



Extending Your Live Exhibit Experience Beyond the Hall to Your Hybrid Opportunity

By Jefferson Davis, *Competitive Edge*

NAFA's hybrid exhibiting program offers you a unique opportunity to extend the reach of your live exhibit during and after the show. It is open 30 days before the live show and for 15 days after the virtual experience. This is a great resource to engage fleet managers and attendees in advance and those who were not able to come to the live event. This will help you expanding the total number of people your live exhibit reaches.

While the Standard listing is FREE with your live booth, I recommend going with the Gold or Platinum packages because of the significant value-added features like more content upload capabilities and especially the *Featured Exhibitor Listing* and *Priority Placement in Search Results*.

One of the key goals of everyone's marketing program should be to **find people who are actively searching for your products**. I believe the *Priority Placement in Search Results* feature is worth the small \$600 difference in cost by itself.

Here are 16 ways you can use your virtual exhibit to extend the reach of your live exhibit:

1. Commit to using and optimizing your virtual listing. You would be surprised as to how many exhibitors don't utilize or optimize their online extension.
2. Acquire NAFA's pre and post-show attendee lists to promote to all attendees in advance and to communicate with people who did not visit your live exhibit.
3. Start promoting your virtual exhibit in July when attendee engagement increases.
4. Don't overload with too much information. Decide on what solution you will feature and build your messaging and content around that core solution. You can cross sell anything once you have the visitor engaged.
5. A picture is worth 1,000 words. Upload captivating images and include benefit-focused headlines and call to actions in or near each phot.
6. Record brief pre-show teaser videos that build curiosity and create desire to learn more by visiting your live booth.
7. Promote your in-booth demonstrations and presentations and be sure to include the days and times they will take place.
8. Capture video content of your in-booth demos or *Supplier Solution Center Presentations* and upload to your virtual exhibit.
9. Do video interviews with booth visitors and post them during and after the show.
10. Conduct real time surveys with fleet manager about trends and concerns and share on your virtual listing.

11. 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 of after the show.
12. Inform visitors of social or hospitality events you may be conducting.
13. 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.
14. Be sure to include your virtual exhibit link or URL in all of your outbound marketing efforts.
15. Change your content during the show with new assets you've created.
16. Be sure to check your virtual lead list before the show and after show.

By doing as many of these things that make sense for you, you can reap the new and tremendous benefits your NAFA hybrid exhibit offers you.



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 staff training services guaranteed to deliver results. For a no-obligation discovery meeting, [schedule a 30 minute meeting here](#).