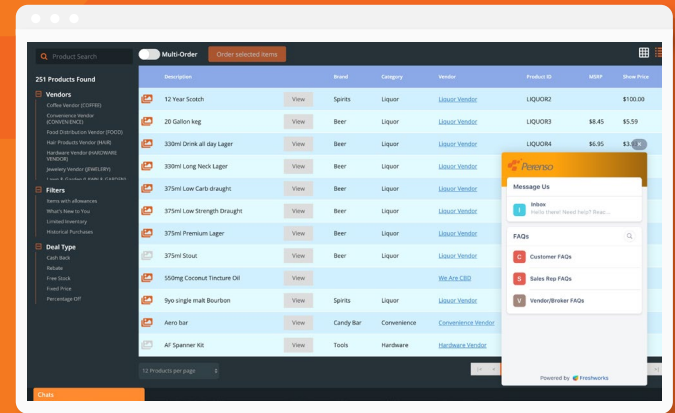


## VIRTUAL TRADE SHOW TIPS

# Grow your customer base

- Target customers who don't usually attend your physical shows with virtual show invites in order to increase show attendance
- Provide potential attendees with information about how your virtual show will work to help remove objections
- Talk to your vendors and customers pre-show about features they want to utilize to best meet their needs



▲ Vendors and attendees can access at-show support at any time