



Present

How to Optimize Your Pittcon Virtual Booth

Participant Learning Objectives:

- How virtual events differ from face-to-face events.
- Understand the virtual attendee journey.
- Overview of your virtual booth functionality.
- Provide practical strategies and ideas to take full advantage of the many capabilities.
- Key points and action items.

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.
- Attendees do not walk virtual exhibit aisles and fall into booths at random!
- **Content** marketing, **calendar**ing and **rich** media are more important.
- **PRO TIP:** If you have multiple solutions, do NOT try to promote them all! Select one to three to feature.
 - ✓ Lead with _____!
 - ✓ Feature HOT, Trending or Top of Mind Products/Services
 - ✓ Reinforce Pillar Products/Services

Understand the Virtual Attendee Journey



1. Attendees pre-register for the event and receive log-in credentials.
2. From Lobby enter Exposition
 - Navigation sign on left
 - Blue link button on bottom
3. Find exhibitors by:
 - *Sponsors sign on right*
 - *Search by*
 - *Company Name*
 - *Product/Service*
 - *Category*

Overview of Your Virtual Booth Functionality



- A. Booth Navigations
- B. Booth Name
- C. Social Media
- D. Booth Rep Chat
1. **Booth Introduction Video** (Tiers 2/3/4)
2. Booth Logo
3. **1 large Screen**
4. **Up to 3 Small Screens** (2 in Tiers 1 & 2)
5. **1-2 Information Kiosks** with 4 line items each
6. **Up to 5 Lollipop Stands or CTA's**
7. Up to 4 Customized Avatars
8. **Up to 5 Products/Instruments**
9. 1 Pull up Banner (Tiers 3 & 4)
10. 3 Specialty Items

Your success depends on how well you utilize key functions

Optimize Large Screen or Introduction Video

1. Booth Introduction Video only in Tiers 2 - 3 - 4.
2. Can be video OR an image with audio.
3. Can auto play on first entry, be click action, or both.
4. Large screen video is the DOMINANT visual element!
5. Primary purpose of video content should be to make them want to interact with booth content and engage your staff!
6. Video content should include:
 - ✓ State a big _____, project or goal they may be experiencing.
 - ✓ Discuss the impact and implications of solving or achieving it.
 - ✓ Promise them they will learn how to solve the problem or achieve the goal by interacting in your booth.
 - ✓ Tell them exactly what to do next.



Utilizing Small Screens

1. Small screens should be the next step in visitor journey.
2. Feature two or three most relevant solutions.
3. Can be a static image or animated GIF.
4. Can have 1 click option: open video, go to url, or a pdf.
5. Developing product/service video content:
 - ✓ HOOK: Ask an _____ question stating key problem or benefit
 - ✓ STORY: Briefly communicate top 3 features & benefits
 - ✓ CLOSE: Tell them to engage with staff and/or download documents
6. Other potential uses:
 - ✓ White papers or research
 - ✓ Case studies
 - ✓ Customer interviews
 - ✓ Meet our team
 - ✓ Factory tour



Optimizing Video Content

Video Best Practices:

1. Keep it short: 3 to 7 minutes – have video length visible, if possible.
2. Create and feature a compelling _____ - it should make the visitor want to view videos!
3. Use sub-titles and captions in videos.
4. Include people in videos... people are people watchers!
5. Always include a call to action at the end of the video telling what you want the viewer to do, verbally and visually.
6. PRO TIP: Use the Hook/Story/Close model to script videos.

Leveraging Information Kiosks

1. One or two kiosks with 4 line items each. Line item text can be edited.
2. Can upload up to 20 items per line... We do not recommend!
3. Suggest leading with “_____” copy or video.
4. Additional content to consider:
 - ✓ Featured product/service brochures
 - ✓ Product FAQ documents or video
 - ✓ Scientific data
 - ✓ White papers
 - ✓ Case studies
 - ✓ Checklists
 - ✓ Press/news releases
 - ✓ Article reprints
 - ✓ Awards and recognition
 - ✓ Client list and/or testimonials



IMPORTANT:

1. Only offer documents that cannot be edited.
2. Consider requesting more info to access confidential/sensitive documents.

Leverage Your “About Us” Copy

1. If text versus a link: 2,000 character limit, including spaces.
2. PRO TIP: You must write this **differently** than you would for a live exhibition.
 - Primary goal is to prompt visitors to want to immediately learn more about your offerings and engage with content, chat with your staff and/or submit an inquiry.
 - Think about what PROBLEMS your customers might be experiencing.
 - Think about what your target customers may want to LEARN about right now.
3. Your company description should address the following points:
 - What you do
 - Who you serve
 - What makes you _____
4. End with a clear Call To Action.

BEFORE

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AFTER

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ExtraHop helps you protect and accelerate your business, minimize threats, and save money.

Learn more now.

Two Important Documents

1. Create a quick-read one page overview document that concisely presents:
 - ✓ Who you are and who you serve
 - ✓ What your core products and services are
 - ✓ What your value proposition to your market is
 - ✓ What makes your company and your products/services different and better than your competition
 - ✓ How to engage with your virtual staff & contact you
2. Create a checklist of primary evaluation criteria and key questions a customer should ask when evaluating your type of product/service:
 - ✓ Make it three columns
 - ✓ Fill in the answers for your offering in first column
 - ✓ Leave other two blank - most buyers shortlist to three potential vendors

Utilizing Lollipop Stands or CTAs to Engage Visitors

1. Two to five stands based on tier.
2. Red design and shape draws the eye.
3. Can open a url or a pdf.
4. Could be used for:
 - ✓ Schedule a meeting
 - ✓ Show _____
 - ✓ Take a survey or do research
 - ✓ Enter a contest - win a prize
 - ✓ Go to a landing page or web page



Additional Optional Features to Utilize

1. Standard rep avatar – choose from 80 – consider _____ if multiple avatars
2. Customizable rep avatars with Tiers 2 - 3 – 4
3. Instrument images
4. Tables or pedestals
5. Specialty items (balloons, dogs, beach ball, etc.)
6. Pull-up banner

Key Points & Action Items

1. Attendees do not walk virtual exhibit hall aisles and fall into booths!
2. Content marketing, calendaring and rich media are important!
3. If you have multiple solutions, do NOT try to promote them all! Select one to three to feature.
4. Design visitor flow through your booth.
5. Optimize large screen video – dominant visual element!
6. Use small screens to feature lead solutions.
7. Guide from small screen video to rep chat, then information kiosk.
8. Less is more! Don't overload information kiosk.
9. Leverage Lollipop CTAs with interactive devices.
- 10. Complete and return Booth Grid within 2 weeks from receipt.**
- 11. You will have two review periods for corrections and updates.**

➤ What are the three most important ideas you learned and will apply to improve your virtual booth?

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 tradeshow appearances 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