



## Exhibitor Tips Sheet Set Your Company Up for Success

As an exhibitor of CCMC's New World Symposium, you have made an excellent business decision to promote your organization, products and services to a highly-educated and influential group of professionals. Here are some helpful hints about this national conference and its attendees that will prepare you in making the most of this experience and investment.

### PRE-EVENT MARKETING

- Schedule business development meetings with customers, prospects and colleagues in the region while you are in town to make the most of your time
- If available, use the advance attendee list to set up private meetings with attendees at your booth or in a separate area
- Invite attendees to your booth with an incentive, such as a gift with demo or raffle item
- Announce your participation at the Symposium on your website, blog and social media channels

### SET GOALS

- Do more than showcase your company's products and services – educate attendees!
- Develop a strategy for generating leads and take advantage of lead retrieval services and foot traffic building activities offered to all exhibitors
- Re-evaluate your lead collection method and make sure everyone staffing your booth knows the procedure
- Focus on lead quality, not lead quantity

### STAND OUT

- Showcase NEW products and services that pique interest
- Be creative with your exhibit booth; for example, use bright colors to catch attention
- Maximize your signage to explain your products/services and their benefits
- Review the final program to align conversations at your booth with the subject matter being addressed at the Symposium
- Don't forget to have fun! Everyone always loves a good booth game and giveaways!

### WHERE AND HOW TO NETWORK

- Don't be afraid to step away from your booth during down time to mingle with the attendees
- Exhibitors with a full symposium registration are able attend sessions and sit among the attendees; accompany them to your booth when the opportunity presents itself
- Engage in conversation and lead discussions that shows what you know!
- Present an inviting environment at your booth; working on a laptop or speaking on a cell phone will likely cause attendees to pass you by
- Be present in the hall during periods of high foot traffic volume, such as networking breaks



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### **ALLOW ATTENDEES TO BE “HANDS-ON”**

- If you have a touchable product, make sure it's there; attendees are visual and tactile people and like to touch products to get a sense of their worth
- Have effective, ample lighting at your booth
- Bring samples and educational materials

### **ESTABLISH RELATIONSHIPS**

- Try to pro-actively engage with attendees and spark discussion
- Leverage existing relationships to develop new, qualified leads
- Establish trust and build rapport
- Follow up after the show in a timely manner with an e-mail or personal phone call to keep the dialogue going

### **ENGAGE IN SOCIAL MEDIA BEFORE, DURING AND AFTER TO DRIVE RESIDUAL VALUE**

- “Like” an organization's Facebook page
- Follow the event's hashtag on Twitter and make sure you are retweeting and tweeting before, during and after the event
- Share your photos through the organization's social media outlets and your own