



HOSPITALITY & TOURISM SUMMIT CHICAGO 2024

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Exhibitor Success

Before the Show

- Download a business card scanner app for ease of capturing contacts. Here are a few ideas:
 - LinkedIn
 - 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 unique code emailed to you. 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.
- Download the LinkedIn App. You can scan their QR Code to view their profile
- Be sure to claim your exhibitor profile so that attendees can learn about your business prior to arrival (and have your contact information after!)

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. Dollys, 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.



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- 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!