Overview

The Exhibitor Booth is the primary location for attendee and exhibitor interaction and engagement. The booth informs the attendee about the company, showcases products, and identifies the type of customers that their products appeals. The booth creates calls to action, produces sales leads, educates its audience and holds exhibitor content.

Lead Generation

Affirmative Actions

Each booth has calls to action that ask the attendee to complete a form or click a button that will result in the exhibitor receiving their contact information. Calls to action can include:

- Ask for product catalogs or pricing
- Click to receive "virtual swag" or a raffle
- Register for an in-booth demo
- Ask for a 1:1 meeting
- Fill out a request for contact form

Virtual Swag	Book a Meeting
Ask for Catalog	Product Demo

How exhibitors get the lead

Exhibitors get an email when an attendee takes an affirmative action with type of action they taken and attendee contact information. Exhibitors have a forms report that includes the call to action data + all the demographic information on the attendee.

Booth Activity

When an attendee enters the booth, opens a page, interacts with content, that data is added to an exhibitor report in their dashboard. Silver exhibitors receive usage statistics only, but no attendee contact information. Gold and Platinum receive attendee contact & demographic information along with the action the attendee took.
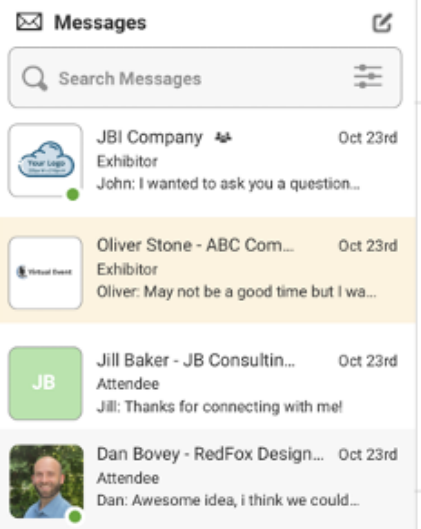
Chat & Messaging

In Booth Now

When attendees enter the booth, their staff have an "In Booth Now" indicator along with a list of individuals in the booth.

Attendees chat to the booth

Attendees can open a chat to booth staff which will go to a booth staff group. An individual booth staff member can respond to the chat request.

Message Center

Attendees and exhibitors have a message center to see and respond to messages outside of booth activity.

✉ **Messages**   ☑

🔍 Search Messages   ≡

JBI Company 👥   Oct 23rd
Exhibitor
John: I wanted to ask you a question...

Oliver Stone - ABC Com...   Oct 23rd
Exhibitor
Oliver: May not be a good time but I wa...

Jill Baker - JB Consultin...   Oct 23rd
Attendee
Jill: Thanks for connecting with me!

Dan Bovey - RedFox Design...   Oct 23rd
Attendee
Dan: Awesome idea, i think we could...

Content

Unlimited Content

Each exhibitor can add an unlimited amount of content to their booth. Content posts includes items such as: product slicks, pricing sheets, embedded videos, catalogs, virtual swag (giveaways). Content can be added as uploaded files (i.e. PDF) that can be viewed online, downloaded, or shared or displayed in a text & graphics section.

Our Best Selling Kitchen Cabinets	The Perfect Island Cabinet	Custom Cabinetry	Storage Options	Industrial Designs
Show Special	Show Special	Show Special	Show Special	Show Special
Test Design 1	Test Design 1	Test Design 1	Test Design 1	Test Design 1

Directories

Exhibitors display content in directories on booth pages or in sections on the booth homepage. Certain content types (new product, virtual swag, in-booth sessions) are displayed outside of the booth in directories on the KBIS Virtual portal.

Meetings

How attendees request meetings with exhibitors

Attendees click a "meeting" button to open a call to action page. The meeting page has a meeting request form for the attendee to select their preferred day and time to meet When the form is filled out, the exhibitor gets an email with the meeting request.

The meeting page can contain one or more embedded **Calendly** calendars for booth staff. Attendees pick their time slot, and the person's calendar emails them a meeting invite.

Book a Meeting

Call to action button

How exhibitors request meetings with attendees

The KBIS portal has two ways that exhibitors can request meetings with attendees. The first is through the Meeting Request Matchmaking service. The second is by sending the attendee a direct message from booth chat or from the message center.

The Matchmaking tool allows the exhibitor to run a filtered search for attendees based on demographic fields, select attendees that match the filter and deliver a message to the attendee in their message center to request the meeting. Exhibitors that have access to the attendee directory can search the directory, find the individual and send them a request.

In Booth Sessions & Demos

Gold and Platinum exhibitors can conduct in-booth sessions to demonstrate products, conduct panel discussions or have the attendees meet the team. Exhibit booths that are holding in-booth sessions will have a "Sessions" call to action button for attendees to see the sessions that they are holding and "register" to attend. Exhibitors will use their own web meeting or video technology (i.e. Zoom, Teams) to hold their session.

Benefits of In-booth sessions

- Creates an instant sales lead when attendees register
- Sessions get profiled in a directory outside the booth in the KBIS portal.
- Highlights new products
- Offers higher interaction with attendees

2D or 3D Booth

Exhibitors can choose to have a 2D booth display that showcases certain assets in a booth format along with calls to action. Exhibitors can choose to have the 2D experience translate into a 3D format and platinum exhibitors can choose to embed their 3D technology into the virtual booth.