



# MAXIMIZE YOUR OPPORTUNITY TO SHOWCASE YOUR STARTUP

## Set measurable objectives

What does your company want to achieve in this exhibit? If it's just visibility, that's fine, but how are you going to measure it? Examples: 50 new users, 100 names for email newsletter, give away 100 discount codes.

## Prepare your 30-sec pitch, practice!

This is 80% of your success! You have very little time to get people interested so make sure it's short and complete. Get the main points across and how they can benefit from it (the WIFFM). Every staff member at the event should be equipped with the same spiel and the ability to talk about public knowledge facts of the company's future.

## Engage your visitors

What can you use to incentivize these guests? Do you have something to give away like raffling off a prize or giving access to your technology for free for a period of time?

*Pro Tip: If you're raffling off a prize, make sure to put limits on it. You don't want someone coming to you in 5 years trying to "cash-in" their prize.*

Make your exhibit interactive. Have a game or a contest (lots of ideas online – wheel of fortune, guessing games, trivia quiz on industry facts, etc.)

If you are allowed to serve food, consider having candy or small bites of food to give away. The food is the draw and you have to use that opportunity to talk to them. e.g. Have the food at the back of the table so you have to grab it for them and they have to listen to your spiel first.

Use social media to engage live feedback and attract attention.

If you're expecting high leads at this event and have access to the contact list, try to schedule appointments in advance for people to visit your booth.

## Collect visitor info

Use this opportunity of being in front of lots of people to benefit your company. Collect names with a sign-up sheet or business card drop for email/release updates. Understand who you are trying to connect with and if it's a hot lead, then record it, classify it and personally follow-up – multiple times if needed.

*Pro Tip: The sooner the better for a follow-up – maybe even that day. Consider sending a post-event email campaign to the contacts that tie your product.*

## Understand your space

Do you get a 6 or 8 foot table or a 10x10 booth? You will need to properly fill that space – you do not want to be the company with just stack of flyers on a table. Bring collateral, swag, brochures, posters, takeaways, product shots, demos, prototypes, stickers, collection bowls, clipboards and/or whatever else adds value and attention to your exhibit (don't forget social media info!) If you don't think you have enough content to fill the space, offer to share it with another company.

*Pro Tip: Hand out takeaways with a valuable call to action to everyone that walks by.*

## Have a booth sign

Make sure guests know who you are before they walk to your exhibit by printing logos or posters and hanging it behind or on the table. You might be surprised how many people forget this part.

*Pro Tip: A vinyl banner or fabric drape can be easily transported and used over and over for future exhibits.*

## Use a large monitor

If you have a tech demo, check with the coordinator if you have access to power so you can display a monitor. Prepare a rolling presentation of screenshots in advance and/or check if you have internet access to show live demo.

*Pro Tip: Always have a backup if the internet goes down or is bad quality.*

## Prepare for media interview & pics

When interviewing, give short sound bites in "threes" (ex: Our tech is awesome because it (1) makes life more convenient, (2) saves you money and (3) gives people access to something they've never had.)

Repeat the most important points you want to be covered throughout the interview – they can and will edit you later so make it hard to leave something important out.

If you have the option to choose your frame shot (for picture/video), do so in advance in a place that has good light and something of value (logo or product) behind you.

Seems like common sense, but don't reveal anything that you don't want to be public info and do tell the things that are newsworthy and public – make sure you and all your team members know which is which before the event starts.

Tips courtesy of **thinkBIG** PARTNERS in cooperation with **1 WEEK KC** and **Google fiber**

**It's better to SEE than TELL. It's better to TOUCH than SEE. It's better to DO than TOUCH.**