



## How to Do Trade Show Interactive Right

Racing simulators. Game shows. Green screen photos. Vending machines. Augmented or virtual reality. What do all of these things have in common? They're all examples of interactive in-booth experiences.

Interactive in-booth experiences are proven to:

**build  
traffic and  
interest**

**inject  
fun and  
excitement**

**differentiate  
your product and  
your company**

Interactive experiences can make a small booth mighty and a large exhibit magnificent. But too many times, booth experiences are not tied to business strategies. They're fun, but forgettable. They win *bodies* but not *hearts*.



Here's a step-by-step process that can help you make sure your interactive experience does both.

1

### Start with your story.

It may be tempting to start with that new, cutting-edge technology, but resist temptation. It's risky business to start with HOW you'll communicate before you know WHAT you'll communicate.

2

### Define budget, booth space, data capture and lead gen needs.

Budget, physical footprint, data collection and throughput requirements are realities that can't be ignored. If budget is low and lead gen goals are high, 1:1 experiences like VR and AR won't get you there.

3

### Brainstorm experience options.

Widen your idea pool to expand your options.

- Conduct internal brainstorming sessions.
- Seek examples from other event marketers in your organization.
- Solicit ideas from favored vendors with the expectation that if they submit the winning experience, they will have some involvement in its creation.

4

### Evaluate Your Options.

Begin by asking, "Does the experience 'bring to life' your business story in a way that lets the story shine instead of the enabling technology?" Then, do a reality check. Rate each option across a broad range of criteria including:

- **Affordability**
- **Attractability**
- **Memorability**

Make sure the experience reflects the learning preferences of your target audience and can deliver the desired number of leads. Then make your selection.

5

### Define experience requirements.

Map out the hardware, software, data capture and experience activation requirements. Don't forget metrics. How will you measure success?

When tied to business strategies, interactive experiences have the power to surprise, delight and capture the imaginations of your target audiences.



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