Exhibiting Best Practices

What RSNA Attendees Expect from Your Booth

Jefferson Davis, President

Competitive Edge, LLC

Competitive Edge
"exhibiting excellence"

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Housekeeping

- Live Language Translation
- Submit Questions in Q&A - not Chat
- Recording
- Download Workbook

https://attend.wordly.ai/join/KQAF-5164

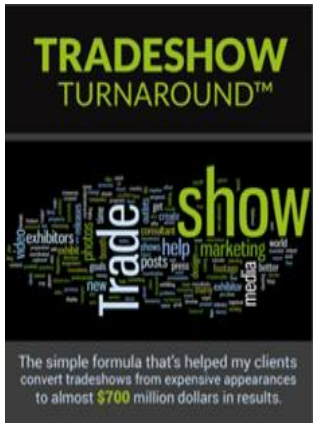
About Your Presenter…

Competitive Edge
"exhibiting excellence"

Jefferson Davis

Exhibiting Productivity Expert

- Consultant, trainer, speaker and author
- 30+ years exhibiting experience
- Developed *Exhibit Marketing Process*™
- Trained over 100,000 exhibitors
- Process-based and results-focused
- Helped clients generate over $800,000,000 in exhibiting results.



CALL: 800-700-6174 in US or 704-814-7355
EMAIL: jefferson@tradeshowturnaround.com

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Why Do Radiologists Attend Expos?

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

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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

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A GREAT Booth in 6 Words

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

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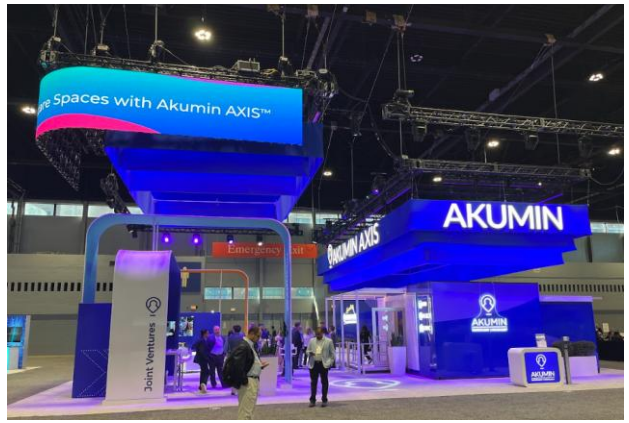
1. Make Them Look!



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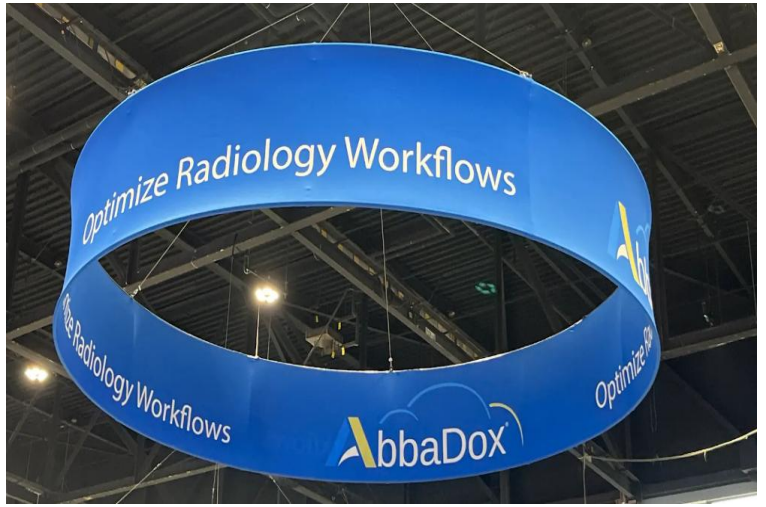
2. Answer “What do you do?”



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3. Answer “Why should I care?”

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4. Answer “Who are you?”

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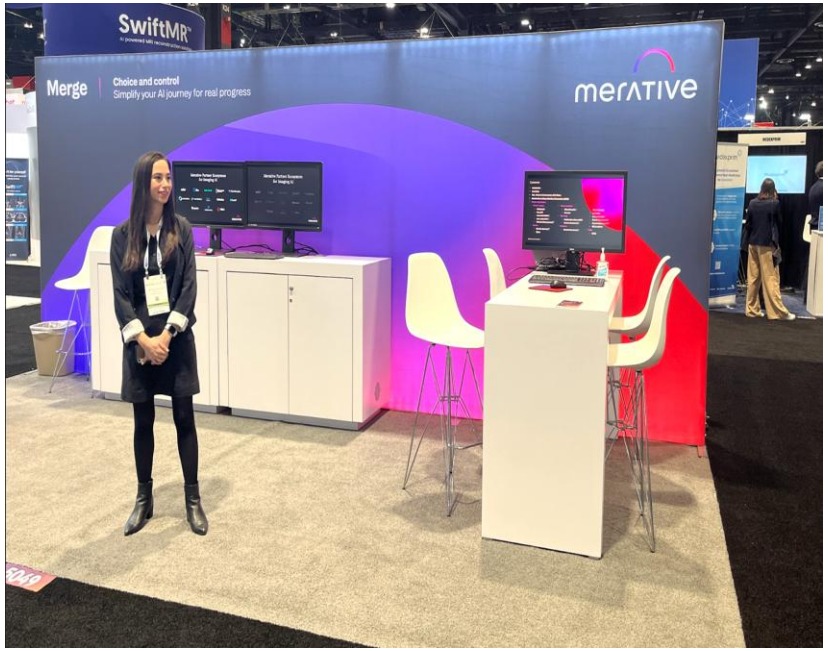
5. Make it Easy to Enter!



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Submit Questions Now!

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Why Immersive Visitor Experiences?

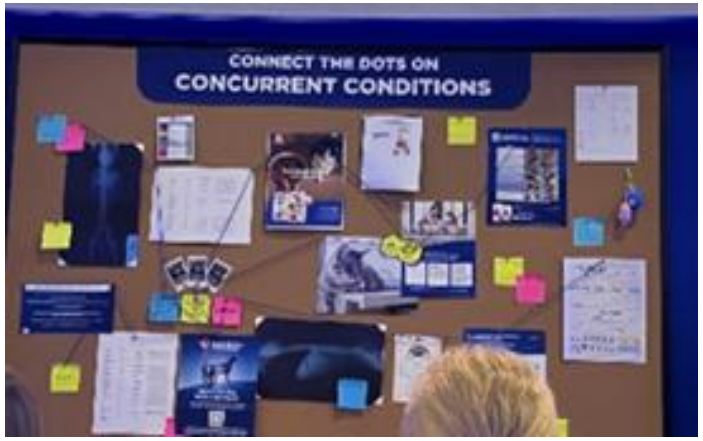
1. Lack of hands-on experiences prevent attendees from achieving their objectives
2. Hands-on experiences impact how attendees perceive brands
3. Brand preference and loyalty is being shaped less by legacy and more by experience, relevance and choice in increasingly crowded supplier landscapes
4. Hands-on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

Physical Engagement



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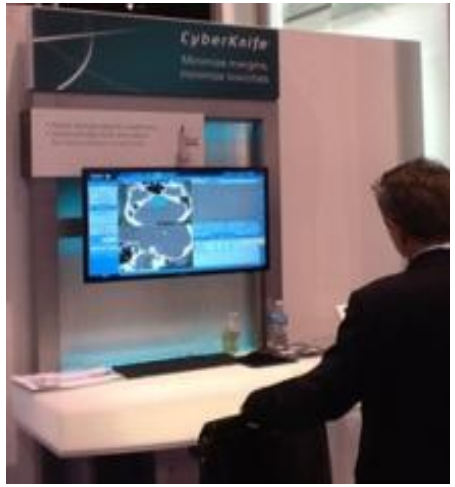
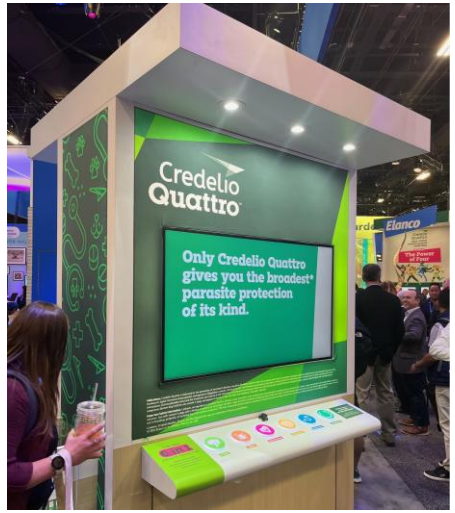
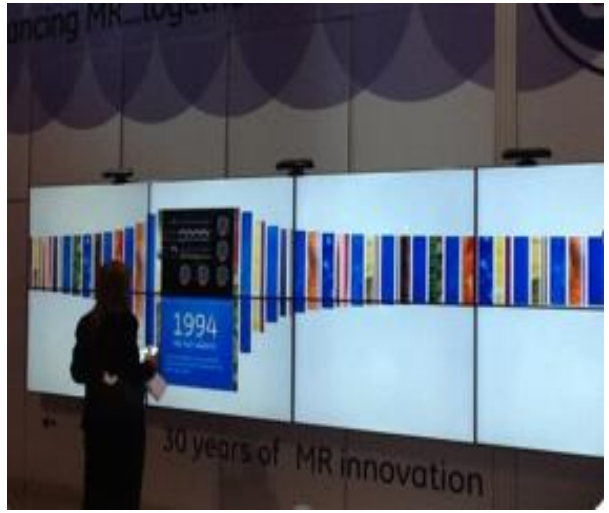
Digital Engagement







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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 people** 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.

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Booth Staff Best Practices

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

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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

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Visitor Interaction Training Topics

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

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Nov. 30 – Dec. 4

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Thank You

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