



CHICAGO DENTAL SOCIETY™  
MIDWINTER MEETING

Competitive  
Edge   
"exhibiting excellence"

*Present*

# How to Make YOUR Midwinter Meeting Exhibit STAND OUT From the Crowd

## Webinar Discussion Points

1. Three primary reasons people attend tradeshows
2. Five things your exhibit must do to become a worthy destination
3. Six ways to make your exhibit more visible
4. Accessibility and ease of navigation
5. Four ways to create meaningful interactive experiences
6. Improving the attendee comfort factor
7. Six key factors impact exhibit memorability and recall

### 3 Primary Reasons People Attend Tradeshows

1. **Shopping/Sourcing/Purchasing/Revalidating**
2. \_\_\_\_\_ /Continuing Education/Accrediting
3. **Networking**/Interacting with Colleagues/Suppliers
  - How well is your exhibit serving these needs? (Score Yourself 1-10) \_\_\_\_\_
  - What specifically are you doing to meet these needs?



Attendees have over choice  
about where to spend their time  
and are very selective about  
which exhibits they visit...

**Is YOUR exhibit a worthy  
destination?**

### 3 Most Important Things to Booth Visitors

1. Overall Booth Appearance
2. \_\_\_\_\_ of Information Received
3. Relevance to their Practice

Source: Exhibit Surveys

### 5 Things Your Exhibit MUST DO to Become a WORTHY DESTINATION

1. Get Noticed
2. Quickly & \_\_\_\_\_ Communicate What You Do and a Value Proposition
3. Be Approachable, Easy to Enter & Navigate
4. Provide \_\_\_\_\_, But Meaningful & Engaging Interactivity
5. Inform or Teach Something Valuable & \_\_\_\_\_

**\* See 33 Midwinter Meeting Standout Exhibits at the online Exhibitor ROI Center.**

## 6 Ways to Make Your Exhibit MORE VISIBLE

1. Lighting
2. Imagery
3. Clear & Informative Messaging
4. Creative Use of A/V
5. Interactivity & Engagement
6. Proactive Booth Staff

### Accessibility & Ease of Navigation

1. Avoid \_\_\_\_\_ to entry or exit
2. Easy to visually discern what is where
3. Logical order and placement of solutions
4. Zones
  - Meet & greet area
  - Information seeker area
  - Interactive solution areas
  - Deeper conversation areas
  - Relax and recharge areas



#### Notes from Slides:

## 6 Ways to Create Meaningful Interactive Experiences

1. One-to-One Personalized Demonstrations
2. Hands-On Demonstrations
3. One-to-Many Demonstrations/Presentations
4. Recreating Surgical Environments
5. Gamification/Quizzes
6. Self-Guided Demonstrations/Information Access

## Improving the Attendee Comfort Factor

1. **Flooring:** Carpet and padding
2. **Space:** Not cramped or overcrowded
3. **Accessibility:** Easy to Enter & Exit – Products can be interacted with
4. **Seating:** Comfortable seating increases dwell time
5. **Staff Behaviors:** Friendly, Attentive, Responsive, Not Pushy, Respect Their Time & Knowledge
6. **Food & Beverage:** Putting food or a beverage in their hand increases dwell time

## 6 Key Factors Impacting Exhibit Memorability & Recall

1. Product Interest
2. Company Name
3. Product Demonstration
4. Live Presentations
5. Booth Staff
6. Exhibit Design/Color

Source: Exhibit Surveys

**What were the three most important ideas you learned in this webinar?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**What will you do to make your exhibit stand out?**

### **CDS Commitment to Exhibitor Education & Success**

- Exhibitor ROI Center:
  - Live and Re-playable Webinars
  - “How To” Exhibiting Article Series and Improving Exhibiting Effectiveness e-book
  - Downloadable Budgeting Calculator and Staff Evaluation Tools
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[https://www.cds.org/Midwinter\\_Meeting/Information\\_for\\_Exhibitors/Exhibitor\\_ROI\\_Center.aspx](https://www.cds.org/Midwinter_Meeting/Information_for_Exhibitors/Exhibitor_ROI_Center.aspx)

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