

WHEN GOING BIGGER ISN'T ALWAYS BETTER

4
FOUR WAYS TO GET SIZEABLE RESULTS
WITH A SMALL FOOTPRINT
AT YOUR NEXT TRADE SHOW OR EVENT



4

FOUR WAYS TO GET SIZEABLE RESULTS WITH A SMALL FOOTPRINT AT YOUR NEXT TRADE SHOW OR EVENT

Trade shows still top the list of marketing budgets, but when you have larger than life product, the traditional approaches to exhibit design are becoming less effective. Not only does much of the cost (square footage, shipping, and drayage) go to getting that product onto the show floor, but your booth staff—no matter how effective they are in communicating your product’s information with attendees—are unable to physically show prospects how the product integrates with their environments.

92% of trade show attendees come to see and learn about “what’s new”

What if we told you that you no longer need to have a physical product at your trade shows to get sizeable results?

Technology solves one of the most pressing issues event professionals face; how to engage your audience when budget, space, and time are limited. Combining high-quality educational content, along with a unique digital experience not only helps you attract and connect with potential customers, but it also greatly expands your physical product, leaves a longer lasting brand impression, and generates better-qualified leads.

We have four solutions to get you started on raising the bar versus competition and improving the selling efficiency of your space using innovative approaches to exhibit design.

ENGAGE YOUR AUDIENCE

The expectation of the customer experience at trade shows has changed considerably in the past few years. Engagement is a key objective, and being able to provide a lasting impression on your audience is crucial for post-show marketing and conversion. 91% of event professionals stated that increasing engagement at their events was a top priority for their organization. This can be arduous when directly competing with hundreds of other businesses that all share your objective of being the best.

Virtual Reality (VR) has recently emerged as one of the most engaging new technologies, and when utilized properly it has the potential to transform the way you as an exhibitor demonstrate your product.

Instead of lugging in thousands of pounds in product and packaging, you now have the ability to create a high-quality immersive experience “exhibiting” your product on the show floor. Studies show that 65% of people are visual learners and they will retain information better when it’s presented in a story format. Create an experience that conveys a story where your product’s features and benefits are explained in such a way that attendees leave your booth energized and excited.

Start an even greater conversation and provide an environment that is unlike anything they’ve seen before by combining physical structure with a digital world. This blend of the real world with a virtual world enables you to do something very important. In the context of the trade show, it gives your audience a multi-sensory experience that drives participation, increases dwell time, and generates more social interactions, ultimately creating a better-qualified lead.



Engagement is a key objective, and being able to provide a lasting impression on your audience is crucial for post-show marketing and conversion.

Fully immersive experiences not only engage and educate users but also draw attention to your booth.



Combining physical structure with a digital world, Samsung gave attendees an experience they would be talking about for days! In their booth at CES 2017, this spaceship battle ride flipped participants 360 degrees as the VR story unfolded.



In short, the potential uses here are limitless and it doesn't have to stop with your event demonstration. Remember you're offering your attendees an engaging piece of technology, an immersive experience that brings your brand to life! Don't undersell it – keep the momentum going! We suggest utilizing custom branded cardboard VR headsets as handouts to qualified leads. They can take a simplified version of your full VR experience anywhere and share your brand with decision makers and others back at the office.

65% OF PEOPLE

are visual learners and will retain information better when it's presented in a story format.

EXPAND YOUR PRODUCT PRESENCE

Which products should I bring to the trade show?
How can I get them there?

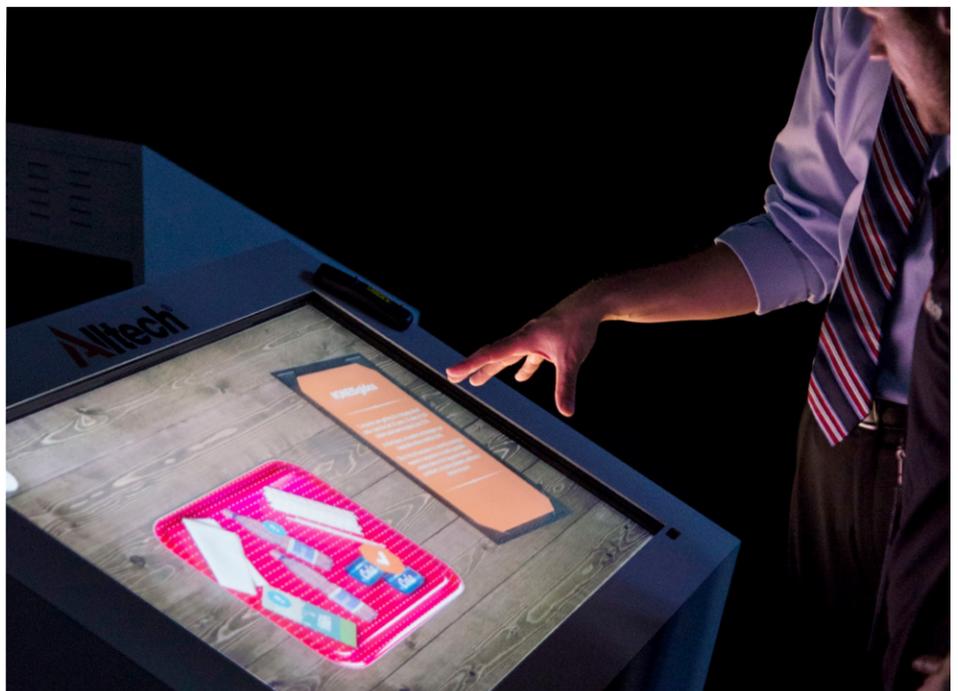
It can be time-consuming and challenging to organize for a trade show or event, especially when you have cumbersome products to move. Replacing or augmenting physical product with interactive digital applications can greatly expand your product presence on the show floor and create more informational interactions with your brand.

Interactive 3D touchscreen applications enable your prospects to experience your products by viewing them from every angle, interacting with features and reviewing detailed information, all of which can be scaled across your sales force on their mobile devices. This allows you to add context to your product and provide consistent messaging that more clearly communicates the details.

Do you have a product that is difficult or nearly impossible to bring to the show floor or whose value goes further than skin deep and requires a deeper dive into the finer details and advanced engineering? Those details can be brought to life through the use of

Augmented Reality (AR). AR turns the surrounding environment into a digital interface that allows your attendees to interact with a simulated 3D model of your product in the real world, in real-time. Making a great interactive sales tool that will change the way your prospects see your product around them.

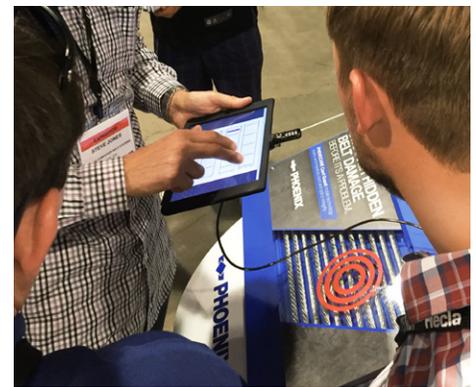
Interactive 3D touchscreen applications create for more engaging selling conversations about your brand in a highly visual and interactive way. Transforming product messages into dynamic interactive experiences.



By offering a unique interactive product experience to your customers, you will generate more meaningful conversations about your brand and this multifaceted marketing tool will open opportunities to sell your product or service in different ways outside of your booth.

- No more hauling large heavy products to sales presentations
- Consistent product messaging
- Cross-platform across PC's, tablets and mobile devices
- Apps are scalable to your entire sales team

Turn the environment around your booth into a digital interface by placing virtual products in the real world, in real-time using AR.



Customers experiencing products using interactive 3D touchscreen applications become more engaged and knowledgeable about your products or services.



ENHANCE YOUR LEAD CAPTURE

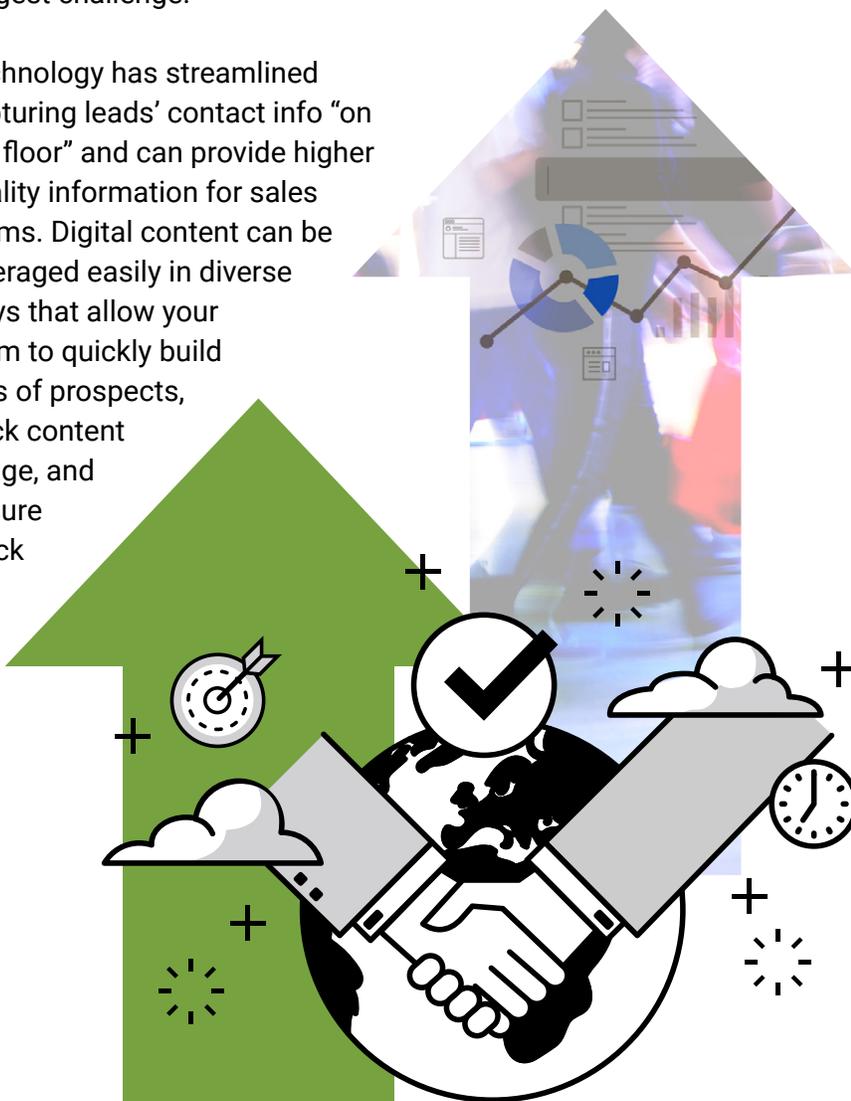
Collecting and qualifying leads is a primary objective of having a successful trade show or event. It's critical to have an effective strategy and to organize follow-up after the show. 68% of B2B marketers ranked "generating high-quality leads" as their top priority last year. 59% said that was also their biggest challenge.

Technology has streamlined capturing leads' contact info "on the floor" and can provide higher quality information for sales teams. Digital content can be leveraged easily in diverse ways that allow your team to quickly build lists of prospects, track content usage, and ensure quick

follow-up – all of which are crucial to conversion. With the evolution and constant adoption of new digital content becoming more business practical, better technology is becoming available to sales and marketing teams which can be harnessed to amazing potential.

Making sure your sales team is armed with an up-to-date content management system (CMS) is important. The ability for you to centrally manage the CMS helps to establish consistent material deployment and content permissions across your various teams. This creates a single business function that is held accountable to guarantee sales materials are current and leads are gathered and converted into the sales process. Utilize floor space by building your CMS into interactive kiosks and engage prospects that otherwise would have just passed by. Smart kiosk design can expand your sales presence without needing additional staff and is a great way to wow your target audience that is at the brand introduction stage and is still trying to passively qualify your brand before fully engaging.

Event lead capture can be demanding, but you can avoid the anxiety by making certain that your most up-to-date content is always available, even when you may not be. Through providing an organized CMS that your sales and marketing teams actually use, you'll have a better understanding of where the majority of your quality leads are coming from and where to focus your efforts.



Smart kiosk design can expand your sales presence without needing additional staff and is a great way to wow your target audience that is at the brand introduction stage and is still trying to passively qualify your brand before fully engaging.



EMBRACE YOUR RESTRICTED SPACE

Whether you have a 10x10 or a 40x40, natural flow and personal space need to be considered strategy. Planning traffic flow through your exhibit is vital. Restricted spaces can make your exhibit design feel cramped and hard to work with. Don't despair; there are ways to address these constraints and still achieve maximum impact.

Having the right visual plan for your brand, message, and design will help you decide on the best type of layout. Knowing the size restrictions of your assigned space while taking into consideration scalability, modularity, and traffic flow will make even the smallest trade show booth appear larger than life!

Adding strategic digital signage to your design strategy can give you the advantage. Create compelling reasons for attendees to move from one point to the next, while becoming a brand advocate along the way! Digital signage breaks through the clutter, connects quickly with a larger audience, and maximizes the impact of content and information with branded, customized electronic displays.

In a sea of oversized exhibits, utilize your vertical space to draw attention and create interest. Incorporate elements such as projectors, flat screens, or customer displays that can be hung from the ceiling or rafters, keeping in mind any height restrictions at your typical display venues.

Get noticed, and let your prospects and customers easily locate you in the sea of oversized exhibits. Incorporate elements such as projectors, flat screens, or customer displays that can be hung from the ceiling or rafters.



Study the entirety of your event schedule and what other spaces you may want the ability to use your exhibit in, to further leverage your investment. Modular exhibits can offer a custom-built style with the added advantage of being able to be repurposed and rearranged, offering fresh floor layouts and the ability to serve in smaller spaces or expand into larger spaces.

Achieve a cost-effective fresh look with your current modular property by changing out graphics or digital signage. Modular booth re-arrangement can address space and traffic flow changes from year to year.



Modular display system designed to display more than 75 different GE fixtures that can be moved and changed easily depending on the show they are attending. Modular booth re-arrangement can address space and traffic flow changes from year to year.



CONCLUSION

Attracting and engaging your customers has never been so easy.

Using the right interactive technology, sale process, and smart booth design at your next trade show or event will make you stand out from the competition. You don't need to have your largest product physically on the show floor to get sizeable results. Following these unique digital solutions will not only save money; (it will open up a new revenue stream and allow for additional marketing tactics to be added to your arsenal.)

Any company on almost any budget can be successful in event marketing or a trade show if they take the time to develop an effective strategy, execute it, and follow through on post-show marketing and conversion.

BRAND EXPERIENCE STUDIO + SHOP

CEI's heritage of superior craftsmanship and desire to deliver outstanding products and services offers our clients a unique advantage in the world of immersive experiences across trade show, environment, and event services. We believe that cohesive physical and digital experiences built through strategic insight, leading-edge technology, and creative space fabrication deliver real-world results for brands.

STUDIO

From value engineering to graphic production to interactive technologies, we're an integrated group of experiential storytellers and technical artists. We design unique customer experiences that inspire, educate, and engage audiences to create lasting impressions and accelerate sustainable growth.

SHOP

We've built a team of artisan carpenters, metal fabricators, and project managers that allow us to further push the boundaries of exhibit design. Our full-service fabrication facility creates an agile environment, resulting in quality assurance, one-of-a-kind structures, and speed to delivery.