



# Maximize Exhibit Opportunities in a Socially Distanced World

*From the Team at Apogee Exhibits*





2020 is not turning out the way anyone expected. Since March the country has largely been on shutdown, healthcare and other essential workers have become modern day heroes, and everyone is trying to understand how to fit both business and family concerns into this new, socially distanced world. As the person responsible for your company's trade show and conference presence, your work has also likely been on a significant pause as shows throughout the world have cancelled or postponed events.

Thankfully, trade shows are starting to once again move forward; new 2020 and 2021 dates are on the calendar and, hopefully, the important business that happens at these shows will be running full speed ahead soon. To help you prepare your exhibit for what's sure to be socially distanced exhibit floors, the expert team at Apogee wanted to offer these tips. We've been working hard to ensure every aspect of trade show planning and execution aligns with regulations and show visitor concerns. We are also introducing a new platform to virtually host your booth to your potential audiences in case your events were cancelled. Put into play, each of these will help your company get the most out of your trade show investment and help you maximize ROI in this challenging business environment.



***We hope this is helpful as you restart planning and we'll see you at the show!***

**Mark Taylor**

*CEO Apogee Exhibits*



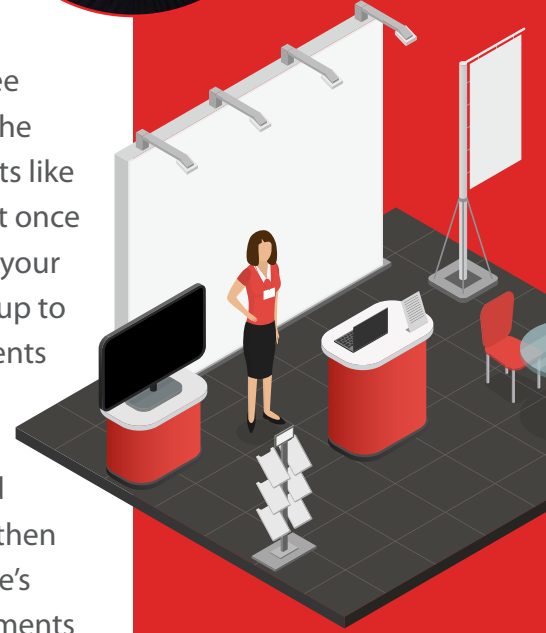


*From Brenda Vreeland,  
Apogee's Creative Director*

# Give Your Booth A Checkup



Now is the time to really take a look at your booth and see what elements still work for socially distanced shows in the next year and what you need to adjust. Consider elements like seating areas that need to accommodate fewer people at once and how to control foot traffic within your exhibit size. If your graphics are on the smaller side, consider amping those up to both convey your company's offerings and outline elements that might have been previously done in close-contact demos. Finally, take a look at how your trade show exhibit performed—or didn't perform—at the event. Did your booth staff notice attendees taking a quick glance, then passing you by without visiting? That could indicate there's room for improving the signage, messaging, graphic elements and other components. Did visitors walk in, take a quick look, then depart without talking to your people? They might not even have a chance to walk in for the coming months so think of ways you could make the setup more enticing and encourage your people to engage in the ways we still can. Your display represents a significant investment—it is important the booth design and layout make that investment pay off.



Renting trade show displays and outfitting them with custom graphics is one of the most cost-efficient options available to exhibitors. You can rent an array of trade show booth components that feature customizable graphics. Also, if you are considering purchasing a new element for your upcoming trade shows that will require a unique spacing solution, but are not quite sure how it will fit with your existing display, renting allows you to secure a solution that doesn't need to be fully integrated into your custom display. Aside from the obvious benefits of brand exposure and keeping within budget, renting display items means you do not need to worry about storage.



*From Nick Crumb, Apogee's Senior Marketing Innovation Consultant*

## Engage Through Technology



With the onset of this crisis, remote workforce practices have come to the forefront of our daily lives. Zoom, Skype, Slack meetings have all proven to be powerful tools to keep employees engaged with each other, and with their clients. Virtual events have become a useful and necessary tool to allow companies to keep their brand, products, and message consistent. These online events can also be a useful tool to engage an audience you missed due to a cancelled or postponed event. A virtual event can also be used going forward to promote your upcoming event, highlight new products, and simply create a way for visitors to see your offering in a different medium.



Later, onsite, providing booth visitors with an immersive experience can help deepen your connection with potential customers and allow them to understand your offering in a safe, socially distanced way. It isn't enough to simply add a monitor with a slide presentation, or blast techno music through speakers. A smart tech strategy should engage an attendee's senses, rather than create sensory overload. One of the best ways to do this is through VR and AR; in fact 53% of consumers polled are more likely to buy from a company that uses VR than one that doesn't. Executing VR/AR in a socially distanced exhibit might seem impossible, but it's actually relatively easy and a great way to grab people's attention. Tools like Google Cardboard are a great way to provide an engaging and immersive experience that is only touched by your prospect's hands. These headsets are inexpensive, can be branded for your company, and are also a great giveaway that you can use to remain in your customer's mind long after the trade show.

You should also harness technology to engage with prospects after they visit your new booth. Artificial intelligence tools offer an effective way to collect and use data. Used strategically, AI can help make your sales efforts more effective. It can help your sales staff use visitor information to pinpoint strong leads, better convert leads to actual sales, tailor follow-up messaging and more. This is even more important as visitors will likely be spending less time at any one exhibit or on the show floor overall. While AI won't replace human beings in your booth, they are a highly effective way to augment your limited on-site staff and ensure you're maximizing opportunities with every prospect.



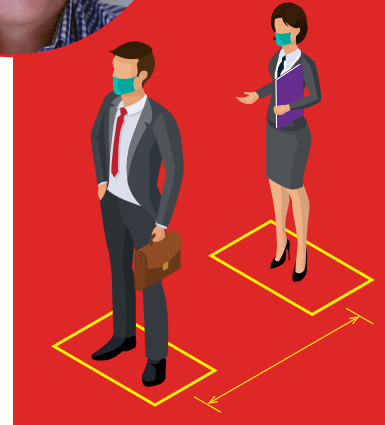
*From Brian Conlin, Apogee's Senior Strategic Sales Consultant*

# Prepare to Social Distance Sell



A trade show offers the singular opportunity for sales professionals to flex their pitch muscles with a large number of people. However, selling in a time of social distancing will take some new skills that your entire team should incorporate. Consider preparing them for the experience by conducting dry runs with other staff at your homebase. Determine how many people typically fit into your exhibit and what new social distancing regulations will limit that. Walk through your traditional demo or other sales tools and engage your team to brainstorm ways to be effective in this new world order. That might include sending information to prospects ahead of time, visibly cleaning displays in between visitors, and using increased post-show techniques for follow-up. Also, before your team arrives at the show, advise them not to get discouraged if things don't go exactly as planned. No one truly knows how trade shows will run in the coming months, but encouraging creativity and nimbleness among the entire team will ensure they are able to roll with the punches. Let them know that each interaction is a learning opportunity—adapt, adjust and try again.

Another thing to consider: the art of your pitch is something everyone at your company should know about—not just the staff with “sales” in their title. There are likely some wonderful ideas to maximize your opportunities among your entire staff. Before the show, be sure to include different departments in trade show planning meetings and discussions. Share what each department contributes to preparation, what their roles will be at the show, and how everyone plays an important part in your company's success at the event.



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**The entire Apogee Exhibits team is here to help you make the most of your trade show investment in a socially distanced world. We can get your virtual booth up right now and help you plan for live shows in the coming months. Contact us today and we hope you, your co-workers, family and friends are well.**

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