Present

How to Optimize Your Midwinter Meeting Virtual Booth

Participant Learning Objectives:

- 7 BIG advantages & benefits of a virtual booth.
- How virtual events differ from face-to-face events.
- 4 critical success factors for your virtual booth.
- Understand the virtual attendee journey.
- Overview the key components of your virtual booth.
- Provide practical strategies and ideas to take full advantage of the many capabilities.
7 BIG Advantages & Benefits of a Virtual Booth

1. NO TRAVEL: Saves everyone time!
2. COSTS LESS = EASIER ROI: No air, hotel, ground transportation, freight, shipping, I&D, meals and entertainment, etc.
3. EXPANDED MARKET REACH: Accessible to a larger audience.
4. LONGER EXPOSURE: Event live 3 days-open thru March 6, 2021.
5. INTENTIONAL vs SPONTANEOUS interaction potential.
6. DIGITAL FOOTPRINT: Access to more visitor behavioral data.
7. STILL ADDRESSES three reasons people attend live events:
   1. LEARN   2. NETWORK   3. _______________ (sales-leads)

How Virtual Events Differ from Face-to-Face Events

- Don’t have as much control over how much time attendee spends at the virtual event.
- Distraction level working on computer at home is amplified.
- People don’t walk through the exhibit hall and stop at booths at random.
- Content marketing and rich media are more important.
- PRO TIP: If you have multiple solutions, do NOT try to promote them all!
  ✓ Lead with ________!
  ✓ Feature HOT, Trending or Top of Mind Products/Services
  ✓ Reinforce Pillar Products/Services

4 Critical Success Factors for Your Virtual Booth

1. Be sure you’re using the correct **keywords** - key navigation point for attendees.
2. You must offer ______________ and important content and execute an interactive experience worthy of attendees’ time and attention.
3. You must **proactively promote** your participation before, during and after the event to drive traffic to your booth.
   - CDS will do their part to promote the event and drive traffic into the virtual exhibit hall - do not just rely on CDS!
4. You must **capture** visitor information and follow-up to get them to take whatever post-event action(s) you seek.
Understand the Virtual Attendee Journey

1. Attendees who pre-register receive email with badge number and 8 digit sequence number.
2. They enter the Exhibit Hall by
   - Click Exhibitors on side menu
   - Click EXHIBITORS tile
3. Find exhibitors by:
   - Category or Company name Search
   - Top banner shows Premium exhibitors
   - Exhibitor Index Tiles by Alpha

Overview of Your Virtual Booth Functionality

1. Top Banner (static image - Premium only!)
2. Company Logo
3. Company Name & Description
4. Website Link
5. Location
6. Contacts (varies by package)
7. Contact Rep Button
8. Social Links
9. Content Downloads
10. Company Video
11. Product Categories
12. Drop a Business Card (lead capture)
13. Chat

Your success will depend on how well YOU utilize these functions
**Leverage Your Exhibitor Description**

1. **4,000 character limit – but don’t make it too long!**
2. **PRO TIP:** You must write this differently than you would for a live exhibition.
   - Primary goal is to prompt visitors to want to immediately learn more about your offerings and engage with content, chat with your staff and/or submit an inquiry.
   - Think about what ____________ your customers might be experiencing.
   - Think about what your target customers may want to ___________ about right now.
3. Start your company description with a strong QUESTION based hook.
   - Problem to solve?
   - Opportunity to seize?
   - Something to learn?
   - NEW?
4. Be sure to mention any **Show Specials, Giveaways or Contests.**
5. End with a clear Call To Action.

**BEFORE**

**ExtraHop** provides cloud-native network detection and response for the hybrid enterprise. Our breakthrough approach analyzes all network interactions and applies cloud-scale machine learning for complete visibility, real-time detection, and guided investigation. With this approach, we help the world's leading enterprises rise above the noise of alerts, organizational silos, and runaway technology. Whether you're investigating threats, ensuring the availability of critical applications, or securing your investment in cloud, ExtraHop helps you protect and accelerate your business.

**AFTER**

Can you imagine having the absolute most secure data in the cloud right now? With ExtraHop you can! Click and chat with our experts to learn more.

Why? Because our breakthrough approaches, cloud-scale machine learning, and real-time detection are what other leading enterprises are doing to rise above the noise of alerts, break down organizational silos, and eliminate runaway technology.

ExtraHop helps you protect and accelerate your business, minimize threats, and save money. Learn more now.
Optimize Your Video

- YouTube or Vimeo links can be embedded.
- When selected, they play “IN” the page.
- Can have UP TO 5 videos, up to 10 minutes each.
  - Standard 2 – Enhanced 3 - Premium 4 - Platinum 5
- Video topics could include:
  - Brief company overview
  - Product/service sizzle reels
  - Product demos
  - ________________ topics
  - Meet our team
  - Customer interviews
  - Tour of your facility

Video Best Practices:
- Keep it short: 3 to 7 minutes – have video length visible, if possible.
- Create and feature a compelling _______ - it should make the visitor want to view videos!
- Use sub-titles and captions in videos.
- Include people in videos… people are people watchers!
- Always include a call to action at the end of your video telling what you want the viewer to do next, verbally and visually.
- PRO TIP: Use the hook/story/close model to script videos.
Register & Prepare Your Booth Staff

1. Virtual booth staff **must be registered** through ATT.
2. Number of reps based on booth package: standard 8; enhanced 12; premium 16, platinum 30.
3. Feature product managers - technical experts - and promote they will be accessible during the event!
4. Make sure personnel are **scheduled** and **available**.
   - 2/25-27 from 9:00 to 5:00 PM during Open Hours.
   - Dedicated times: 9:30-11:00, 12:30-2:00 and 3:30-5:00
5. **PRO TIP:** Consider having a set time during Open Hours to engage with your senior executives.
6. Attendees can initiate chat with your staff.
7. Encourage attendees to **Connect with a Representative**!

**Understanding the Chat Function**

1. Title area tells number of attendees in Live Group Chat.
2. Booth staff can invite and initiate 1 to 1 chat and schedule meetings.
3. Conversation area displays messages posted.
   - Shows name and initial of who, date and time.
4. Message area is where YOU post.
   - Add files up to 20MB
   - Add an Emoji
   - Add a Giphy
5. Interact with existing posts.
6. Add Reactions.
7. You can edit and delete your own messages.
Prepare Your Booth Staff to Manage Chats

1. Assign one person to be your virtual booth host and place them ________ in your staff directory.
2. If featuring multiple solutions, determine key contact for each… emphasize in staff descriptions.
3. Develop and provide ALL staff with a list of seek to understand questions for chats and meetings, and messaging for featured solutions.
4. When doing video meetings:
   • Make sure your staff looks and dresses the part
   • Consider background and lighting
5. For scheduled meetings, prepare an agenda and share with participants in advance, if possible.

Upload the Best Documents

1. Can have up to 5 Documents based on booth size. (Standard 2 – Enhanced 3 – Premium 4 - Platinum 5)
2. Files should be pdfs to avoid modification.
3. Determine what documents are confidential and encourage personal interaction to gain access.
4. Documents to consider uploading:
   ✓ product/service brochures
   ✓ press/news releases
   ✓ white papers
   ✓ case studies
   ✓ useful checklists
   ✓ article reprints
   ✓ awards and recognition
   ✓ client list and/or testimonials

Two Document Best Practices:

1. Create a quick-read one page overview document that concisely presents:
   • Who you are and who you serve
   • What your core products and services are
   • What your __________ proposition to your market is
   • What makes your company and your products/services different and better than your competition
   • How to engage with your virtual staff and contact you
2. Create a checklist of primary ________________ criteria and key questions a customer should ask when evaluating your type of product/service
   • Make it three columns
   • Fill in the answers for your offering in first column
   • Leave the other two blank - most buyers typically shortlist to three potential vendors
What are the three most important ideas you learned and will apply to improve your virtual booth?

___________________________________________________________________________

___________________________________________________________________________

___________________________________________________________________________

About Your Expert Presenter

Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert™

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. Call 800-700-6174 in the US or 704-814-7355 and visit www.tradeshowturnaround.com