

engaging trade show audiences with audio visual

Best Practices, Tips, and Tricks

Looking for higher attendee traffic and engagement at your next event? One of the keys to success is to know how to effectively incorporate technology into an exhibit.

Follow these audio visual insider tips for a sensational exhibit booth experience:

1. Make it wow-worthy.

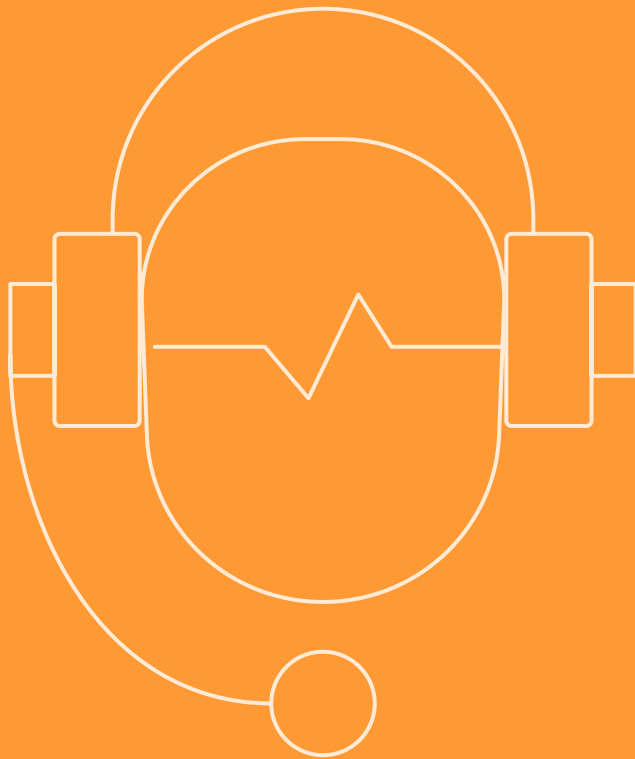
No matter what size your space is, adding lighting, signage, and video screens can attract traffic — as long as the setup conforms to the goals and style of your brand. For larger booth spaces, consider including projection mapping (the display of an image on a non-flat or non-white surface) or large-scale 3D displays to attract, impress, and inform attendees.

2. Teamwork.

Include your audio visual partner during the initial planning and collaboration stages. Provide clear objectives and budget allowances so they can deliver the best possible solutions for your exhibit.

3. No surprises.

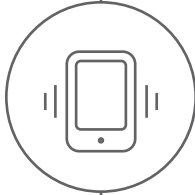
Hold your audio visual partner accountable for providing all details regarding labor, equipment, and content. This should include third-party requirements like electrical and rigging services.





4. Testing, testing...

Connect your AV team with your content creators for advanced file testing and appropriate hardware selection. This will avoid any last minute scrambles.



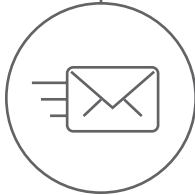
5. Get social!

Leverage social media channels to pre-market your in-booth experience and drive interest and awareness. It's always a best practice to tap into the show hashtag.



6. Touch, please.

Engage visitors with interactive displays such as touchscreens. This can include brand quizzes, questionnaires, and social media posts.



7. Keep in touch.

Maintain the connection with attendees after an event to deepen engagement. Through email marketing and social media, provide more information, insights, and collaterals to keep the conversation going.

Without a doubt, the right AV solutions and partner can go a long way in creating an engaging, memorable, and cost-effective exhibit experience.

And beyond the exhibit, all of this could mean long-lasting relationships with attendees who started out as simply curious.



enhance experiences

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audio visual to engage attendees,
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