Virtual Trade Fair Checklist For Exhibitors

This is a summary of the Virtual Trade Fair Guide available [here](). You may refer to the guide for more information on virtual trade fairs.

Obtain platform details

Look out for these pointers during the pre-event platform familiarisation session or approach the Event Organiser (EO).

1. Visitor flow
- ☐ How do attendees locate booth?
- ☐ How detailed is the search function on platform?

2. Booth features
- ☐ What type of materials can be uploaded and what are the specific file size restrictions?
- ☐ How to chat and schedule video meetings with attendees?
- ☐ How do clients leave their information/ obtain your contact details?

3. Advertising/Engagement opportunities
- ☐ What are the marketing opportunities for your package and if there are additional options (i.e. through sponsorship)?
- ☐ Will business matching services be offered? Is a match guaranteed? What is the format of meeting?

4. Data provided
- ☐ What forms of data will be provided pre and post-event? Will they be booth specific or event specific?
- ☐ Is data available to you in real time?

Prepare for exhibition

Actions to ensure you have the right materials for the event and minimal unwanted surprises

1. Booth setup (ensure you have the following)
- ☐ High-resolution logo
- ☐ Attention grabbing booth banner
- ☐ Promotional video in mp4
- ☐ Sale brochure + additional pdfs (Case studies, research papers
- ☐ Links to your own website and social media pages

2. Livestream
- ☐ Consider engaging production agency, If conducted on separate platform
- ☐ Inform and coordinate with EO to prevent double registration (Stream + Event booth) if you refer attendees to your booth
- ☐ Check platform compatibility with intended devices (iOS/ android, windows)

3. Presentation/ speaking opportunities
- ☐ Arrange for dry run with EO
- ☐ Create engaging script
- ☐ Ensure surrounding is well lit, audio is loud and clear, Internet connection is stable and strong, and look into the camera
- ☐ Ensure video links are working
- ☐ Check with EO how audience questions are passed to you
- ☐ Check if there is time keeper and if there is a cue to stop
- ☐ Check if attendee data is available to you after, and what kind of data.

Publicise event

Take the initiative to publicise your participation months before the event

1. Self-Initiated marketing
- ☐ Identify which platforms your audience uses
- ☐ Design multi-channel marketing strategy to retarget customers
  - **Possible marketing channels**
    - Website (Alert banner, add booth url, add registration form for seminar)
    - Social Media – Organic posts + paid ads (i.e. LinkedIn, Instagram)
    - Trade publications – Press release on your company's latest innovations or paid ads
- ☐ Create content calendar – Roster content 2 months before event

Example: Collect leads in exchange for content (Website) > Invite them to booth (EDM) > Follow up thank you (EDM)

2. Tradeshow marketing
Many tradeshow PR teams look for content among exhibitors. Share eye-catching company news with them.
- ☐ Identify free/paid tradeshow marketing opportunities
  - ***Free Marketing channels***
    - EDM/E-newsletter
    - Exhibitor/Product listing on website
    - Social media post
  - ***Paid Marketing channels***
    - Banner on Tradeshow Homepage/ EDMs
    - Ads in Show Dailies

Virtual Trade Fair Checklist For Exhibitors

Pre-Event   **Actual Event**   Post-Event

Run daily tests

Booth features
❑ Ensure all are accessible on all browsers/mobile and tablet
Features:
- Links to websites/social media pages/live-stream
- Text and video chat functions
- Pdf files (i.e. e-brochures) can be downloaded

Livestreaming
❑ Ensure livestream can be viewed and heard on multiple browsers/mobile and tablets
❑ Respond to queries

Pre-Event   Actual Event   **Post-Event**

Evaluate event data

❑ Request for data from EO if not automatically disseminated

Valuable data points:
- Number of unique visitors + contact details
- Number of clicks on each content piece
- Number of downloads of collaterals + contact details of visitors who downloaded
- Contact details of visitors who you chatted with

If you have banner in virtual lobby/conference area/sponsorship area
- Number + contact details of guests

Booth management

Manpower
❑ Ensure that staff are assigned to respond to enquiries and chats
Contact collection
❑ Ask visitors for their contact for follow up after chats/video calls
Data analysis
❑ Check daily performance (Products/videos with highest clicks)
Marketing
❑ Continue inviting social media followers/ audience/ email list to visit booth
❑ Follow up with visitors who downloaded brochure to keep leads warm

Marketing and follow up

❑ Amplify content generated (presentations, livestream) through various marketing channels (i.e. social media, EDMs, website) to continue engagement and to reinforce brand image

❑ Follow up on leads within 1-2 days after tradeshow to keep them warm
- Customise message based on what they clicked/ downloaded