

## Exhibitor Tips and Tricks

### How to Engage with Attendees

- **Promote, Promote, Promote** – Promote your company’s presence at the event by posting to social media. Create the hype so attendees will add you to their must-see list of exhibitors. *TIP: ASHG will provide social media banners and text for you to use!*
- **Chat Options** – Make sure to have chat capabilities set up for your booth space. Whether text or video chat, this is a must-have for attendees to be able to communicate with your team. *TIP: Your virtual booth has a group chat feature; remember that it is visible to everyone each day.*
- **Practice Patience** – You want attendees to visit your booth and browse but you do not want to harass them immediately. Have pre-determined leading lines ready like, “ask us about our latest products.” and closing lines that include a call to action.
- **Prizes or Giveaways** – Attendees enjoy takeaways from events. Consider giving away a prize(s) for qualifying leads. Offer a survey or poll during your session or within your booth space to gamify the experience for attendees.
- **Booth Appearance** – Create a compelling appearance to your booth that will intrigue attendees to look around. Think colorful and high impact.
- **Host a Virtual Social Hour** – After the show has closed for the day host a social hour for attendees to spend additional time with your team.
- **Handouts** – Upload brochures and PDFs that attendees can take with them. It’s helpful to include your contact information on the handout.

### Links to Helpful Articles

- [Personify A2Z Events Virtual Expo Thesaurus](#)
- [10 Commandments of Virtual Booth Staffing](#)

## 10 Steps for a Great Event Experience

1. **Don't Panic** – We are all in this together, ASHG is here to help! ASHG event management will be accessible before, during, and after the event to help with any questions that arise.
2. **Determine Goals you want to Achieve** – What does your company want to achieve when attending the ASHG 2020 Virtual Annual Meeting? Complete the provided Goals Worksheet!
3. **Promote Your Presence** – Let conference attendees know your company will be exhibiting at the ASHG 2020 Virtual Annual Meeting on Social Media. Promoting your presence in advance will encourage attendees to visit your booth during the conference.
4. **Test, test, and test again** – after uploading videos or documents to your virtual booth check to ensure they are playing or opening properly. These resources will be accessible to attendees throughout the event.
5. **Virtual Booth Appearance** – Once you receive the guide to building your digital booth, determine what you want your booth's appearance to be visually. Create an intriguing appearance to entice attendees to explore your booth in-depth.
6. **Booth Staff** – Consider making a schedule for your staff that will be working the booth to ensure there are staff present throughout each day. Pay attention to the schedule of live events and try to have more staff available during posted breaks to help with answering questions or conducting chats with attendees.
7. **Meaningful Connections** – Talk to as many attendees that visit your booth and make a meaningful connection. Anyone you meet could become a future customer and your connection to them could make all the difference.
8. **Follow Up** – Send a thank you follow up email to attendees you met with while at the conference or at the close of the conference. Stay on the forefront of their mind and ensure no lead falls through.
9. **Attire** – Dress for Success! Even though we can't be in-person dressing as you would for the Annual Meeting will help put you in the mindset of being there in-person.
10. **Professionalism** – Remember you are still at a business event. If you are on video chat or in a live session on camera, turn off your camera should you need to step away. Conduct yourself in the same manner if you were in-person at the meeting.