



How to get the Most Value out of your Booth



Social Media

Have you let your parks & rec clientele know about the show, how to register, and where to find you? Use the event links and hashtags to gain more traction and drive people to your booth.



Pre-event Meetings

You can purchase a pre-event registration list to set up meetings at predetermined times in your booth:

- Invite clients/prospects to your booth for product demo sessions or one-on-one meetings.



Style Options to Customize your Booth Quickly and Easily:

Under the 'Actions' tab, edit your booth to customize the following:

- Style of booth
- The color of your booth and text
- Insert your logo for added branding
- Upload desired images or video
- Customize your booth avatar

Optional Content for your Booth:



Content Theme

Make sure the content is relevant to the theme of the event. Don't be shy, refresh content throughout the event and announce this in the event chats.



Contact and Product Information

Is your content current and messaging targeted, meaningful, and engaging?



Links to Resources and Materials

Add links or direct downloads to whitepapers, product brochures, PDFs, etc.



Hosting your Booth:

Introduce yourself in the chat and offer to speak via the video chat for greater engagement and face to face discussions.
Offer nibbles of information/data/updates throughout the event.



Impact:

What is one thing that you want attendees to remember about your booth? What do you want them to know, feel, and do?
Add in some fun, a funny image or avatar, a trivia question, a “closest guess wins”



Leave a Business Card Function:

Effective way to make connections you can follow up with!

- Offer a freebie if they leave a business card.
- Free trial, gift card, demo
- View collected business cards post-event in your HR.com company profile under your contacts tab.

Contact show management for questions:
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