



If you've completed the first two exercises, you're on your way to a successful AAO Annual Meeting exhibit. You have three SMART goals backed up with written action plans and you created a Selective Attraction plan. Now it's time to give careful thought to...

### **CRITICAL SUCCESS FACTOR #3: MANAGING THE VISITOR EXPERIENCE**

Managing the visitor experience means carefully addressing three areas: 1) your exhibit, 2) your product or service presentation or demonstration, and 3) your exhibit staff.

#### **1. Keys to a Successful Exhibit**

Think of your exhibit like a billboard on a freeway. Attendees are driving down the aisle at 70 miles per hour. The first thing your exhibit must do is grab their attention and force them to look at it. Once they look, it must quickly and visually answer the questions of 1) what do you do?, 2) why should they care?, and 3) who are you? Next, your exhibit must be easy-to-enter, navigate and exit. Finally, your exhibit should reinforce your brand identity.

**EXERCISE:** Setup or look at a picture of your exhibit and assess how well it's addressing these factors. If it's weak in any of these areas, consider making changes before the show.

#### **2. Keys to Successful Presentations and Demonstrations**

CEIR research found the #1 way attendees want to engage with exhibits is through interactive presentations and demonstrations. Give very careful thought as to how you are displaying and presenting your products and services. **Try making it as interactive as possible.** Show them, tell them, and get them to do something to create maximum impact. Be sure to reinforce your key takeaway messages with graphics.

**EXERCISE:** Think through your product or service presentation with emphasis on multi-sensory interaction with visitors.

#### **3. Keys to Successful Exhibit Staffing**

Your people will make or break your success at trade shows. Be sure to have enough staffing during all open exhibit hours. If you're in a medium or larger booth, make sure it is easy for visitors to identify who your staffers are. Have multiple types of staffers, including sales, marketing, technical, customer service, and executives. Be sure everyone looks and acts like they want to be there. Stand up, smile and engage visitors on the perimeter. Quickly welcome visitors who enter your booth. Spend the first few minutes asking questions about the visitor; who they are, why they are visiting, and what they hope to accomplish. Avoid behavioral mistakes that reduce booth traffic like sitting, talking with other staffers, texting or talking on cell phones, and eating or drinking in the booth.

**EXERCISE:** Get your booth staff together and discuss your staffing game plan and the rules of effective exhibitorship before the show.

To help you prepare, please be sure to read these educational and inspirational materials available on the [Exhibitor Resources web page](#):

- 9 Steps to Stand Out and Be Remembered at Your Next Show
- Improving Exhibiting Effectiveness e-book
- AAO Standout Exhibit Reports which highlight great exhibiting practices from prior Annual Meetings

Finally, please mark your calendar and be sure to register for these educational webinars:

- How to Make Your Exhibit Stand Out From the Crowd – August 10 at 2:00 pm Eastern.  
Here's the registration link:  
<https://attendee.gotowebinar.com/register/1139446265373531394>
- AAO Annual Meeting New Exhibitor Web-Briefing: How to Have a Positive and Productive Exhibiting Experience – August 18 at 2:00 pm Eastern. Here's the registration link:  
<https://attendee.gotowebinar.com/register/428095227551563266>