



Digital Booth Staffing, Communication & Promotion

Dates & Times of ASPE Expo

Digital Experience Exhibitors should plan to have a staff member “on call” for incoming chats, meetings and inquiries during live show days. The dates of the ASPE Digital Experience are from December 1-3, 2020. “On call” means that at least one person from your staff should have the live chat feature open for the event and be ready to take incoming inquiries. They may or may not receive requests during off peak hours. However, dedicated staff should be available during the Expo Hall hours listed below. This is when we expect a higher rate of participation from attendees.

Tuesday, December 1 (Day 1) - 10 a.m. - 4:30 p.m. EDT
Wednesday, December 2 (Day 2) - 10 a.m. - 4:30 p.m. EDT
Thursday, December 3 (Day 3) - 10 a.m. - 3 p.m. EDT

Visit our [FAQs](#) for more information.

How to Access the Chat Feature in Your Booth

Make sure **every person who is going to staff your booth is registered** for the ASPE Digital Experience. [Register now!](#)

ASPE will send you an **email a week before the event with directions to access the platform**. Please have your employees enter the platform (just like a regular attendee would do) with their email address & password they used for registration. Employees will then click “Expo Hall” to find your company’s booth. Employees simply click on your booth and the chat function will automatically appear in the lower righthand corner of the screen.

Chat Best Practices

We encourage **one employee work “chat” at a time** taking different shifts in the chat feature.

The moment they enter the booth, have them **write a nice welcome note in the chat box for attendees**. For example, “Hello, My name is Christina with ASPE. I will be here from 10 a.m. - 12 p.m. EDT and I’m happy to answer any of your questions!” The moment another employee takes over the chat box, have them write a new introduction in the chat box.

We encourage exhibitors to use the chat feature during the dates/times of the virtual trade show (see above).

*PLEASE NOTE: The chat feature will **ONLY be available during LIVE dates** of the event.*

Ideas for Creating Booth Traffic

Develop **promotions, contests and/or giveaways to drive traffic** to your digital booth. You have access to online banners or social media posts to publicize the giveaway or drawing. Let us know your promotion and we will promote to attendees and prospects. The sooner you share, the more we can promote!

Invite your customers and prospects to promote your participation. Access our complimentary customer invitation program to choose from 6 different ways to digitally promote your company at our Digital Experience. Look for the information in your inbox. If you cannot find, [let us know](#) and we send you the login information.

Exhibitors won’t be able to interact with attendees through video chat within the booth. However, that doesn’t mean you can’t **set up your own zoom room!**

Option 1 - For example, set up a zoom demo on the welcome page of your booth where you can include this text, “Join us from 12 p.m. - 2 p.m. EDT for a daily demo where we will give away prizes!” Exhibitors can put the link to the zoom meeting on the welcome page of their booth.

Option 2 - Create a zoom meeting & staff the meeting with certain members from your team. Put the link on the welcome tab in your booth or in another location!

Option 3 - Private message an attendee and invite them to a personal zoom room! There is an option in the chat box to private message them.

Option 4 - Create a subtab in your booth that says zoom rooms & staff those rooms appropriately. Give away items to entice attendees!

Option 5 - The Internet Is your Best Friend! Search virtual booth ROI, ideas exhibiting at a virtual trade show, etc. **GET CREATIVE!**