

Interactive Solutions for a Successful Exhibit

Studies have shown that people visit trade shows not to find out pricing information – that is usually easily found via other means, such as the internet – rather they are seeking more information about products, services and are interested in learning about a company, what it stands for and its USP. A key way of communicating these ideas is by having an interactive element to a stand. Whether it is multimedia, a game, a multiple-choice questionnaire or a quiz, interactive technologies increase time spent on the stand and enhance communication with your visitors. Not only are these elements attention grabbing and a draw to visitors, encouraging them on to your stand – these technologies offer branded infotainment and stand out from the crowd.

Marketing a product in any industry there will always be a defined set of USPs. Your products USP may only be subtly different to your competitors, but it is different, and this is what needs to be placed in the minds of your potential customers, for example in the Pharma industry a particular products USP could be the daily dosing or increased efficacy, it is these specific points that need to be put across in a way that the delegates remember when they go home.

Traditional marketing methods such as posters and product videos still have their place but do not engage the delegate. An interactive solution can draw the delegate across to your exhibit and then hold them there while they absorb the information you want them to take away with them. This can be in the form of a game, a quiz or E-Detailing. E-Detailing allows a rep to access detail aids on demand to create a

bespoke presentation to answer a delegate's detailed questions, giving the rep access to the companies full portfolio not just the chosen products that may be exhibiting at a particular show. The reps are then able to email the relevant brochures and supporting material directly to the delegate instead of trying to have all the printed material accessible at the show.

A great way to get someone to remember your product is to play a fun game in which a specific message is put across. When creating a game it is important that it focuses on the USP's that need to get across to the client, there is no use in playing a game just for the sake of playing a game, this will not leave the right message with the delegate.



Measuring Success



Infotainment : games with a message

In the example used earlier for pharma, a products USP may be that it only requires two doses a day, where as its competitors all require 3-4 doses. The fact that the product requires less dosing to work is an important message as this suggests a high efficacy and makes the product stand out from the rest. The "Twice daily" fact is the starting point of the game development, an easy way to do this is to have a game that compares results from using competitor's products to using your product. For example, if your game has two rounds, the first round would use existing competitor products where a specific action has to be done 3-4 times before points are scored, this can then be compared to a second round using your product where points are scored after only 2 actions. This will give the player a higher score in the second round using your product which illustrates your message in a fun and interesting way.

Interactive solutions are far more than just a novelty on the booth, they can be used to gather important market research

which would otherwise be difficult to get. A Quiz for example can be fun way of understanding the knowledge of the delegates, by simply studying the results of the multiple choice questions. This also allows you to educate delegates about your product and company, as when they give an incorrect answer a simple message can explain why their answer was wrong.

However an interactive solution is used on a booth, whether it is a game or quiz it can always collect vital data that can be used in the future. This information can be used to help with future advertising campaigns or how to get the most out of future exhibits, but most of all it can track the success of your exhibit. You can track the number of people who visited your booth, what information they were looking for, how long they stayed on your booth and most of all you can gather contact information for that all important follow up call.



Es ist nie zu spät ...

... Ihren Event einem Profi zu überlassen. Wir begleiten Sie aus Leidenschaft gern rund um die Uhr, rund um den Globus, rund um Ihre Messen, Veranstaltungen und Tagungen.



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