

Tips to Increase Your Engagement as an Exhibitor

SET CLEAR GOALS

Determine what your ROI would be – if one new customer helps you justify you being at the event, then focus on getting that customer.

- What do you want to get out of exhibiting?
 - How many attendees do you want to stop at your exhibit space?
 - How many leads do you hope to generate?
 - How many products do you want to sell?
 - Are you focusing on promotion or hoping to launch a new product?
 - Who are you targeting with your trade show display? Sole practitioners? CEOs? Tax managers?

ADVERTISE IN ADVANCE

You have the opportunity to promote and advertise that you're participating in a particular event by inviting your clients, customers, suppliers, and other contacts to attend. Be sure you provide all the details, especially your booth number. FICPA would be happy to provide you with collateral!

- Social Media Engagement #FICPA
- Email Promotion
- Webpage Banner
- Email Signature Banner

We have opportunities to advertise on the FICPA homepage, through a Retargeting Campaign, and in our NewsFlash newsletter. Click here to learn more about advertising at the FICPA. [\(link to Media Kit\)](#)

The FICPA does allow the purchase of attendee or membership lists. Any lists that FICPA sends to sponsors or exhibitors will contain attendee's name, company, and address (we do not provide phone numbers or e-mails).

DRAW THE CROWD TO YOUR EXHIBIT SPACE

- Use an interactive or pop-up display.
- Create a quiz or game or a contest draw - one idea that has been a win-win is to have an attendee take a fun picture and then post it to their LinkedIn and tag your company. It gives them a chance to win something and you an opportunity to get some exposure and awareness to their contacts.
- Hold a contest draw
- Present a scheduled demonstration

- Give away unique and desirable promotion items
- Stand in front of your exhibit space and engage with attendees as they walk by
- Work with the venue/hotel to provide popcorn or snacks at your booth
- Provide collateral that states who you are, what you do, and why you are the best at what you do. Keep it short and sweet and make sure it's clear.

SEND KNOWLEDGEABLE STAFF WHO DOES THEIR RESEARCH

Research industry trends. Provide solutions to the issues attendees are facing. Strike up conversation revolving around those topics.

CAPTURE LEADS AND FOLLOW-UP

Make sure to scan as many badges as possible at the event for an easier process when following up after. If you have trouble downloading the list after the event or find that information is missing, please ask a team member how to retrieve a full listing of your QR scans.