



## How to Make the Most Out of Your Booth

You've signed up for a booth at the Texas Association of Museums Annual Meeting. Now what? Below are suggestions on how to make the most of this opportunity, including ideas on how to drive traffic to your booth and increase audience engagement. We encourage you to be creative with ways to attract more booth visitors. While the TAM meeting planners will do all they can to send folks your way, it is also important for exhibitors to also do their part to ensure a positive and worthwhile experience that is a great return on investment.

1. **Pack plenty of promotional literature.** You'll want to have a good supply of color fliers and brochures as well as order forms, price sheets and business cards to hand out to booth visitors. Make it easy for them to find your business information later.
2. **Engage in social media.** Use the official hashtag is for the event – #TAM 2019 – and post what you are promoting or what you are giving away. “Like” the TAM Facebook page and post teasers or questions there to engage the TAM audience.
3. **Pull a crowd to your exhibitor booth.** Use an interactive display, such as a quiz or game on a computer, a contest draw, or a scheduled demonstration. It doesn't need to be fancy to draw peoples' interests. TAM can even announce your demonstration from the stage if you are a TAM Business Level Member (\$100 per demonstration; limit two booths/demos per refreshment break).
4. **Sponsor a Session:** Grab the mic and plug your booth! Get 30 seconds at the opening of an assigned break-out session to share your booth number and your company's elevator speech (\$250/session; limit four (4) per exhibitor).
5. **Use a prize draw or contest.** People love free stuff! Hosting a prize drawing of some sort or contest is a great way to collect contact information from booth visitors. You can also give away fun promotional items to encourage people to participate (be sure to have ample supply!). Small items people can take away and use (while being reminded of your business) are best. Be sure you place these items in a location where people have to walk into booth to get them. If you are a TAM Business Level Member, you can even have your giveaway or swag announced from the stage (\$50 for up to two (2) announcements).
6. **Actively engage booth visitors.** Give people who approach your display a friendly greeting and welcome their questions. Be sure that your body language is friendly. Don't stand there with your arms crossed over your chest, for instance. Chat with booth visitors, and find out what aspect of your business they're most interested in. Be prepared to offer specific solutions to their questions. The trick is to draw them in without intimidating or overwhelming them.
7. **Have your booth manned at all times.** Engage your visitors in conversation and take their questions. It's good to have two people to man a booth in case one needs to step away for a few minutes.
8. **Attend the Evening Events.** This is a great opportunity to meet and network with conference attendees in a more relaxed setting. The connections you will make at evening events will be some of the most valuable of the conference. Tickets to all three evening events (April 2, 3 and 4) come with most 10x10 booths (for one person; any additional tickets must be purchased).
9. **Follow up promptly.** Follow up with contacts and leads you made during the conference as soon as possible. The faster you send them out, the more your business will stand out from the rest.