

MAKE THE MOST OF THE EXHIBIT

10 practical ways to increase visibility, engagement and post-show results

1 DESIGN AN INVITING BOOTH

Put your exhibit table at the rear of the booth. Leave space for attendees to enter, explore and begin a conversation.

2 INVITE YOUR CUSTOMERS

Send the provided customer invitations and encourage customers to visit your team in the exhibition at no charge.

3 START OUTREACH IN THE APP

Once the conference app launches, review the attendee list. Invite attendees to your booth, set meetings and plan dinners.

4 COMPLETE YOUR DIGITAL BOOTH

Set up your company profile in the conference app. Connect your team so all captured leads flow to the company exhibitor portal.

5 BUILD EXPOCAD VISIBILITY

Set up your ExpoCAD digital booth by winter to reach registered exhibitors and visitors exploring the conference website.

6 USE THE PREPARATION TIMELINE

Follow the provided exhibitor timeline and checklist to stay ahead of deadlines, deliverables and on-site preparations.

7 PROMOTE YOUR PRESENCE

Share your booth number before the event through customer emails, LinkedIn posts and direct outreach from your sales team.

8 PLAN LEAD QUALIFICATION

Decide what to capture: application, purchasing role, project timeline, product interest and next step. Add qualifiers when the app opens.

9 ASK QUESTIONS FIRST

Open with “What brings you to the show?” or “What challenges are you trying to solve?” before moving into a sales pitch.

10 DEMONSTRATE AND FOLLOW UP

Use live demos, videos, samples or hands-on experiences. Promote demo times, capture details and send personalized post-show outreach.