

# 10

## WAYS TO GENERATE MORE LEADS

HOW TO GET THE MOST OUT OF YOUR VIRTUAL BOOTH



So the event has gone online, and now you need to capture attention in an entirely new way. Here's how!

Based on the current environment, there are not many options for creating engagement with your target market. Start by being involved. Register ASAP for the event and take advantage of all the pre-event promotion that FBC does to increase awareness of your brand and give attendees a way to connect with you throughout the full life of the event.

Learn how else you can make the most of your upcoming virtual booth experience.

- 1. Leverage FBC's 'Swag in a Bag' system.\*** Get your brand directly into attendees' hands by taking part in one of the easiest ways to be top of mind: swag. With FBC's Swag in a Bag program, attendees receive a physical box of show-branded items at their home or office. Your item – ordered seamlessly through our partner Proforma Federal – is delivered at the conclusion of the event. You receive the contact information for all attendees who request the swag. That's touchless brand recognition and quality leads!
- 2. Learn the priorities of the audience.** Virtual exhibitors may attend the conference sessions. Interactive chat features during the session allow you to connect individually with the attendees in the session. By understanding the presentation and material, you can know the priorities of the audience and set up conversations about how your product can support their objectives.
- 3. Use video and sound to your advantage.** Keep it face-to-face as much as you can to mimic the in-person experience that builds trust. Exhibitor booths can host a video conversation window – as visitors arrive at your booth, they can see that you are available. Request a video chat with them in real time.
- 4. Offer an in-booth giveaway.\*** Grab their attention with a special giveaway at your booth. Anything from a coveted white paper to an Amazon gift card can encourage booth visitors to share their information with you for later follow up. *Pro tip: Keep your form short (name, agency and email are sufficient).*
- 5. Have your handouts ready.** In addition to sending videos and PDFs to FBC for uploading to your static page, make sure you have them available in your playlist in your live booth. You'll be able to call up your product literature easily and effectively when people visit you during exhibit hours.
- 6. Update the "white board."** During your limited downtime, activate the white board with a message for your visitors to enter your drawing, connect with you by private message or download your resources. Don't forget to let them know when you'll be available again.
- 7. You can't go wrong with a live stream of content.** Present case studies, conduct brainstorming sessions, hold a live demo. Better still, promote a schedule of what you'll be doing in your booth so visitors have a reason to pop in and come back. *Bonus tip: Ask your FBC rep about pre-session commercial messaging for sponsors.\**
- 8. Schedule 1:1 meetings in breakout rooms.** Host a product demo with your invited guests from the show. It's easy to bring your guest into a private virtual space to give them a full product breakdown or special offer, while your colleagues run the booth and wait for others to arrive.
- 9. Utilize the 'Community' feature of the virtual event.** This is a full roster of everyone in attendance, with recommended 'connections' for you. You may request a meeting or exchange information with anyone participating in the event.
- 10. Use the event hashtag to draw more attention.** Promote your booth in advance by inviting people to join you there. Use the event hashtag to make sure you're part of the attendee conversation happening before, during and after the event!

\*Available only with certain events and levels.



# EXHIBITOR BEST PRACTICES



We're so pleased you'll be joining us for a virtual event. Our attendees are looking for the very best – so we hope you'll follow these best practices for exhibitors.

## STAFFING YOUR BOOTH

- **Think about your video background and space.** Try not to let the space behind you be too busy (it's distracting). Shoot for clean and professional, and make sure you're going to be in a quiet, undisturbed space.
- **Use two browser windows.** One is for your presenter portal to be inside your live booth, and the other is to be on the main event website as an attendee (this is how you will be able to access the agenda and networking community).
- **Leave your session open all day.** If you close out of the portal at all, your booth will say "session unavailable" when someone comes to visit. Instead of closing it out, try leaving a message open on the whiteboard.

## YOUR PRESENTATION

- **Test your equipment and functionality ahead of time.** *Everyone who will be in the booth should attend FBC's dry runs.*
- **Turn your laptop and cell phone to 'do not disturb' mode, especially if you'll be sharing your screen.**
- **Think about your lighting.** Is it too harsh? Too dim? Sit facing a window if you can. Otherwise, try a lamp (with a shade) placed at a 45-degree angle in front of you to eliminate shadows on your face.
- **Dress appropriately.** Wear professional attire to make your best impression. A shirt with your company logo on it is a good idea (be careful wearing caps, though, as they can shade your face too much).
- **Use a headset.** Headphones with a mic can help eliminate any reverb from external speakers. Plus, they create a more natural sound.

## OTHER EVENT TIPS

- **Have a glass of water and a box of tissues nearby.**
- **Smartly brand wherever you can.** Try wearing something the color of your brand. If you have one, FBC recommends using a pop-up banner from an in-person event behind you.
- **Use a nice headshot.** Make sure both your profiles (there are 2: a presenter profile and a community profile) have logos or a high-resolution, professional headshot.
- **Try to limit the use of "umm," "er" or "like."**

Let us know if you have questions. We're here to help!

