

# Top 10 Tips For More Engaging Sponsor Booths



1. **Customize your Welcome Video** to the booth. The video should be concise with an engaging, relevant message for attendees.
2. **Create a Show Special or Daily Prize Drawing** only available to attendees who have a 1:1 interaction with you at the booth.
3. **Schedule video breakout rooms** to host your own group demos.
4. **Prepare a few open-ended questions** to engage attendees during 1:1 chats. Avoid questions that could be answered with one word - it's hard to keep the conversation going that way.
5. **Staff your booth with at least four people:** one person always monitoring the Chat, and three other staffers supporting 1:1 chat or video conversations with attendees. Don't lose a prospect that wants to talk.
6. **Keep in mind you can add other booth staffers to your private chats.** This is helpful if you need to bring in an expert to answer attendee questions or if you are stepping away for a moment.
7. **Take notes as you engage with attendees in your private chats** (our chat tool allows sponsors to take notes). A transcript of your notes can be accessed for future reference.
8. **Provide plenty of handouts about your company** – the more documents and links you make available at your booth, the more attendees can learn and share.
9. **Upload several videos to your booth video collection,** such as: product overviews, engaging demos, testimonials, etc.
10. **Link to your website** within the tabs. Include sign-up form or call-to-action and encourage attendees to visit the tabs.



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