

# 7 Ways to Capture More Leads at Your Event

1

## Interactive Technology Stations

Incorporate advanced technologies like augmented reality (AR) or virtual reality (VR) to create immersive experiences.

*For example, an AR station could allow visitors to see how a product works in a simulated real-world environment.*



### How Organizers Can Support

Facilitate the necessary electrical and technical setups required for these technologies. Provide training or resources on how to use AR and VR to enhance product demonstrations effectively.

2

## Social Media Integrated Photo Booths

Set up photo booths that encourage attendees to take pictures with fun, branded props related to the products. Include social media sharing options directly from the booth.



### How Organizers Can Support

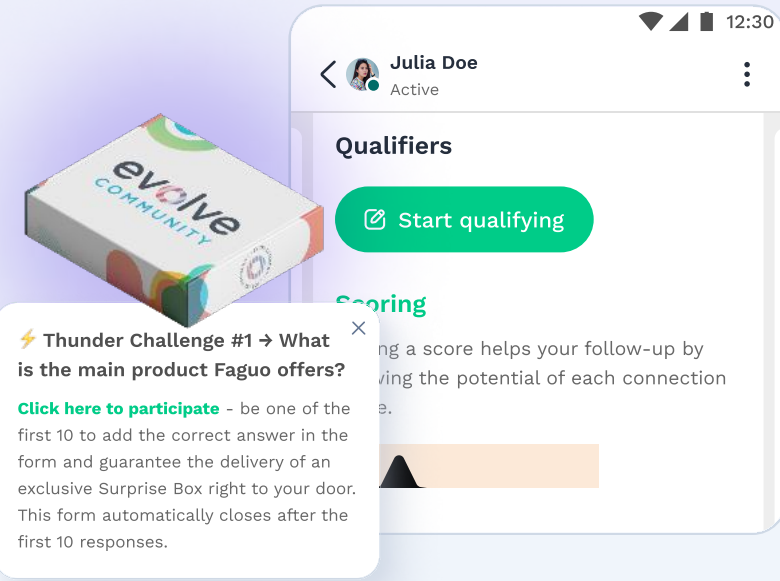
Offer high-speed internet access and digital screens and assist exhibitors in setting up social media integrations that can automatically tag the exhibitor's social media handle or event-specific hashtags.

3

## Gamification & Interactive Contests

Engage visitors with interactive contests, quizzes, or games that relate to the exhibitor's industry.

*For example, a construction tool company could set up a virtual reality game that lets participants simulate a building project.*



### How Organizers Can Support

Provide an event app that includes gamification options such as real-time scoring and leaderboards. Onboard exhibitors on the different gamifications options available.

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## Themed Booth Designs

Encourage exhibitors to design their booths around specific themes that resonate with their brand identity or the overall event theme.

*For instance, a travel-related exhibitor might create a mini beach scene to promote beach holidays.*



### How Organizers Can Support

Offer design and decor resources, facilitate connections with local vendors who can provide thematic elements, and provide guidelines for safe and effective booth designs.

5

## Sensory Experience Zones

Create multi-sensory experiences using scent, touch, and sound.

*For example, a food company could use aromatic diffusers to spread the smell of their products, coupled with touchscreens to mix ingredients virtually.*

### How Organizers Can Support

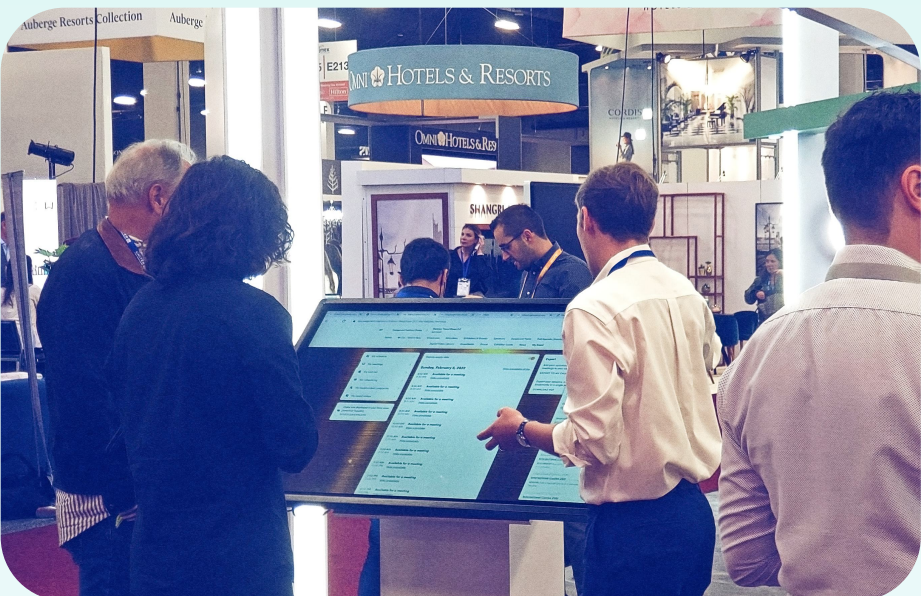
Ensure that booths have the necessary power and spatial allowances to install sensory equipment safely. Provide guidelines for sensory effects to ensure they are enjoyable and not overwhelming or disruptive.



6

## Personalized Product Creation Stations

Allow visitors to customize products onsite using digital tools that modify product color, components, or features.



### How Organizers Can Support

Provide software and technical support, plus options for quick prototype manufacturing.

7

## Interactive Floor Projections

Use floor spaces for interactive, motion-activated games or informational displays related to the exhibitor's products.



### How Organizers Can Support

Provide advanced projection and motion-sensing technology along with the necessary technical support.