



## Exhibitor Best Practices

### Before the Show

- Download a business card scanner app for ease of capturing contacts. Here are a few ideas:
  - BizConnect (for accuracy)
  - ABBYY BCR (for ease of use)
  - Haystack (free business card scanner app)
- Don't forget to register your staff and those that will be at your booth through Expo Pass.
  - Please register no later than Wednesday, **Apr 24, 2024**
  - Don't wait until the day of as there are long lines
  - **When registering your staff, remember to use the code emailed to you. It is only valid for 5 members of your team. If you plan to switch out team members throughout the day, be sure to share the same credentials before departing.**
- Be sure you have enough materials/swag to last all day and order additional if needed.

### Booth Load in/out

- Do not break down early. The show runs until **7:00pm**. Breaking down early may result in not being able to participate in future shows and/or a fee.
- Bring a dolly to transport your items if needed. Dollies, carts & flatbed trucks are not provided by the venue.

### Booth Design

- Your booth's appearance is the first aspect that potential customers will look at when walking the show floor. Make sure your booth items are clean and/or new. No torn banners, dirty linen, etc.
- Make sure your booth stands out from the rest! Have a custom tablecloth, banners, signage that best represent your brand/attraction.
- Have your booth staff wear matching shirts or shoes to stand out from the crowd. Have fun and be creative!



- Be respectful of your neighbors and fellow exhibitors by not extending beyond your footprint.

### **Engage with Attendees**

- If providing a food sample, think through the presentation and remember that all items must be single serve (sample). Bring an item that best represents your establishment.
- Drawing a crowd to your booth is one way to make your booth stand out from the rest. People want to be where the action is! Some examples include:
  - Offer an enter to win
  - Spin the wheel
  - Games
  - Putting contest
  - Monitor showing content from your establishment
  - Photo Moment

### **Happy Hour**

- This year we will be hosting a Happy Hour on the Show Floor from 5:30-7:00. We will have a cash bar and entertainment. Mingle with fellow exhibitors and attendees and have a great time! You cannot take down your booth before or during the Happy Hour. Tear down does not begin until 7:00 PM

### **After the Show**

- Plan your follow-up plan early! The sooner you reach out to the people you meet, the more likely they are to do business with you.
  - Digital business cards and QR codes are becoming standard of practice. When meeting attendees, don't forget to scan or download.
  - Remember to bring a vessel for physical business cards
  - Create an internal plan on how to reach out after the Summit
  - If you don't follow-up, then you are missing out on hot opportunities!