

Your Virtual Stand: Tips and Tricks

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 creating 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 including the event's logo. In this way, you show that you appreciate each visitor. Moreover, you created something especially for him/her.

! **Tip:** In addition to your range of products and services, you could also give new insights into your company's development, present a case study, talk about your company history, or whatever comes to your mind. 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" events, 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. 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.

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.

! **Tip:** Clear statements, large fonts, and good contrast are useful.

3 Contact

Visitors need the possibility to contact you directly. The easiest way for letting your visitors contact you is to make appointments by using your CRM (Customer-Relationship-Management) or a calendar tool such as "Calendly". The second possibility is to do an open live meeting for all visitors during fixed times via "Zoom". Then visitors can contact you directly, but at the same time, it naturally requires more effort. But 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 at a time but can also communicate with larger groups in open Q&A sessions. 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.

Another possibility is to use the live chat 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. 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.

- ! **Tip:** We recommend the use of an avatar or a "real" person for your stand.
 - Because when the visitor clicks on a stand and there is no "person" visible, it seems as if there is no one and that you cannot talk to somebody.



4 Promote your Participation!

We will send you a press kit, which contains the fair's logo and banners as well as the latest press releases. You can use all of the material to promote your stand at our event. Use the material and promote your stand on your website and in your newsletter.

- ! **Tip:** Make your customers aware of your participation in the expo and conference!