

## NOW IS THE TIME TO REIMAGINE EXHIBITIONS AND EVENTS...



- Focus on the attendee.
- Create an attendee advisory group to focus on what attendees want from your show and your organization.
- Activations on great solutions draw attendees to exhibitors' booths.

## WHAT ARE ATTENDEES LOOKING FOR?

1

Fun

2

Solutions

3

Networking

4

Enjoy F&B



## CREATE A ONE-STOP SHOP IN THE HALL



- Think of turn key exhibit solutions 20x20 / 20x30 and include electrical.
- Set up meeting space (with a small display) for private meetings.
- Theaters use soundboards, project from the front corners out and back corners.
- Be transparent and explain your attendee journey map to all exhibitors (which includes sharing that there will be noise in and around the theaters).
- Match each activation with a sponsor and connect that with learning.
- Create an area where similar products are in one area where attendees go for solutions not a sales pitch. Allow the attendee to be the center of attention. If an attendee wants to see more, offer one-on-one 'meet the expert' areas with a small meeting space.
- If you're in a hotel and have meeting rooms, you can create the same experience by mapping it out with games/activations. You can also ask the hotel to block off an area of the parking lot for outside activities (food truck, activations, simulations, etc.).
- You have to remember you are marketing to four generations of customers, so what does that look like? Gen Z may want one-on one solutions and smaller groups. Baby Boomers may want to listen to general session key notes, and gain a broader view of event. Millennials may want information straight to their mobile device.
- Simulated learning is another way to get and keep attendees interest. Learning labs combined with networking

**Join us on the 3rd Friday of each month!**