



Online Booth Best Practices

- Assign a team lead that will be available for attendees during the Show dates & hours (Sunday – Wednesday 9:00am – 5:00pm)
- Having 2 representatives will help ensure better coordination of engagement within the Live Meeting and Chat functions to answer questions
- Pre-book meetings with attendees to take place during the Show
- Offer a “Feeding the Recovery” Show Special or Deal to drive engagement
- Host a booth event – such as a Celebrity/Chef Appearance or Live Demonstration
- Dress for Success - Consider a dress code or virtual background that represents your brand
- Plan marketing assets to best showcase your brand and product
- Give your full attention and effort (100%) to achieve a high return on investment (ROI)
- Perform a technical check for internet speed, use Chrome browser, proper visual and audio devices, as well as lighting are all optimal for performance
- Schedule an internal rehearsal - run through and choreograph how you will utilize the Live Meeting and Chat functions