

# Kent St Exhibitor Tips 1

**Sarah:** Okay. Hey guys, it's Anne and Sarah back to see you with more exhibitor tips. Obviously this is something that we hold near and dear to our hearts because we have been in your shoes.

So we are here today. To just go through two different sections. There are some things we'd like to discuss with you that would benefit anybody on the exhibit hall floor. If you can just afford one you know, a single booth or a double booth, and you're not spending any of your budget on.

Elaborate sponsorships, whether it be a lunch symposium or an innovation theater, or, you know, all the bags of registration, a lot of the different things that you can tack onto your booth. And, and you just have that single booth and that's, that's still a really solid investment. So it's something that you don't wanna waste.

**Ann:** One thing, one thing I just noticed when I was looking at the Kent state prospectus, is that if you wanna provide their bags or their lanyards or notepads or pens, there's no cost to you to do that.

All you have to do is send them the stuff. So I'm guessing you have to sign up for that. So that you're the sole provider of that. A lot of companies might not have dollars to invest in buying new bags for or paying for the sponsorship for bags or whatever, but we all have extra stuff laying around from previous events.

So if you have stuff laying around, get a hold of Patrick or Madeline or Kristen from Kent state and ask them to. Take over that sponsorship and then send all that stuff for the attendees. That's a great use of your stuff and it doesn't cost you anything.

**Sarah:** So get rid of your stuff. That's a really good spot to start, but on the same token, something Anne and I were talking about just a little bit ago is I do recommend avoiding bringing the entire kitchen sink to a meeting. How many times have you walked past a booth and there's just crap all over the table.

It's like, you don't know where to look. It makes you feel cluttered. It kind of like overwhelms and you just run, wanna run away. So think about if you were a DPM and you came up to that booth, where are you gonna start? So make it easier for people just to dive into a single conversation by really focusing,

maybe on your flagship product, the product that made your company, what it is, or maybe it's your brand new product.

Something that is new and exciting that you've launched. So my recommendation would be focus on when you're doing any marketing and on your, on your display, really make sure that you focus it, focus it to one or two flagship products or services so that you don't overwhelm your audience.

So just keep those things in mind when you're putting together your booth. And when you're marketing beforehand, if you're doing an email marketing piece, you don't have to talk about all of the products that are gonna be at your.

Keep it keep every message as focused as you can, especially because you should be sending multiple messages before the meeting anyway. And so if you put everything into a single email, what are you gonna say in the next email? You already covered it in this other one. The more focused you can be, the more likely it is that they're going to be able to remember that message and it will, it will be, it will resonate at a higher level.