

The Aesthetic Society®

Tips on Exhibiting

The Aesthetic Meeting is a great way to connect with potential customers and promote your business. Standing out amongst other exhibitors competing for attention can be tough. Here are a few tips to help you make the most of your experience.

Preparation

- **Set clear goals:** Define your objectives for attending the meeting, whether it's generating leads, making sales, or boosting brand awareness.
- **Design an inviting and engaging booth:** Create an appealing and engaging booth with eye-catching visuals, clear signage, and ample space for interaction.

Engaging Attendees

- **Empower Your Booth Staff for Success:** Equip your staff with in-depth product knowledge to confidently engage with attendees, answer inquiries, provide comprehensive demonstrations, and effectively capture leads. Conduct a thorough pre-show briefing to ensure everyone is well-versed in your company's objectives, messaging, and exhibition strategy. Clearly communicate your goals for participating in this event and emphasize the importance of maintaining a professional demeanor. Reinforce basic expectations, such as refraining from eating, chewing gum, or using personal mobile devices during booth interactions. Engage prospects with captivating, open-ended questions to foster meaningful conversations and uncover potential opportunities.
- **Promote your presence:** Announce your participation beforehand through email blasts and social media posts utilizing the meeting hashtag. [Include the exhibitor artwork](#).
- **Three-second rule:** In a mere three seconds, you can make a lasting first impression and capture the attention of your visitor. Within this fleeting moment, you must effectively convey your message, highlight your expertise, and showcase the value you bring to the table.
- **Pull a crowd:** Implement interactive displays, contests, giveaways, snacks, and beverages to attract and engage visitors.
- **Offer promotional items:** Provide small, useful items with your branding to leave a lasting impression. Add a QR code to direct the receiver of important information.
- **Show promotions:** Provide a discount or show promotion to in-person attendees. *
- **Actively engage visitors:** Greet attendees warmly, engage in conversations, and address their queries with specific solutions.
- **Sign up for Live Demo's:** [Live demonstrations](#) are permitted either in your booth in The Aesthetic Marketplace or at other approved locations within the meeting facility.*
- **Invite your Key Opinion Leaders:** Ask your KOL's to be present in your booth during break times to increase booth traffic. *
- **Attend your booth consistently:** Ensure someone is always available to interact with visitors and answer their questions.
- **Minimize distractions:** Avoid using phones or computers during interactions to prioritize engagement with attendees.

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- **Immortalize your presence with photography:** Don't let the fleeting moments of your participation fade into obscurity. Capture the essence of your brand and the engagement of your audience with high-quality photography. Photos can only be taken inside or of your booth. You cannot take photos of other booths, sessions or meetings.
- **Visual Storytelling:** As the crowds gather around your booth, seize the opportunity to capture images that showcase your brand's vibrancy and the allure of your products. Photograph your booth from various angles, highlighting key features, graphics, and the interaction between your staff and potential customers.
- **Amplify Your Reach with Social Media Integration:** Share your photographs on your social media platforms throughout the meeting.
- **Enduring Legacy:** Relive and repurpose your experience: Your photographs serve as a valuable resource for future marketing endeavors. Utilize them in press releases, blog posts, e-newsletters, and post-show promotional materials to extend the impact of your show participation.

Maximizing Attendance

- **Invest in lead retrieval tools:** Utilize badge scanning devices or apps to capture attendee information efficiently.
- **Explore sponsorship opportunities:** Consider [sponsorship options](#) that align with your budget and marketing goals.
- **Leverage technology:** Download the meeting app to stay informed about event schedules, alerts, and other relevant information.

Follow-Up

- **Follow up with leads:** Proactively contact leads generated at the meeting to maintain interest and address potential inquiries.
- **Marketing:** It's important to remember that the marketing doesn't end after the exhibition. The sooner you follow up with your leads the better the chance of turning them into sales. You should stay in touch with your prospects and send follow-up emails within one week.

Persistence and Patience

- **Remain persistent:** Exhibiting requires dedication and consistent effort. Don't be discouraged by initial setbacks; keep putting yourself forward and following up with leads.
- **Maintain patience:** Success at trade shows often takes time. Continue to engage with attendees, follow up diligently, and you will eventually see positive outcomes.

*If you are having a KOL, show specials or participating in a live demo, The Aesthetic Society will promote this via email, meeting app and signage to our attendees.