Present

How to Make YOUR AAO Exhibit STAND OUT From the Crowd

Webinar Discussion Points Include…

1. Three primary reasons healthcare professionals attend tradeshows
2. Five things your exhibit must do to become a worthy destination
3. Six ways to make your exhibit more visible
4. The critical importance of accessibility and ease of navigation
5. Four ways to create meaningful interactive experiences
6. How improving the attendee comfort factor increase dwell time
7. Six key factors impacting exhibit memorability and recall
3 Primary Reasons Healthcare Professionals Attend Tradeshows

1. _______________/Continuing Education/Accrediting
2. Networking/Interacting with Colleagues/Suppliers
3. Shopping/Sourcing/Purchasing/Revalidating
   ➢ How well is your exhibit serving these needs? (Score Yourself 1-10) ________
   ➢ What specifically are you doing to meet these needs?

Attendees have **over choice** about where to spend their time and are **very selective** about which exhibits they visit...

*Is YOUR exhibit a worthy destination?*

3 Most Important Things to Booth Visitors

1. Overall Booth Appearance
2. _______________ of Information Received
3. Relevance to their Practice
   Source: Exhibit Surveys

5 Things Your Exhibit MUST DO to Become a WORTHY DESTINATION

1. Get Noticed
2. Quickly & ______________ Communicate What You Do and Deliver a Value Proposition
3. Be Approachable, Easy to Enter & Navigate
4. Provide __________, But Meaningful & Engaging Interactivity
5. Inform or Teach Visitors Something Useful & ______________
For Businesses Providing Services

1. Building service presentations requires more thought and creativity.

2. Start by identifying ______________ that create interest or need, problems you solve, opportunities you create, savings, efficiencies and improvements you can deliver.

3. Strategies:
   - Use a physical prop to hook and engage attendees.
   - Brief 1 to 1 or 1 to Many Presentations: 3 biggest problems with (process) and how to eliminate.
   - Gamification: Take the 60 second (problem) challenge or quiz.
   - White papers, checklists, industry Intelligence reports, etc.
   - Case studies: Problem/Approach/Result
   - Client testimonials in exhibit graphics and A/V

6 Ways to Make Your Exhibit MORE VISIBLE

1. Lighting

2. Imagery

3. Clear & Informative Messaging

4. Creative Use of A/V

5. Interactivity & Engagement

6. Proactive Booth Staff
Accessibility & Ease of Navigation

1. Avoid___________to entry or exit
2. Easy to visually discern what is where
3. Logical order and placement of solutions
4. Zones
   - Meet & greet area
   - Information seeker area
   - Interactive solution areas
   - Deeper_________________________areas
   - Relax and recharge areas

Notes from Slides:

6 Ways to Create Meaningful Interactive Experiences

1. One-to-One Personalized Demonstrations

2. Hands-On Demonstrations

3. One-to-Many Demonstrations/Presentations

4. Recreating Environments

5. Gamification/Quizzes

6. Self-Guided Demonstrations/Information Access
Improving the Attendee Comfort Factor

1. **Flooring**: Carpet and ____________
2. **Space**: Not cramped or overcrowded
3. **Accessibility**: Easy to Enter & Exit – Products can be interacted with
4. **Seating**: Comfortable seating increases dwell time
5. **Staff Behaviors**: Friendly, Attentive, Responsive, Not Pushy, Respect Their Time & Knowledge
6. **Food & Beverage**: Putting food or a beverage in their hand increases dwell time

6 Key Factors Impacting Exhibit Memorability & Recall

1. ________________    __________________
2. Company Name
3. Product Demonstration
4. Live Presentations
5. Booth Staff
6. Exhibit Design/Color

Source: Exhibit Surveys

Want to see many more? View the 2013-2015 AAO Standout Reports online at the Exhibitor Resource Center.

What were the three most important ideas you learned in this webinar?

1. __________________________________________________________
2. __________________________________________________________
3. __________________________________________________________
What will you do to make your exhibit stand out?

AAO Commitment to Exhibitor Education & Success

- Exhibitor Resources Center:
  - Live and Re-playable Webinars
  - Useful Tips and Downloadable Tools
  - Standout Exhibit Reports
  - Other resources

- Bookmark, Share and Access at:
  ➢ http://www.aao.org/annual-meeting/exhibitor/resources