

## Tips for increasing engagement:

Follow these tips to further increase engagement of attendees with BoothIQ at your show!

### Visual posters

Visual tools created by show producers, for the attendees, help attendees login to the platform on their own. That is of course, if they haven't already been helped by a BoothIQ representative!

### Include BoothIQ information in the exhibitor booklet

A reference to BoothIQ in the show booklet gives attendees another reminder of the tool.

### Exhibitors wearing Boothiq.live stickers

We provide BoothIQ stickers for all of our show partners. Exhibitors wearing the stickers really helped the attendees to remember that these exhibitors were listed on our platform.

### Attendees wearing Boothiq.live stickers

BoothIQ representatives give each attendee a BoothIQ sticker with our URL so they are able to remember where to log in. They also help the exhibitors to remember to mention their listings!

### Post-show email

Leaving the platform open for a few days post show, encourages attendees to have a second look at listings they may have missed. A post-show email helps to remind attendees to go back and visit their profiles and save more offers or enter more contests.