

## Three Suggestions for your Exhibition Stand

→ Link for step by step instructions: <https://www.expo-ip.com/virtual-booth-step-by-step/>

### 1. High-Quality and Unique Content

Try to make yourself aware of the fact that you should create content that seems as if it was created especially for the event and its visitors. The first impulse of many exhibitors is to integrate their website. After all, a lot of information is already available there. However, the visitor might think that he/she can visit the website at another time. Therefore, we would recommend you to create content that appeals to the visitor on a personal level and thus creates a sense of exclusivity by, for example, starting the text with "Dear eREC visitor" and integrating the logo. In this way, you show that you appreciate each visitor. Moreover, you created "something especially for him/her".

Furthermore, you can also include your stage slot at your stand. In addition to your range of products and services, you could also give new insights into your company's development or production, present a case study, present your company history, or whatever comes to your mind. You can be creative and think of different ways to let the visitor interact with your brand for as long as possible.

### 2. Attract Attention

Similar to "normal" trade fairs, most of the visitors are browsing through the virtual expo without having a specific destination. Therefore, it is vital to arouse every visitor's curiosity who stops by your stand immediately.

Similar to using Google-Search, visitors will decide within a few seconds whether they want to take a look at your stand for a longer time or not. Thus, while creating your stand graphics, you should make sure that every visitor quickly realizes what it is all about and what benefits can be expected. Here, clear statements and large fonts and good contrast are useful.

Questions can also work well here since they are arousing interest. Right away, you have to let all visitors see what will be vital and relevant for him/her.

### 3. Enabling stable contact

Visitors need the possibility to contact you easily and directly. The easiest way for letting your visitors contact you is to directly make appointments by using your CRM or a calendar tool such as "Calendly". By using this tool all visitors can contact you directly and at the same time none of your employees has to be available at all times. The second possibility is to do an open live meeting for all visitors during fixed times via "Zoom".

By using "Zoom" visitors can contact you directly but at the same time it naturally requires more effort. Here you can respond directly to visitors and answer individual questions. At the same time, in contrast to a "normal" exhibition stand, you are not limited to one or two visitors

## Your Exhibition Stand

at a time, but can also communicate with larger groups in open question rounds. Besides, you can use the waiting room to regulate the number of participants, create topic-based breakout rooms with some of your experts or, allow someone to enter a breakout room for a 1-1 session with one of your salespeople.

Furthermore, we will schedule fixed times in the supporting program called "Exhibitor Live Sessions", i.e. time-slots in which as many exhibitors as possible can interact directly via video chat. You are invited to take part. Of course, during these periods the traffic and the demand will be higher. The third possibility is the live-chat-option in which you can include a text chat. That is an addition to a live meeting via video, because visitors who momentarily cannot participate or for whom this would be too big a hurdle, can ask you a question via chat. However, if you are "live" anyway, it makes sense to be available via video conference as well. All in all, you should always hint at the different possibilities of contacting you at the stand (by using flyers, brochures, websites, etc.) to keep all visitors aware of your availability.