Present

Exhibiting Best Practices

What RSNA Attendees Expect from Your Booth

Why Do Radiologists Attend Expos?

1. _____
2. Network
3. Find solutions to problems
4. Find ways to improve their job, career, practice management and patient care
5. Have Fun

3 Things Attendees Expect from Your Booth

1. Well-designed booth that grabs attention and quickly answers the key questions in their mind
2. Immersive, interactive product/service experience that helps them quickly learn something useful and valuable
3. Diverse booth staff that is responsive, engaging, and possess knowledge to be able to effectively meet their information needs

A GREAT Booth in 6 Words

1. Look
2. What?
3. Why?
4. Who?
5. Enter
6. Do

Slide Notes:

Why Immersive Visitor Experiences?

1. Lack of hands-on experiences prevent attendees from achieving their objectives
2. Hands-on experiences impact how attendees perceive brands
3. Brand preference and loyalty is being shaped less by legacy and more by experience, relevance and choice in increasingly crowded supplier landscapes
4. Hands-on experiences turn attendees into advocates
5. Hands-on experiences make it easier to determine if the product or service is a good _____ for their situation

Two Types of Hands-on Experiences

1. **Physical**
   product/service demonstration/presentation experience where attendees engage and use their hands.
   - Games
   - Whiteboards
   - Tactile surveys
   - Sliders
   - Things to open
   - Product demo

2. **Digital**
   demonstration/presentation where attendees use a computer or interactive tech tool to physically engage.
   - Flat panels
   - Tablets
   - Touchscreens
   - Motion sensing
   - Virtual Reality
   - Augmented Reality

Slide Notes:

Your Booth Staff is CRITICAL to Your Success!!!

1. People do business with people they know, like and trust.
2. Attendees use tradeshows to evaluate _____ behind the brands.
3. People make judgments about your company, products and services, based on interactions with your staff.
4. Booth staff behaviors influence whether they decide to stop and engage or pass right by.

Booth Staff Best Practices

1. Have enough staff (50 to 100 ft.^{2} per staffer)
2. Make them visible through _____
3. Keep your staff fresh with smart scheduling and dedicated break times
4. Attendees want to interact with Subject Matter Experts.
5. Have a variety of job functions, not just sales!
6. Give booth staffers specific roles and goals
7. Prepare a top 5 or 10 FAQ list for all staffers
8. Greet all booth visitors promptly – avoid making anyone wait

Visitor Interaction Training Topics

1. Do's and Don'ts to present a professional welcoming appearance
2. How to engage attendees on perimeter
3. How to engage people who enter your space
4. How to quickly learn who the visitor is, why they are visiting, and what they hope to accomplish
5. How to handoff visitors to the other booth staffers
6. How to briefly present product and service information
7. When and how to scan a visitor's badge
8. How to get more information than what's embedded in the badge
9. How to get the visitor to collaborate and commit to a clear next action
10. How to end the conversation and get out of conversations going nowhere

What are the three most important ideas you learned and will apply to improve your exhibit program?

_____

_____

_____

About Your Expert Presenter

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Jefferson is President of Competitive Edge, a highly specialized consulting and training firm on a mission to ***inspire***, ***lead*** and ***direct*** businesses on how to more effectively use exhibiting to visibly support core business objectives and generate measurable financial value, far beyond cost.

His mission is achieved by challenging companies to re-evaluate limiting perspectives about exhibiting and getting them focused on precision execution of five critical exhibiting success factors.

His Tradeshow Turnaround philosophy and practices are the exposition industry's definitive guide to quickly turning tradeshows from "expensive appearances" to "productive, profitable investments."

Jefferson is available to personally help companies implement the Tradeshow Turnaround philosophy and practices.
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