

AUGUST 24 & 25, 2021

Meadowlands Exposition Center • Secaucus, NJ

NEW IN 2021! BADGES ARE GOING DIGITAL

Here's why this is GOOD NEWS for Exhibitors!



✓ **FASTER**

SKIP THE LINES! The registration area is no longer an attendee's "first stop" when they get to the convention center. By downloading the digital badge before they arrive in Secaucus, attendees are on the show floor faster than ever.

✓ **SMARTER**

No need to rely on collecting business cards and sorting out the stack when you get home. With digital badges, easily scan an attendee and enter specific notes for follow-up.

✓ **MORE SUSTAINABLE**

Simply put, digital badges eliminate the need for lanyards and paper badges. This accounts for tens of thousands of pieces with upcycling efforts for lanyards but no effective recycling options for paper badges.

TIPS FOR PREPARING YOUR BOOTH STAFF

All leads are valuable, and the fact is, face-to-face conversations lead to potential prospects. Focus on a value proposition that would draw in all business categories and then practice well-tailored questions to keep the dialog going in a direction that meets your goals.

Get creative with remembering names. Repeat the name of the person you just met in your head and focus on the current conversation. When the conversation ends, repeat the name again when you say goodbye, and run through new names at the end of your day.

Think about how you network at an afterhours event. Just because the show floor closes, doesn't mean business stops at 4pm. Many of these "off the show floor" events have historically been badge-free and extremely valuable.

Looking to BYOB ("bring your own badge")? Great option but don't forget about the impact. Wooden badges that can be used at multiple shows are a sustainable way to show off your branding and create a visual for your staff's first names.

Be friendly and have fun. It's the return to in-person events and everyone is excited to re-connect; build off that energy in your booth!

Your safety and efficiency remain top of mind! Stay tuned for specific details on move-in/move-out procedures as well as accessing the show floor before and after exhibit hall hours.