

## Top 10 Reasons to Exhibit at a Virtual Event

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### MAKE UP FOR LOST TIME

With the cancellation of many in-person events, a virtual experience may provide the perfect opportunity for you to make up for lost face time with your customers and prospects.

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### COST SAVINGS

Virtual events offer the perfect opportunity to connect you with your customers, without the cost of travel, entertainment, freight charges, and expensive facility fees. Make your marketing dollars go further with the cost savings you'll experience!

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### EXTENDED TIME

Organizations are finding ways to extend exhibitor and sponsorship recognition and exposure to an audience beyond the days of the actual event. Ask your event organizer if there are opportunities to connect with attendees for a longer period of time.

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### EXTENDED REACH

Virtual events expand your reach simply by eliminating the need for travel, allowing people to attend who may not have been able to in a live format. And, if the event is recorded this may offer an opportunity for additional prospects to see your name.

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### LEAD RETRIEVAL/DATA

Virtual event platforms typically collect information on how many people visited your exhibit, who visited, how long they spent, if they downloaded anything, etc. You don't have to worry about scanning badges and hoping you don't miss anyone. This provides easy follow up after the event.

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### OPPROUTNITY TO GET CREATIVE

You are no longer limited to what you can showcase in your live exhibit. Get creative and find ways to showcase different products/services throughout the event that motivates attendees to return to your exhibit during all exhibit hours. Involve your marketing team!

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### ENGAGE MORE STAFF

You don't have to pick one or two staff members to send to the event. Instead, take advantage tapping into all of your experts and have more staff participate throughout the course of the event.

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### CUSTOMIZED DIGITAL HANDOUTS

Printing, shipping, and choosing the perfect collateral are obstacles of the past. Explore the opportunities to offer customized digital handouts for attendees to download.

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### ATTENDEE GIVEAWAYS THAT DRIVE TRAFFIC TO YOUR WEBSITE

Offer attendees who visit your booth special offers or a discount code that they can enter on your website. This will send more attendees to your website and allow you to track the clicks.

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### BRAND AWARENESS & GOOD PR

Don't miss out on the opportunity for brand awareness. Plus, during hard times such as the COVID-19 pandemic, attendees recognize and appreciate companies that are supporting their professional organizations and/or the industry – and that's free PR!