BEST PRACTICES *SPONSORS + EXHIBITORS*

SHOW OFF YOUR PRODUCTS

Adding content posts to your booth gets you noticed, draws in attendees, and promotes your products. It only takes a couple of minutes to upload content to make your booth standout.
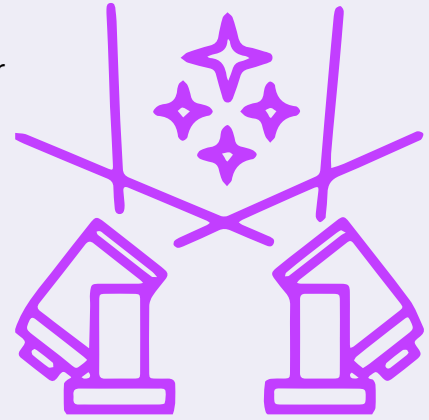
WHAT ATTENDEES LOOK AT

Attendees like to see the following types of content and call to action:

- Highlights of your new or best-selling products
- Show specials for discounts
- Virtual swag, new products
- Product catalogs and pricing sheets
- Videos that show your product in more detail

THIS IS HOW TO DO IT

- From your dashboard, click "Post", then "Content"
- Select the content type, then follow instructions
- Upload a file to show on the site or use the description area to display content

INSTANT SALES LEADS

We make it easy for attendees to fill out a form by auto filling their information. The minute a form is filled out, your team gets an email and you'll have an instant sales lead.

NETWORKING

There are two ways attendees can find you to request a meeting.

1. Attendees find you in the Exhibitor Directory and virtual exhibit hall, click "Contact" and get your booth contact information.
2. On the "Request a Meeting" page and either fill out the form or use Calendly (if available) to schedule a meeting.

HOST AN IN-BOOTH SESSION

Nothing shows off your product and your company like a live video session. Here are some quick ideas about how to maximize this powerful tool.

SET UP A "SESSION"

- From your dashboard, click "Post", then "Event"
- Select "in-booth session", then follow instructions to set it up
- Make sure you select "Register on this Site"
- Add the links to the technology you plan to use to do the Live Video (Zoom, Teams, etc.)

WHAT ATTENDEES LIKE TO SEE

- Showcase the new product line
- Meet with the designer
- Hear from the product manager
- Ideas on retailing and selling
- Product Demos

THE BENEFITS OF IN-BOOTH SESSIONS

- They show up in directories, making it easy for attendees to find you
- Registered attendees get sessions added to their calendars
- They get reminders to attend
- You get an instant sales lead!

HOST!

NEED MORE HELP? Click the "Exhibitor Training" link in your navigation bar to watch the video on how to create a session.

WANT TO LEARN MORE? CONTACT JON MCLOUGHLIN
917-562-6522 · Jon.McLoughlin@Emeraldx.com · www.howdesignlive.com

HOW DESIGN LIVE VIRTUAL NOV 10-12