

# EXHIBITOR SUCCESS GUIDE

## **First Impressions are Everything**

Studies show that your first impression has a high correlation with the actual long-term status of your relationship. There's not much time for you spare on your initial presentation either. Our first opinion of someone forms in only one tenth of a second.

Creative trade show booth ideas can give you a huge edge at any event. Have fun with it! We give an award for BEST BOOTH that attendees can vote on through the mobile app so be sure to get creative in your booth design and you could be this year's winner.

## **Extend Your Reach**

Promotional giveaways that are easily visible are a way to extend your booth's reach.

Hand out big stickers, wearables, light up trinkets, koozies and turn it into a game. Those who wear or use your promo items have a chance to win something big at the end of the show. Be sure you place these items in a location where people will have to walk into or through your trade show display to get them.

These are great because the more people you get to wear them, the more others will want one. It's also a great conversation starter for attendees- and your brand and booth are inserted into that conversation.

## **Let them Interact**

If you can make your product or service interactive, people will stay and a crowd will form. Find a way to allow your booth traffic to interact with your products or services. Not only will you generate interest, but they will get a better understanding of your value proposition.

## **Create an Experience**

Nothing beats a fun experience or activity to draw attendees in and keep them there! Bringing trade show attractions and games to your exhibit booth is an ideal way to generate leads – and more leads mean more sales! Attendees line up to fill out your contact form, for a chance to try their luck at the Plinko board, draw from your raffle drum, grab at cash inside the Money Machine, try to crack the code of your Prize Safe, or spin your Wheel of Chance.

These exciting trade show activities allow you to collect contact information for leads, and keeps them engaged at your trade show booth long enough to engage in conversation, hand out brochures and flyers, and offers a memorable way to hand out your logo imprinted trade show giveaways in the form of prizes!

## **Network with other Exhibitors**

Your fellow exhibitors are doing business with events too and could be a great referral source for you! Take some time to walk the floor and get to know them and their business.

Attend our Exhibitor only session where you can engage with other event suppliers in a discussion about trends, tips and tricks and overall industry information. The session will be held on Wednesday, August 25<sup>th</sup> from 10:45am – 11:45am in the Lounge on the Tradeshow Floor – make sure add it to your schedule to set a reminder in the conference app.

## **Set Clear Goals & Measure ROI**

What do you want to get out of this conference? How many leads do you hope to generate? Are you focusing on promotion or hoping to launch a new product?

You can have more than one goal, of course, but the point is that you need to be clear about what your participation in the trade show is going to achieve. The only way to know if something works is to test it. The only way to know if the test worked is to measure it.

Know going into the conference how you are going to measure success. Find a way to measure the marketing techniques and their effectiveness. After all, if you don't measure your return on investment you won't know what works for future events.

## **Stop Selling- Start Gelling**

What's the best way to generate interest? Show interest in others first. Don't have your staff sell your product / service unless the attendees are interested in it. The way you gain interest is by being interested in others first.

Ask questions about their company and where they came from first. Almost every time they will follow up by asking you the same. It's much more natural than introducing your brand after you've introduced yourself.

## **Engage in Social Media**

Use our conference #FFEA2023 and #Pure Imagination and share with your audience that you are exhibiting at FFEA. Download the Social Media Toolkit for images and text you can use to post to your accounts.

Like or Follow the FFEA Accounts so you can see which conference attendees are utilizing social media and engage with them. Download and use the Conference App to preview attendees and set up appointments in advance.

**Facebook** – <https://www.facebook.com/FloridaFestivalsandEvents/>

**Twitter** - <https://twitter.com/ffea>

**Instagram** - <https://www.instagram.com/flfestivals/>

**Linkedin** - <https://www.linkedin.com/company/florida-festivals-and-events-association/>

## **Get out from behind your booth**

Often, exhibitors sit behind their tables while attendees stand looking down at them -- get up and engage!

The conference schedule is designed to allow exhibitors time to interact with attendees in various aspects throughout the conference beyond the booth. The exhibit hall hours are spread throughout the entire conference in order to allow ongoing interaction between exhibitors and attendees. We strongly encourage all exhibitors to attend conference events when possible, as they do not conflict with Exhibit Hall Hours. This means you can participate in educational sessions, network in our social functions and make new connections during after hours Hospitality!

## **Use a Raffle Drawing or Contest**

Having some kind of prize drawing or contest is a great way to collect contact information from booth visitors. If you do a drawing you will have the opportunity to announce the winner from our Expo Stage during the luncheon on Thursday, August 24. You just need to [let us know](#) what the raffle is and we will include you on the agenda.

## **Follow up Fast**

Industry statistics say that no follow-up is done on 80% of show leads! Prepare your post-show follow-up process before you leave for the show. Stand out by contacting your prospects by the agreed-to method – and no later than a week after show close. The longer you wait the longer they have to forget who you are and what you said. Don't be afraid of reaching out too quickly.

Want more exposure? FFEA has several opportunities to increase your brand awareness through advertising and sponsorship including:

- Beverage Station at your Booth
- Promotional Material Distribution during Breakout Sessions
- Logo or ad on website, mobile app and conference signage
- Post show Sponsored Emails
- Ownership of event or area within the conference
- Speaking Opportunities

[Contact us](#) to learn more about how we can work together to maximize your marketing with our members!

