

# Can You REALLY Demonstrate Your Products Through a Virtual Exhibit?

By [Jefferson Davis](#), Exhibiting Productivity Expert, [Competitive Edge](#)

One of the biggest benefits of a live exposition is the ability to bring your products to life through in booth product demonstrations. According to CEIR, the number one way attendees want to interact with exhibits are through product demonstrations.

However, with exposition organizers being forced to pivot to virtual expositions many exhibitors are questioning whether or not they can effectively demonstrate their products through a virtual exhibit.

Based on my experience attending several virtual expositions, it is absolutely possible to effectively demonstrate your product in the virtual world. The media for bringing product demonstrations to life is video.

YouTube is now the number two search engine in the world behind Google, and for good reason...

## Because people love and devour video content.

In fact, research with C level executives found that 34% prefer video as their primary way to consume content.

So if you're serious about keeping your brand visible, serving your customers, advancing prospects in your sales pipeline, generating leads, and ultimately converting those leads to sales then a virtual exhibit is a smart and prudent play during this crisis.

Here are **10 action steps** you can take to create an effective product demonstration video to showcase in your CDS Midwinter Meeting virtual exhibit.

1. **Don't try to promote all of your products.** Select one as your featured product. You should always lead with NEW products as this draws attendee attention, both live and virtually. If you don't have a new product and determine which of your products are trending, hot, top of the mind, or address a pressing problem or need in the dental marketplace.
2. **Define specific situations occurring in the practice** that would cause dental professionals to want to watch your video product demo.
3. **Create a title screen** for your video that has a compelling problem or benefit focused title. Remember, people don't watch a movie unless they know the title.
4. **Keep your product video demonstration 3 to 7 minutes long** and **be sure to have the time length of your video on the title screen** as people want to know how much time you're asking them to commit to watching.
5. **Carefully analyze your featured product and define at least 3 features and benefits.** Try to make one of the features and benefits a key point of differentiation.

6. **Lead with a strong hook.** Begin your product demonstration with a clear description, illustration, or in practice re-creation of the problem your product or service solves.
7. **Visually present the 3 features and benefits** of your product, in action if at all possible.
8. Be sure to **use captions and subtitles** to stimulate multi-sensory viewer engagement.
9. **Consider adding music** to add more energy to your video.
10. Close your product demonstration video with a **clear and direct call to action** of exactly what you want the viewer to do next. (*i.e. chat with our technical staff to answer your questions, download our detailed brochure, watch our brief customer testimonial video, click a link to place an order on your external landing or sales page*)

Your product video demo should be produced as professional as possible, but does not have to be broadcast quality. There are many companies that offer explainer video services and video editing and production at affordable prices.

And most importantly, be sure to execute a targeted pre-and at event marketing program emphasizing what the visitor will learn by watching your informative product demonstration video.

I believe the cost of not staying visible and supporting the dental community during this crisis will far outweigh the highly-reduced cost of a virtual exhibit. And by bringing your product to life through a well-designed video demonstration, you should have no problem generating quality sales leads. And if you have the kind of product that can be ordered without physically touching it, you can still pick up sales during the show too!

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