

Exhibitors

Exhibitors are partners with booths within your event. The goal is to let exhibitors promote themselves and to enrich the attendee's experience.

Booths can offer quite a few things to contribute to the attendee experience. Exhibitors may have helpful documents available to download from their booth. They may also embed a video in their booth that explains what they do or shows off a product. Exhibitors can raffle prizes at the end of the day for everyone who has come to say hello at their booth.



Figure 9. Promote your exhibitor's sessions at their booths.

One of the most vital things to make a booth enticing is the presence of booth staff. Booth staff can answer attendee questions, direct attendees to their company website, and generally make the booth more interactive.

Remind exhibitors of the importance of booth staff. Staff interaction with attendees will improve their brand visibility and conversion rate. Securing booth staffing will mainly come down to good communication.

Communication is vital when working with your exhibitors.