top prospects, established clients and most valuable leads mark your booth down as a 'must-visit' on their itinerary. This is a foundation of your tradeshow marketing efforts, so don't leave it up to chance.

### Pre-show Promotion:

- Launch direct mail campaign to promote your booth
- Consider sending special gifts to your most valuable prospects
- Schedule client meetings for the show
- Increase social media presence and marketing efforts
- Create a unique giveaway item
- Scrub your email list



HYBRID PRO  
MODULAR ISLAND



## ✓ DURING SHOW


**It may be a digital world, but people still crave face-to-face interaction.** These personal meetings are invaluable, so make sure your staff is ready to fully engage during the show. You'll want to ensure your forward-facing employees are prepared to handle any questions, concerns and curve-balls that may be thrown at them.

This is also the time to gather as much information as you can about your visitors. Make sure you have a reliable system in place to easily track everything and keep it organized on the backend.

### Engage with Attendees:

- Pass out freebies and product samples
- Set up engaging product demonstrations
- Host several giveaways at set times during the show
- Create a list of relevant questions to generate feedback
- Create a system for tracking new leads
- Have a system in place for transferring/backing up leads in real-time
- Do a quick 'yes/no' exit survey
- Check in on the booths of your biggest competitors (you want to know what you're up against!)

### Promote and Share:

- Don't go silent on social media—share pictures of the event, tweet about giveaways and continue driving traffic to your booth throughout the event
- Include the convention's official hashtag in your posts
- Create a unique hashtag for your booth to track social media posts
- Invite guests to take a picture in front of a special backdrop or pop-up display 
- Capture video during the event to use in future promotions
- Upload a few Facebook live videos or Instagram stories during the event

- Launch your promotional email sequence
- Update and refresh your supply of business cards, flyers and handouts
- Send a series of postcard reminders close to the show date
- Create online and printed press kits to share with preregistered media lists

### Employee Prep:

- Decide which staff members are the best fit for the show
- Make sure every attending employee is completely on board with your goals
- Do employee training to fully prepare (it may feel silly, but consider role-playing)
- Review any relevant set-up/tear-down procedures
- Purchase apparel—company shirts, hats, lanyards, name tags, etc
- Make travel arrangements