

## Exhibitor event checklist

Designing a safe, successful event in a post-COVID-19 world: physical, digital, or hybrid

### Pre-Event

**Strategize your audience approach**

Analyze the show's demographics and think through how you can still reach all of your audiences even if they can't be in attendance. You may decide that digital plays a much bigger role in your event strategy than in past shows.

**Determine your success metrics**

Think of different things you can measure. Think quality over quantity, and educate those in the C-suite on this shift. Consider counting the number of meetings with key decision-makers or the number of follow-up meetings made.

**Consider also engaging digitally**

Face to face has depth and virtual has reach. Set some digital goals. Amount of traffic to a show landing page is a start, but it's the repeated online engagement that counts. Find ways to build out that experience online to make truly engaging content. Online appointments, whitepapers, and chatbots are a great place to start.

**Reimagine your booth design**

Review your results from past shows and make decisions about booth size and design to maximize

safe engagement. What presentations, demos, or meetings were most successful? You may need to tap into one of those in your booth design to get the most out of your space while still meeting your goals.

**Rethink sponsorship opportunities**

Consider what can benefit you and join in everything from pre-event communications, online elements to on-site experiences. Carefully select promotional items and sponsorships that keep attendees safe, such as hand sanitizer, face masks, or hand-washing stations. These items send a message that you not only want your attendees' business, but that you're interested in their protection as well.

**Evaluate a hybrid booth approach**

If some attendees can't attend in person, make the effort to connect with them virtually. Coordinated with in-person meetings and virtual presentations, a successful hybrid experience blends these elements seamlessly to expand reach and engagement.

## During event

### ✔ Send the right booth staff

Be mindful that you may be talking to key decision-makers that want to talk to subject matter experts, not all sales staff.

### ✔ Make meaningful connections using tools from the show

Utilize the show's app as much as possible. If attendees can use the event application to search the show floor using keywords, guests will be more efficient with their time and how they get from place to place. Take advantage of matchmaking and networking opportunities. Have your booth staff split up the show floor and tell attendees where they can meet you.

### ✔ Design a safe experience

Define a clear path through your exhibit space, creating a one-way journey throughout your exhibit with controlled entrance and exit points.

✔ Consider floor decals or carpet inlays to designate social distancing areas or traffic flow.

✔ Use dividers or greenery to guide flow through the booth.

✔ Place signage to gently remind attendees of social distancing throughout the booth.

✔ Get creative with your booth space layout. Changing it to maximize your space and/or sectioning it for maximum protection will be key.

✔ Consider adding sneeze guards to existing reception desks.

✔ Design acrylic walls/shields and sneeze guards where applicable (reception counters, demo stations).

✔ Eliminate soft furnishings to make the cleaning and disinfecting process more efficient, and provide physically distanced single seats.

✔ Place hand sanitation stations at the entrance and throughout the space.

✔ **Implement tech that will engage**  
Display presentations on large screens or LED walls for group demos and allow

for hybrid meetings, accommodating any attendees who may want to watch on their own phone or tablet or cannot attend because of travel restrictions.

✔ Consider chatbot and AI-driven service. Voice-based interactive systems provide a quick and cost-effective way to answer questions and request services.

✔ Allow demonstrations that provide more viewing opportunities by attendees by using second screens.

✔ Create QR/barcodes on personal hand-held devices for sharing content or viewing product information.

✔ Content becomes entirely digital and hands-free. Use an eco-friendly alternative to printed programs and handouts. Some tools feature tracking and do-it-yourself options where you can share contact information or viewing product information.

✔ Record your content so you can use it again to share your message.

## Post event

### ✔ Stay connected to your audience

Make all of your content on demand and in bite-sized pieces. Allow attendees and virtual attendees alike to engage after the show. Send packages after the show to your quality leads.

### ✔ Debrief

Evaluate everything from your booth design to content delivery for the live and online audience. What went well? Where can you improve next time? As we adapt to the new normal, we must continually adjust to create the best possible experiences.