



How to Drive Traffic to Your Live Exhibit Through Your Online Showroom Listing

By Jefferson Davis, Competitive Edge

If virtual exhibiting has taught us anything over the last year, it is that when it comes to acquiring new customers and serving existing customers, nothing can beat the impact of standing face-to-face, talking with and interacting with people in a live exhibit setting with your company branding and products on full display.

Another great lesson of our virtual exhibiting experience is we now understand we can use virtual showrooms and year-round virtual marketplaces as powerful extensions to complement our live exhibit before, during, and after the show.

Here are eleven ways you can take advantage of your online presence to drive more traffic to your live exhibit:

1. Use it as “home-base” to build excitement for your upcoming live exhibit.
2. Point all of your pre-show marketing communication toward your virtual home base.
3. Promote specific products and services you’re featuring in your live exhibit.
4. Create teaser videos or content that build curiosity and create desire to learn more.
5. Let them know what they will see, do, learn, and get when they visit your live exhibit.
6. Give them the chance to learn more about your exhibit staff by having them upload short introductory videos.
7. Mention giveaways, raffles or contests you may be offering and provide a link to a landing page to enter and to capture visitor information in advance.
8. Promote your in-booth demonstrations and presentations and be sure to include the days and times they will take place.
9. Inform visitors of social or hospitality events you may be conducting.
10. Integrate some form of an appointment scheduling tool like Calendly to enable attendees to put visiting your exhibit, attending your demo or your hospitality event on their calendar and your calendar.
11. Be sure to include your virtual exhibit link or URL in all of your outbound marketing efforts.



Jefferson Davis, President of Competitive Edge is North America’s leading exhibiting productivity expert. Since 1991, his results-focused, process-based approach to addressing critical exhibiting success factors has helped clients generate over \$800 million in combined exhibiting results. Jefferson provides highly-intensive exhibit consulting and training services guaranteed to deliver results.

For a no-obligation discovery meeting, [schedule a 30 minute meeting here.](#)