

LIVE EVENTS:

Engagement During the Event



As an ASI Show® exhibitor, you have a lot of things to consider before the event opening:

- **What is your approach?**
- **Do you have your staff prepared?**
- **Is your booth set up correctly?**
- **Will you do live product demos or interact with attendees?**

Here are a few best practices to ensure maximum engagement before and during the live event.

A WARM WELCOME

Greet each booth visitor before going into your sales pitch. Start by asking if you can help them in any way beyond the scope of your booth. Customers will remember exhibitors who engaged with them outside of a sales pitch.

STAFF PREPAREDNESS

Prepping staff goes way beyond pre-show planning and it needs to be executed properly at the show. If your staff is struggling with a certain client's questions, try pulling them aside between visitors to review the correct responses. Exhibiting is a team effort, so you want to make sure you're all on the same page, especially for questions that weren't rehearsed before the show.

Food & Beverage:

To keep your booth clean and inviting, try to limit eating and drinking to areas outside of your booth. You and your staff can take turns stepping away from the booth or just shut the booth down for a quick break.

BOOTH SETUP & BODY LANGUAGE

First and foremost, always make eye contact and smile! Only sit if your visitor wants to. Be sure to keep your stance light, welcoming and professional – avoid crossed arms and leaning. Be enthusiastic and grateful to those who took time to stop by.

Tidiness of Your Booth:

Be sure to tidy your booth after every showing. Attendees can easily be turned off by a disorganized booth display.

BEYOND THE BOOTH

Are you planning to do live demos? How will you stay engaged when visitors are not physically at your booth? If you're planning to do live demos, try increasing engagement with these hot tips:

- Come up with a schedule and present your demo every hour on the hour.
- Set up a timer with some sort of display to let attendees know something is happening and drum up excitement around your demo.
- Generate some buzz around your booth! Keep up the conversation on social media and encourage attendees to visit your booth during demo presentations. Post an "Event" on your Facebook page for each live demo.

ASI Show hosts events throughout the year. If you're interested in participating in one of our events, contact your account executive for more information.