



Present

How Virtual Exhibiting Can Help YOUR Company During a Crisis

Participant Learning Objectives:

- The importance of continuing to market.
- Why a virtual booth?
- 7 big advantages and benefits of a virtual booth.
- How virtual events differ from face-to-face events.
- Why Pittcon 2021 will be a better virtual event.
- What Pittcon is doing to drive exhibitor engagement.
- 4 critical success factors for your virtual booth.
- 9 virtual booth planning guidelines.

The Importance of Continuing to Market

1. Attention to media and content consumption has increased dramatically and will remain so over the coming months.
2. Your competitors may be reducing marketing spend and activity.
3. Customers will have NEW _____ and NEW NEEDS!
4. NOW is the perfect time to expand visibility and increase brand awareness!
5. ADVERTISING is proven to increase customer awareness of and interest in products/services and generate sales leads.
6. SPONSORSHIPS are proven to improve customer perceptions of the sponsoring company.
 - This can increase their likeliness to consider your company and drive current and future purchase intent.

Why a Virtual Booth?

1. You still have a business to run, customers to serve, marketing and sales goals to achieve.
2. Traditional sales & marketing channels are not working as well right now... i.e. in-person sales calls and email.
3. Your customers and prospects have new problems 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, support your industry and generate leads and sales.

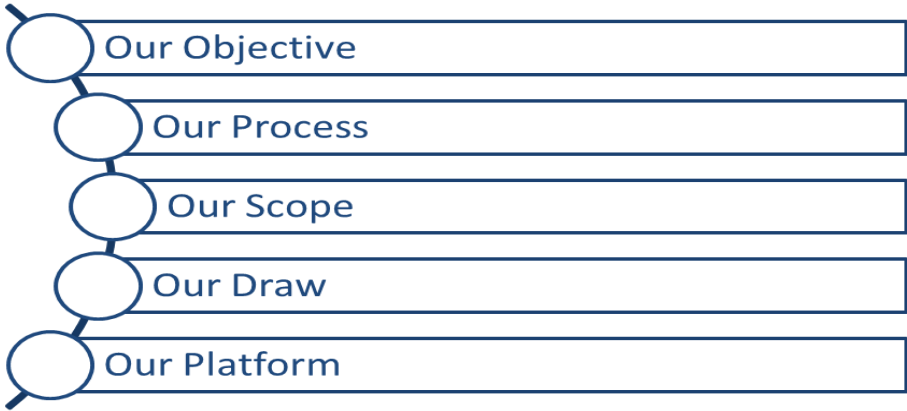
7 BIG Advantages & Benefits of a Virtual Booth

- NO TRAVEL: Saves everyone time!
- COSTS LESS = EASYROI: No air, hotel, ground transportation, freight, shipping, show services, I&D, show services, meals/entertainment, etc.
- EXPANDED MARKET REACH: Accessible to a larger audience.
- LONGER _____: Event live 5 days/expo 3 days – on demand for 3 months afterwards (June 12, 2021).
- INTENTIONAL vs SPONTANEOUS interaction potential.
- DIGITAL FOOTPRINT: Access to more visitor behavioral data.
- STILL ADDRESSES 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.
- People do not walk up and down the exhibits aisles and fall into booths at random.
- **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

Why Pittcon 2021 Will Be a Better Virtual Event



What Pittcon is Doing to Drive Exhibitor Engagement

1. Pittcon 2020 attendee list available to exhibitors.
2. Attendees are able to perform exhibitor searches by company, by products, and by services.
3. Engage attendees in platform via messaging and direct to attendee sponsorships.
4. Gamification will incentivize and drive attendees to exhibitor booths in many ways.
5. Exhibitor sponsorships in the visual virtual platform, through special virtual events, and in program sessions are designed to easily connect attendees to exhibitor booths.
6. Exhibitors are assisted by Pittcon via our webinars and the best-practice Competitive Edge webinars.

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.
 - Pittcon will do their part to promote the event and drive traffic into the virtual exhibit hall - do not just rely on Pittcon!
- 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.

REASONS

- 1. Connect with Customers
- 2. Generate Leads & New Revenue Ops
- 3. Brand Presence
- 4. Speak/Educate
- 5. Sales
- 6. Thought Leadership
- 7. Other?

GOALS

- 1. Booth Visits
- 2. Chats
- 3. Meetings
- 4. Leads
- 5. Announcements
- 6. Education
- 7. Social Connections
- 8. Brand Impact & Experience

Virtual Exhibiting Training Sessions

Mark Your Calendars!

How to Optimize Your Pittcon Virtual Booth
Wednesday, January 6, 2021 2:00 to 3:00pm Eastern

Driving Traffic To and Successfully Working Your Pittcon Virtual Booth
Tuesday, February 9, 2021 2:00 to 3:00 pm Eastern

About Your Expert Presenter

**Jefferson Davis, President, Competitive Edge
The Tradeshow Productivity Expert tm**



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**