



# 5 Tech Ideas That Make Your Exhibit Stand Out





Trade shows are your best opportunity for your company to attract interest from serious leads in person. However, trade shows are not what they used to be. Walk in to any trade show today and you'll find some booths and displays fitted with quirky designs and gimmicks attempting to lure people in (putting greens and prize wheels are fun, but do they elevate or represent your products and services?) So how do you compete at today's trade shows? The answer: with technology designed to showcase and elevate your company's flagship products while educating key prospects.

Whether you are a trade show veteran or just dipping your toe in the water for the first time, it's important that your trade show booth contains the right mix of tech elements to attract today's tech-savvy customers.

***Get started with 5 of our favorite tech ideas that make your booth stand out.***

## VIRTUAL REALITY

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The world knew that as soon as technology caught up to consumers' appetite for experiential content, there would be no turning back; in 2020, the technology is a must. The brain processes images 60,000 times faster than text, and 90 percent of the information sent to the brain is visual. It's one of the reasons why video has become the most effective marketing resource, and why Virtual Reality takes effective marketing to another level. VR demo apps can help you create unlimited virtual showrooms. You can walk event visitors through endless

pavilions (real and imagined) or showcase your latest products.

Fit your booth with a Virtual Reality station with headsets that immerse attendees. Virtual Reality is among the best ways to explain, and show, what your company does and how your products work. Companies are constantly challenged with coming up with ways to make their pitch more visual; Virtual Reality allows booth visitors to lift, rotate, scale, and pull apart products as they please, gaining a comprehensive understanding of every aspect of your offering.

### **For Example**

1. Immerse your audience into your product R&D, construction, or usage by displaying true-to-life 3D illustrations. This will give them a much clearer understanding of how your product works, from conception to design, and will give you a competitive edge over other companies that are still telling their stories using tri-fold print brochures.



2. Leverage Facebook's 360 photos. Take a 360-degree image and view the photo in virtual reality using a VR device. Photos of your products, manufacturing facilities, office space or staff can instantly transport viewers into the heart of your brand, product or organization.

And, if your products and services are too large or too expensive to bring to the booth, VR enables you to simply set up your exhibit and fit a prospect with a headset, to keep them engaged and involved in every step of your pitch.

## Selecting a VR headset to use at your booth:



### Google Cardboard

- Inexpensive (\$5-\$10 not including phone)
- Headset can easily be branded for your own company
- A great giveaway that you can use to remain in your customer's mind long after the trade show
- Portable, lays flat



### Oculus Rift / HTC Vive

- Excellent user experience and high definition imagery
- Ability to control for full interaction and immersion
- Positional tracking so customers can walk around the virtual space



### Samsung Gear

- More comfortable fit and adjustable focus for less eye fatigue
- Improved interaction via external touch pad
- Better immersion due to less light leakage and better head tracking
- No positional tracking – stationary use only
- Only works with Samsung phones

There are plenty of other options available for you depending on your budget, like Playstation VR, Lenovo Mirage and Google Daydream. Once you test out and decide on your preferred headset, you can launch on the compatible system and be able to create your virtual reality demo experience that can be consumed at trade shows at scale.

In addition to providing incredible functional value by showcasing entire product lines, complete service offerings or an expansive portfolio, virtual technology has the power to generate buzz at a trade show. This emerging technology has novelty on its side, capturing the attention of attendees and creating an immersive experience that keeps booth visitors excited and involved.



# AUGMENTED REALITY

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If Virtual Reality seems like too much of a technological leap for your trade show booth, try experimenting with its little brother: Augmented Reality. Like the name suggests, Augmented Reality heightens products to give customers a lifelike encounter. Photos, videos, testimonials and experiences can all be incorporated in a 3D or 360-degree view for attendees. Augmented Reality can bring your brand to life and create a memorable experience in a creative manner.

## Differences between AR and VR

- **Augmented Reality (AR)** adds digital elements to a live view often by using the camera on a smartphone. Examples include Snapchat lenses and Pokemon Go.
- **Virtual Reality (VR)** creates a completely immersive experience that shuts out the physical world. Users can be transported into a number of real-world and imagined environments.

Part of creating an immersive experience is appealing to different emotions, so using Augmented Reality to add an element of fear or thrill and can be particularly effective. By using big LED screens, a focal standing point, holograms, and 3D, you can immerse your booth visitors into any situation.

# LIVE INTERVIEWS

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You no longer need to invest in an expensive camera crew, lighting, and a high-tech studio to create quality video content at a trade show. A smartphone is all you need to conduct an interview with a prospective customer or potential partner at a trade show. What's more, you can stream your interviews live on your social media platforms, like Facebook Live, Periscope, or Instagram.

Interviews, whether live or recorded, are a convenient and effective way to engage attendees at a trade show while also creating incremental value for months, even years, after.

Attendees at any trade show can be experts in many topics while often seeking to learn about the latest innovations in their field. Finding the right person to interview can open up co-branding opportunities for your company and provide them with exposure to a new audience, something they would normally have to pay for. This is a great way to build relationships and generate meaningful leads.

Interviews are also a strong alternative to live demonstrations that often cost more time and money to set up. Schedule a quick Q&A interview with an attendee about their company. After you've asked questions about their products and services, explain what your business offers and engage in a conversation that touches on industry problems that your business is trying to solve. Interviews are a great, low-cost way to pitch to potential clients, and can be used as valuable marketing tools.





# INTERACTIVE TOUCH SCREENS

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A fast-growing segment of exhibitors have employed interactive technology like touch screens to attract, engage, and present to attendees. Interactive touch screens and kiosks create an electronic “bug light” that attracts visitors into your space. Touch screen presentations let visitors drive the discussion and allows booth staff to present and then provide electronic brochures instantly via email, while also tracking engagement with back-end analytics. Touch screens also allow an unattended visitor to “hang around” the booth long enough for booth staffers to engage and qualify them as key prospects.



# CHARGING STATION

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There are times at trade shows where you just have to accept that your attendees don't have much interest in your business, but they are thirsty and will gladly take the free bottle of water you're offering them—because everyone loves free swag. One way to offer something your prospects need while not breaking the giveaway bank ...a charging station. While not exactly a testament of your product's effectiveness, offering a free charge an effective way of addressing a real pain point for your booth visitors: a dying phone or tablet during a serious time of need. It also presents an opportunity for you and your booth staff to forge a relationship with a prospective client.

People are desperately searching for outlets to keep their devices up and running at trade shows. Install a charging station at your booth and you'll not only have attendees posted up at your booth while their smartphones charge, but they'll spread the word to other attendees throughout the show, attracting even more potential customers that you and your staff can talk to. For an even more effective charging station, add some snacks and drinks so attendees can also recharge their bodies.



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**Want more tech ideas for your next trade show booth?  
Contact Apogee Exhibits today, or call (315) 986-4600.**