

Getting back to business...

2021

Ready To
Connect
Again

Ready
to Sell
Again

Ready to
Build
A New
Audience

4

Tips for a successful return to live events

Ready to
win



1

Space it out

Make sure your guests have enough space to be in your booth while maintaining a safe distance. Use fewer fixtures, add more *presence*.



2

Create safe zones

Don't sacrifice the time you have to engage and consult with new & potential clients. Create safe consultation centers with safety shields that attach to your portable booth counters.

4

Make Digital Your 6th Rep

Just because you can't have your whole team with you doesn't mean you can't still have a workforce. Use digital kiosks to capture leads, run demos, and help get your information out to guests.

3

Slow start your investments

If you're hesitant to invest, especially as scheduled shows continue to be sidelined—consider rental solutions or replaceable custom branded options that allow you to replace just the vinyl graphic for your backwall, or the banner in your retractable banner stand.

TIME TO
GET BACK
IN THE
GAME