

# Exhibitor Best Practices: Updated June 2020

The following is a list of ideas, suggestions, and best practices to consider as you begin to design your booth space for KBIS 2021. Please note these are not official guidelines.

## BOOTH DESIGN

- Establish clear points of entry and exit to your display. As you begin your design the questions below are good to consider:
  - What is the best way to manage the flow of bodies through your display?
  - Can I look at scheduling booth tours as a way for attendees to see my products?
  - Create recommended pathways for different interests and transform the typical booth-model into interactive vignettes.
  - Can we leverage a traditional or touchless tour?
  - How can I turn this into an opportunity to engage with my customers in a different and unique way?
- Keep in mind you are going to need extra space to accommodate social distancing in your booth space.
- If you need to save on costs, consider bringing fewer displays and showcasing some of your displays virtually.
- Consider using floor graphics or street signs in your booth to direct traffic flow. Graphics on these floor graphics or street signs could also be used creatively to market new or specific products.
- Add live plants to your booth to help with air filtration.
- Add plexiglass dividers between your displays

## MARKETING

- Share all booth collateral digitally.
- This is the perfect time to focus on your health and wellness products. This will be an over arching theme for KBIS and we will likely look for sponsors to partner with on this initiative.

## CONNECTING WITH ATTENDEES

- Consider more appointment settings in your booth space to assist in controlling the number of attendees in your booth at any given time.
- If your space is 1,500 NSF or larger consider taking advantage of a post -show event in your booth space. This gives you an extra hour to meet with attendees.
- Purchase lead retrieval units to avoid collecting business cards.

## CLEANING TIPS

- Have someone in your booth actively cleaning surfaces and your product that is on display.
- Consider adding a hand washing station at the entrance and exit of your booth.
- Have specific times of the day for a deeper cleaning.
- Signage with safety protocols within booth space
- Greeters to explain safety protocols
- Standby staff to wipe and sanitize frequently
- Sanitizing stations and entry points
- Air purifiers

Freeman can assist in a variety of ways with your KBIS 2021 booth design. Below are some initial services/items they could assist with in your planning. Freeman will be publishing a full document in the weeks ahead.

[www.freeman.com](http://www.freeman.com)

## TECHNOLOGY/DIGITAL

- QR Codes/Scan technology on personal devices
- Demos by reservation or ticketed
- Digital/touch free content
- Virtual conference rooms
- Sensor tracking/beacons
- Pre- show content
- Audience response through app
- Gamification
- OnDemand-365 event content
- Mixing on-site attendees with virtual attendees
- Create communities online or through apps
- Use of personal devices wherever possible
- Facial Recognition
- Digital business card exchange

## LOGISTICS

- Simplify structures to reduce labor for set up
- Adjust KPIs –think quality over quantity
- VIP Experiences

## PHYSICAL SPACE

- Carpet showing a one -way journey through booth
- Booth flow
- Carpet Decals
- Carpet
- Dividers/Shrubs
- Stanchions
- Raising demo monitors to allow attendees to stand back
- Space out seating (eliminate sofas)
- Safe distance markers on floor
- Reduce booth staff
- Higher internal walls to create barriers

## SOCIAL DISTANCING

- Identify realistic capacities for the location adjusted to allow for 6 feet (2 meters) of physical distancing between individuals. This calculates to a 36-square-foot (4 square meters/per person) square or 28.3-square-foot circle per person.
- Both calculations maintain six feet between individuals. The 28.3-square-foot circle calculation accounts for a more efficient use of the space. It is important to confirm these guidelines with the location's local health officials.