Present

How Virtual Exhibiting Can Help Your Company During a Crisis

Participant Learning Objectives:

- Why a virtual booth?
- 7 big advantages and benefits of a virtual booth.
- How virtual events differ from face-to-face events.
- 4 critical success factors for your virtual booth.
- 9 virtual booth planning guidelines.
**Why a Virtual Booth?**

1. You still have a business to run, customers to serve, marketing and sales goals to achieve.
2. Old sales & marketing channels are not working as well right now… i.e. email and in-person sales calls.
3. Your dental customers and prospects have new ________ and new challenges as a result of the pandemic.
4. People’s minds are wide open right now!
5. A virtual booth helps your brand stay visible, serve your customers, and generate leads and sales.

**7 BIG Advantages & Benefits of a Virtual Booth**

- NO TRAVEL: Saves everyone time!
- COSTS LESS = EASYROI: No air, hotel, ground transportation, freight, shipping, I&D, meals and entertainment, etc.
- EXPANDED MARKET REACH: Accessible to a larger audience.
- LONGER ________________: Event is live 3 days – open through March 6, 2021.
- INTENTIONAL vs SPONTANEOUS interaction potential.
- DIGITAL FOOTPRINT: Access to more visitor behavioral data.
- STILL ADDRESSES the three reasons people attend live events:
  1. Learn
  2. Network
  3. __________________________

**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.
- 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 create a virtual booth experience __________ 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.

9 Virtual Booth Planning Guidelines

1. Identify **reasons** for exhibiting virtually.
2. Set specific **goals**.
3. Define your **target audience**.
4. Develop your **messaging/value proposition**.
5. Determine your communication __________.
6. Define & develop your **content**.
7. Optimize your **virtual booth functions**.
8. **Promote** before, during and after with compelling value propositions and clear CTA’s (Call to Action).
9. Prepare **virtual staff** for effectively interacting with visitors.
4 Value-Packed, Low-Cost Virtual Booth Packages

1. Learn more about CDS virtual booths: https://www.cds.org/meetings-events/midwinter-meeting/information-for-exhibitors/2021-exhibitor-prospectus

2. ALL booth levels include:
   - Virtual space with company branding
   - "About Us" company description
   - Welcome video
   - One-on-one video chat & group text chat capabilities
   - Product/sales material to share
   - Reports tracking what attendees did in your booth and how long they stayed.
   - Post-event data: Full list booth visitors including name, mailing address, email address and demographic data with registration and practice type, along with the reported subspecialty.
   - Complimentary registration for 4 per company employees and can register additional for a fee (NEW includes access to register for scientific sessions)

Contact: Lisa Girardi, Director, Exhibitor Services
312-836-7327 or lgirardi@cds.org

Virtual Exhibiting Training Sessions

Mark Your Calendars!

1. How to Optimize Your CDS Midwinter Meeting Virtual Booth
   Tuesday, November 3, 2020    2:00 to 3:00 pm Eastern

2. Driving Traffic To and Successfully Working Your CDS Virtual Booth
   Tuesday, January 12, 2021    2:00 to 3:00 pm Eastern
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