

## APPROACHABLE

- Always smile.
- Look energetic to draw in attendees.
- Step outside of booth.
- Be interactive with passing attendees.
- Keep booth adequately staffed.
- Have fun and be positive!

## INFORMATION

- Have written information on your product available.
- Know the out-of-school time market.
- Attend conference networking events.
- Understand the flow of the conference and what exposure opportunities you have.
- Know your audience (link to demographic).

## COMPELLING

- Be hands on, if possible.
- Demo your product - have an interactive booth with videos, pictures, visuals.
- Create personal relationships.
- Stand up to be noticed.
- Table top should look presentable and full at all times.
- Offer a variety of product pricing if possible.

## INNOVATION

- Give incentives for attendee contact information.
- Give incentives for referrals.
- Advertise giveaways at your booth.
- Invest in a Lead Retrieval device (link to application).
- Set up meeting times during conference for interested customers.
- Network with other exhibitors or conference staff during down times.
- Participate in the BOOST Match Activity.
- Get creative with Exhibitor BOOST Break ideas – it's your time to stand out!