

IBS 2021 Exhibitor Best Practices - Updated July 2020

The following is a list of ideas, questions and best practices to consider when planning for IBS 2021.

Please note that these are not mandates.

BOOTH DESIGN

As you begin your design, consider the following:

TRAFFIC FLOW

- Establish clear points of entry and exit to your display, bearing in mind the one- and two-way aisle layout:
[West Hall Traffic Pattern](#) and [South Hall Traffic Pattern](#)
- What is the best way to manage the flow of people through your booth?
- It may be beneficial to create recommended pathways for different interests and transform the typical booth-model into interactive vignettes.
- Can you turn this into an opportunity to engage with your customers in a different and unique way?
- Consider bringing fewer displays and showcasing some items electronically.
- Consider using floor graphics or street signs in your booth to direct traffic flow. Graphics could also be used creatively to market new or specific products.

PHYSICAL SPACE – DISTANCING

- Keep in mind that you may need extra space to accommodate social distancing in your booth.
 - Add plexiglass dividers between your displays.
 - Shrubs and stanchions can help create pathways to guide attendees thru your booth.
 - Raising demo monitors may enable attendees to see from further away.
 - Plan to increase spacing between seating options (eliminate sofas).
 - Add safe distance graphics on the floor.
 - Consider adding signage with booth-specific safety protocols reminders.
 - Establish a realistic capacity expectation for your booth that incorporates appropriate physical distancing.
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MARKETING

- Plan to share all collateral materials digitally.
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CONNECTING WITH ATTENDEES

- Consider setting more appointments to assist in controlling the number of attendees in the booth at any given time.
 - Sign up for the touchless lead retrieval services offered in the Exhibitor Tools section of the IBS 2021 website to eliminate the need to collect business cards.
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CLEANING & SANITIZING

- Have someone in your booth actively cleaning surfaces and product on display.
- Consider adding hand sanitizing stations at the entrance(s) and exit(s) of your booth.

TECHNOLOGY/DIGITAL

- Utilize QR Codes/Scan technology to help deliver your information to attendees digitally on their personal devices.
- When possible try to use digital/touch free content delivery tools.
- Create On-Demand materials – maximize your ROI by creating event content that attendees can refer back to 24/7/365

LOGISTICS

- Simplify structures to reduce labor for set up
 - Adjust Key Performance Indicators (KPI's) – think quality over quantity
 - Consider creating personal “VIP Experiences”
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