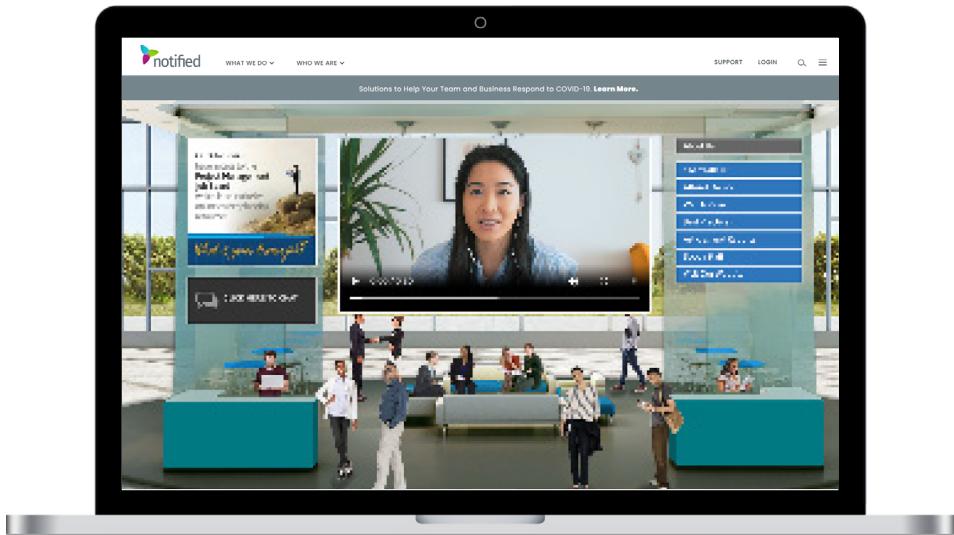


# | Top 10 Tips For More Engaging Sponsor Booths



- 1. Customize your Welcome Video** to the booth. The video should be concise with an engaging, relevant message for attendees.
- 2. Create a Show Special or Daily Prize Drawing** only available to attendees who have a 1:1 interaction with you at the booth.
- 3. Schedule video breakout rooms** to host your own group demos.
- 4. Prepare a few open-ended questions** to engage attendees during 1:1 chats. Avoid questions that could be answered with one word - it's hard to keep the conversation going that way.
- 5. Staff your booth with at least four people:** one person always monitoring the Chat, and three other staffers supporting 1:1 chat or video conversations with attendees. Don't lose a prospect that wants to talk.
- 6. Keep in mind you can add other booth staffers to your private chats.** This is helpful if you need to bring in an expert to answer attendee questions or if you are stepping away for a moment.
- 7. Take notes as you engage with attendees in your private chats** (our chat tool allows sponsors to take notes). A transcript of your notes can be accessed for future reference.
- 8. Provide plenty of handouts about your company** – the more documents and links you make available at your booth, the more attendees can learn and share.
- 9. Upload several videos to your booth video collection**, such as: product overviews, engaging demos, testimonials, etc.
- 10. Link to your website** within the tabs. Include sign-up form or call-to-action and encourage attendees to visit the tabs.



## I About Notified

Notified is the world's only communications cloud for events, public relations, and investor relations to drive meaningful insights and outcomes.

**Notified Event Cloud** lets you create unforgettable experiences to build brand and community engagement. It's the world's most comprehensive end-to-end event technology and related services to power the creation and management of events.

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