

If you are like most trade show exhibitors, you are challenged with creating a "wow" experience in your display. An experience that pulls in more booth traffic and creates more attendee engagement -- despite your limited time and resources.

We get it. That's why we created a suite of interative games for trade show exhibitors like you, so you can get better results with less time, effort, and investment.

Yet, that doesn't mean it's completely plug-and-play. So, to better help you succeed, here are 15 articles filled with proven tips and advice to guide you as you implement your interactive trade show games and contests. These articles are about interactive games in general, plus specific tips about setting up our Challenge Bar Trivia game, Virtual Prize Wheel, and Social Media Wall contests.

I hope you utilize these tips and our games help you have your best trade shows ever!

Regards,
Sam
Samuel J. Smith

Founder
Interactive Meeting Technology
Maker of the SocialPoint Audience Engagement Platform

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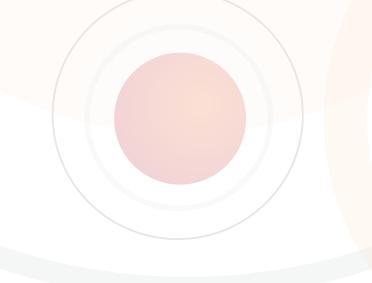
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## HOW HUMAN EMOTIONS MAKE INTERACTIVE TRADE SHOW GAMES WORK

While we are proud of how strong the technology is behind our interactive trade show games, we fully understand that it isn't the tech alone that makes them so successful. What makes our games and contests really gather a crowd, and keep people engaged, is how well our games play on peoples' very human emotions.

I've witnessed how people, individually or in groups, react when they play our games and contests. I've seen players in the thrall of these 6 emotions again and again:

#### 1. Excitement

Attendees get jazzed when they play our games. It reminds me of a Las Vegas craps table when the dice are hot. Groups of friends shout, dance around, and cheer as they really get into the games and contests. This is especially true when they are playing our Virtual Prize Wheel, and they win a big prize.

#### 2. Curiosity

There are certain industries where learning is valued and encouraged. Members of those industries are more likely to join a book club than go to a night club. And they love to play our Challenge Bar Trivia game, to see what the questions are, and to learn while they play. You can see the look of concentration on their faces.

#### 3. Greed

While some players enjoy the thrill of the hunt, many are focused on the prizes they can win. They are motivated by the chance to win the iPad, the wireless speaker, the drone, or whatever else the host trade show exhibitor offers up as the major prize. The smaller, secondary prizes motivate greed, too.

#### 4. Joy

Players don't need to be in jumping up and down to enjoy themselves. Playing the games is fun enough. It's a pleasant experience to interact with our smooth, beautiful screens, and to test their knowledge and compete for prizes.

## IT'S HUMAN EMOTIONS THAT MAKE [THEM] SO SUCCESSFUL AT DRAWING A CROWD AND CREATING A MORE SUCCESSFUL EVENT.



#### 5. Pride

We really see peoples' pride emerge when our digital Leaderboard is there. You can see the pride in the faces of the people who have the highest scores on our trivia games, or the most prolific and shared social media mavens whose efforts show up on our Social Media Walls. They are so proud they return to the booth to show their friends how high they ranked on the Leaderboard.

#### 6. Envy

When attendees see that other people have scored better than them on a game, that triggers envy two ways: First, they want to be ranked higher than the other people who currently sit atop the Leaderboard, and second, they want to rank higher so they can win the big prize offered by the exhibitor. So, they grab a tablet and start playing. Sometimes, again and again.

People love to play games and enter contests. While our interactive technology makes games and contests better looking, easier to set up, and better at gathering leads, it's still human emotions that make them so successful at drawing a crowd and creating a more successful event.

## HOW TO DRIVE TRADE SHOW BOOTH TRAFFIC WITH INTERACTIVE TECHNOLOGY

Booth traffic. Over and over, clients tell us they want to drive booth traffic. They are constantly looking for interactive technology ideas that will help them get more people into their trade show booth.

And we've heard it for a long time. We've been working with interactive, digital, and social-media driven attendee engagement in events for more than 10 years. Some of our over 1,000 activations have worked very well. Some have not. So let's give you the best of those 10 years.

Here are 5 lessons we've learned about attendee engagement that should help you as you plan your next trade show booth experience:

#### 1. Think About Breaking the Ice

When visitors are tired after a long day of walking the show, the last thing they want is for you to launch into your 10-minute canned spiel, then poke them with your lead scanner. What you really need is a way to break the ice. When our clients think like this, they usually open their mind to fun, new ideas that can help them capture leads and learn about their booth visitors. (Read: Using Digital Trade Show Games as An Ice Breaker with attendees, on page 12 of this e-book)

#### 2. Keep It Simple

Attendees are walking the trade show to find answers to their business problems, so they have plenty on their mind already. Giving them a complicated game to play, with lots of rules and steps, will only annoy them and turn your potentially good experience into a bad one. So design your digital interaction to be as smooth and seamless as possible.

#### 3. Make It Big and Bold

Your screens are a unique opportunity to draw people in from the aisles – but only if they can see what's going on! We always recommend that our clients make sure that content is BIG and bold. Stop putting your website or a PowerPoint presentation on the screens. Striking visuals – such as our leaderboard graphics – can pull traffic into your booth from

## PEOPLE HAVE A FEAR OF MISSING OUT – IF YOU CAN LEVERAGE THIS TO CREATE A CROWD ENVIRONMENT IN YOUR BOOTH, YOU CAN EXPECT OTHERS TO FOLLOW.



the aisles. Also, resist the urge to put anything that you can't read from 10 feet away. People in the aisles can't see all of that small copy.

#### 4. Give Visitors Love

Attendees love to see their name in lights and their picture on the big screen! The bigger the screen the happier they are! So, why not give them what they want? Social media walls, leaderboards, idea boards help you show attendee-generated content from the event and draw people into your booth.

#### 5. Draw A Crowd With A Crowd

People have a fear of missing out – if you can leverage this to create a crowd environment in your booth, you can expect others to follow. One of the great benefits of our Challenge Bar Trivia game is that people often huddle around the gaming stations to play the game and watch their friends. Without a doubt, whenever there is a crowd around the stations others will naturally wander into the booth to see what's happening. You can do this too. Try it – it works!

#### **Bottom Line**

After over 1,000 events, we've seen our clients who succeed follow these ideas. It's not complicated, it's just what works. Follow these lessons and you'll have more traffic in your trade show booth, and ultimately more leads and sales, too.

## USING DIGITAL TRADE SHOW GAMES AS AN ICEBREAKER WITH ATTENDEES

Ever seen a trade show attendee give your booth staffers the cold shoulder? Maybe you just need something to break the ice.

Many trade show attendees shiver at the thought of walking boldly into a booth and striking up a conversation. They just want to avoid getting pounced upon by an overzealous booth staffer.

It's a real problem for trade show exhibitors, that attendees (who are at the trade show to find solutions to their business problems!) avoid booth staffers. Without a start to the conversation, there is no lead taken by a booth staffer.

Fortunately, digital trade show games can warm up shy attendees – and turn them into booth visitors – by acting as a digital icebreaker.

#### The Digital Icebreaker In Action

Here's what our clients tell us happens, again and again:

Attendees walking down the aisles see the big, colorful digital screens featuring our games such as the Challenge Bar Trivia Game or the Virtual Prize Wheel. The attendees slow down and watch for a moment, watching the other players enjoy themselves. And soon enough, the frost starts to melt! They overcome their usual reluctance, walk into the booth, and start to play the game.

And as they attendees play the game, something wonderful happens. They have fun, plus learn about the exhibiting company's products. Which makes them much more approachable by the exhibitor's booth staffers.

Now, the ice is broken, the attendee has warmed up, and the booth staffer can start a conversation. How did you do on the game? What did you get right? Let me get the prize you won! Are you familiar with our company?

And because the attendee is already warmed up, they are much more likely to answer the booth staffer's questions, and if there is a good match between the attendee's needs and the exhibitor's products, then a trade show lead has been created.

That's no small feat.

#### AND IT STARTED WITH THE DIGITAL ICE BREAKER.



## CONGRATS! YOU'VE GOT MORE TRADE SHOW BOOTH TRAFFIC! NOW WHAT DO YOU DO?

It's a universal experience that exhibitors who use any of our interactive trade show games get more booth traffic. But which game, game set up, and exhibit strategy will be best for you? Turns out, it depends most of all on what is your goal behind the goal.

#### 1 More Awareness

Want everyone at the show to know about your company? Then offer up a big, valuable prize that everyone at the show will want, and promote it on a big flat screen monitor or big signage or both. Host our interactive Game Show Trivia Game to create a buzz that attracts peoples' attention and focuses it on whatever you want to build awareness of – be it your company, your entry into a new market, your new product, or your new brand.

#### 2. More Leads

To get more leads, bring more iPads for more people to play simultaneously. You can also get more people into your booth with our Timed Trivia Game, where attendees compete to answer correctly the most questions in 60 seconds – that way, they finish the game quicker and let more new people get into your booth to play. And before they can play our games, your visitors can be required to answer one or more qualifying questions, so you can ask attendees the questions you know will help you separate viable leads from the tire-kickers. You can also bring more booth staffers, so when you have more people in your booth (even if they just spun the Virtual Prize Wheel by smashing a big button and not giving any qualifying info), they can engage them in conversations and turn more of them into leads.

#### 3. More Immediate Sales Revenue

While some exhibitors view trade shows as a long-term branding and lead generation tactic, others want to do whatever they can to drive as much immediate sales revenue soon after the show. That means finding the booth visitors who are the most qualified leads so you can focus your efforts on them after the show. You can find the more qualified leads by having our games "ask" them more survey questions that matter, and by having your live booth staffers do the same. Find those more qualified leads by determining if their company matches the profile of your sweet spot customer. Are

## WANT EVERYONE AT THE SHOW TO KNOW ABOUT YOUR COMPANY? THEN OFFER UP A BIG, VALUABLE PRIZE THAT EVERYONE AT THE SHOW WILL WANT, AND PROMOTE IT!



they shopping for a purchase that is already approved? Do they understand – and value – your company strengths? Have they already interacted with your company, and this face-to-face engagement has solidified your relationship? Then mark these leads as your hottest, get them to sales quickly, and then persistently follow up.

#### 4. More Client Cross-Selling

Is this you? Your company has a high market share, and attendees feel like they already know you – but you know you have lots of other products they could be buying. Our clients with the goal of cross-selling customers adjust how they use our games. When they use our Challenge Bar Trivia, they write most of the questions to be about all the various products they sell, to teach attendees about them. When high market share exhibitors use our Virtual Prize Wheel, they include discounts on new or lesser known products among the prizes attendees can win.

Getting more trade show booth traffic is a nearly universal exhibiting goal, but usually it's hiding a more important sales and marketing goal beyond that. Once you determine your company's sales and marketing goals, consider employing the tactics discussed above that will help you achieve them.

## COMMONLY LOST TRADE SHOW LEAD DATA YOU CAN CAPTURE WITH INTERACTIVE GAMES

Trade show games are not all just, well, fun and games. They also help solve serious business problems, such as capturing data about your trade show leads that was getting lost before.

Here are 6 familiar challenges with getting all the data from trade show leads that we repeatedly hear about from our clients. After that, we'll talk about how interactive trade show games can help you capture that data.

## **Challenges With Trade Show Leads Today**

## 1. Stacks of business cards slow down lead follow up

I don't know anyone that wants to go back to office after the show and enter stacks of business cards, right? Yuck! Nobody wants to do that task. And if you are that someone, you're a saint. Because it's a slow, boring job. You want to follow up with hot trade show leads as fast as possible, but stacks of business card slow you down from starting your sales and marketing follow up process. That allows your digitally-savvy competitors to reach your common prospects first.

#### 2. Leads get lost

Another issue that I hear about it a lot, especially with organizations that use sales reps in the field as booth staffers, is that their trade show leads get lost. Their leads don't make it back to marketing, so they don't have the leads to track to sales and thus determine what is their return on investment for that show. They also don't know if they need to put those "lost" contacts from the show into a nurture situation or if they should be receiving their newsletter. We hear story after story about folks that are having leads that are lost and they don't know what to do about it. They need a solution for that.

#### 3. Scanner data is missing

We also hear lots of stories about scanner data that's missing key information because the attendee did not provide it, or other times there is information that exhibitors value that was not asked by the show so it can never show up in the data provided by the scanner. So, when exhibitors rely on the scanner data they can miss key data they need.

The Project Management Institute (PMI) changed the perception of their company with a Challenge Bar Trivia game so successful they had excited trade show attendees lining up to play, attendees were studying for their game, and the PMI ran out of prizes from their overflow of traffic.



#### 4. Scanner data is inaccurate

Similarly, the scanner data might be inaccurate because either the trade show or the attendee made a mistake in entering the data. How many times have you had an attendee tell you, "Yes, scan my badge, but my phone number is wrong," or "my email is wrong." And for every person who actually tells you that, there are 10 more who have bad data but they don't tell you to give you a chance to correct it.

### 5. Missing link between conversation and trade show lead

You had a conversation with a nice fellow named Mike, but when you got the scanner it said Hailey on it and it was the wrong person, because maybe Mike traded badges with Hailey but it didn't get updated in the scanner. So, there's a missing link between the conversation and the lead — we see this a lot where you got the data from the scanner or from wherever it is.

## 6. How do you capture leads when your staff are busy having meaningful conversations?

And finally, this is the question that we deal with sometimes: Leads are getting lost when your staff are busy having meaningful conversations with potential sales and other people come by your booth. Wouldn't it have been great if they played your game. You would have been able to gain an additional lead even though they might not be talking to anyone in your booth.

#### **Data You Can Get From Games**

Now that we've seen the many ways lead data can get lost at trade show, let's talk about what games and contests can do to capture or prevent the loss of your trade show lead data. There are four key pieces of information you can collect from games and contests:

#### 1. Contact information

First, games can gather basic lead contact information from each game player in your booth. You may want to keep it simple and just ask for first name, last name, email. Or, you may be little bit more complex and ask for zip code or address or company or title, or whatever else that you value.

#### 2. Lead qualification

Here is where I think it starts to get interesting as we see a lot of exhibitors asking lead qualification questions. Most digital games and contests will allow you to do that. So, if you want to ask, let's pretend, maybe I need new tires, I'm going to buy new tires (and this is not B2B, maybe a B2C situation) and I'm going to buy new tires for my car in the future, and I'm playing a game, how long have you had your car? When was the last time you bought tires, how many miles, those are a few questions you could ask that could tell you that you should call me or send me a discount or do some kind of follow up on Monday when you get back from the show because I could be a candidate to buy.

#### 3. Identify marketing next steps

Digital games allow exhibitors to ask their booth visitors questions that help to identify where a prospect is in the sales funnel or if they are marketing qualified leads that should be sent on to sales or put into a nurture campaign, or someplace else. Or exhibitors might have the game ask the player more directly, "Where should we

put you? Do you want to be on our newsletter? Do you want our white paper? Do you want a rep to call you?" We have seen that a lot. And by and large, people playing the game will give you response to those questions. And that's really cool because then on Monday morning you have an action that you can take.

#### 4. Game performance data

But the last piece of data that you can get from games is performance. Performance comes in couple of different ways like the dashboard that we are showing in this post. You can see some summary metrics and some analytics. Typically, we see people comparing metrics and analytics across time and across shows. Now you can collect data that maybe you only had a hunch about before. Data to help you figure out the results that you got from your trade shows. Data you could use to drive future investment decisions. You can also go back and look at statistics about some of the marketing next steps and the levels of qualification. If you can track that through Salesforce or whatever CRM system you are using, all the way through the sales lifecycle, that will be even more valuable to you.

If you've been frustrated with how you've lost some of your key trade show lead data, consider using interactive games – not just because they are fun and will bring more people into your booth, but because they will also help capture that key lead data that has been evading you. You'll be better able to follow up on leads and measure the true value of your trade show program.



## ADVICE AND ADVANTAGES FOR 7 KINDS OF POPULAR INTERACTIVE TRADE SHOW GAMES

There are many kinds of popular interactive games and contests you can do in your trade show booth. Almost all will create more activity and booth traffic, and help you gather more data about your booth visitors.

Yet, there are differences that are worth considering, so you can best meet your own trade show goals. Here are the strongest advantages of 7 kinds of game and contests, plus some strategic advice on creating more successful activations.

### 1. TRIVIA GAMES: Attendees self-educate, self-qualify

My favorite thing about trivia games is that you get to teach people about your products and services: End of story! That's the best thing about trivia games. Your booth visitors are self-educating as they play. Trivia games allow you to connect people to your products and services. So, you can talk to them about trends, you can talk to them about new features, new benefits, challenges you solve, your company history whatever you want and you are giving the person the opportunity to learn more about you while they play this game. A client last month was telling me that

their favorite thing about trivia games is that they design their questions so that people actually qualify or disqualify themselves by playing the game. So, depending on how visitors answer certain questions, the client will then decide if this is someone they should follow up with or not. So, by not even doing a survey or lead capture and focusing on that, they instead focus on how they answer those questions. That can be really valuable and sophisticated.

### 2. GAME SHOW: Create a buzz in your booth

Another game we have is the Game Show. About 4 or 5 people come into the booth and they play the trivia game, but this time, against each other. You have a game host who pushes the same question to everyone, who competes by answering the fastest and with the right answers. One of the strengths of the Game Show is that if you want to create a little buzz in your booth, the Game Show will draw an audience to watch. You need to have the space to do this well. You can usually get more people through your booth when they play Trivia by themselves, but you lose out on the buzz of the audience that way. It's a cool option and we see that done in a lot

Midwest Energy Association (MEA) used SocialPoint's instant win prize game to more quickly profile and qualify booth visitors, enable discussions with the most qualified visitors, and to facilitate better post-show lead follow up.



of trade shows. So, it is up to you to decide what's the right fit for your booth and your activation.

## 3. DIGITAL FISHBOWL: Visitors data enter for you

You already might have a real, glass fishbowl people put their business card in it, but that still leaves you with a stack of business cards you have to enter. In this case, with a Digital Fishbowl, you get people to enter all their lead information themselves. And, it can be more than just contact data — they may also be requesting some product documents from you, or fill out a survey. You are therefore offloading the lead data entry process to your booth visitors, but they will do it if they think it's a valuable enough or interesting prize. Then you don't have to deal with all that data. That's what I like about the Digital Fishbowl. And this is another choice; it allows you to give away a big prize at the end of the show. So, while in my opinion this isn't any fun, we do see attendees highly motivated to complete these forms, so it works.

#### 4. CAPTION THIS: Simple, fun activation

One of the things that I really like about Caption This is it allows you to create a simple activation or you can make it complex. It could be done on mobile, it could be done on tablet, it could be done on a touch screen. If you have a photo, people can caption it. You can make it simple just like that, and then you pick a winner for best caption and give them a prize. I have also seen it where people will take all the best captions and allow booth visitors to vote on them. And the caption that gets the most votes wins. And you can show all of the captions on a screen. So there are different ways you can execute this game. But here's why exhibitors choose it: they are looking for a simple activation that doesn't take a lot of time, and it's fun. And you still get the booth visitor data that you need, because they enter in their contact info and answer some survey questions to play the game. And by giving away a prize to the winner it becomes a contest.

### 5. SOCIAL MEDIA TOUCHSCREEN: Drive traffic, identify booth visitor needs

Here's another activation that, if it's the right fit for your booth, can be really slick. Some of our exhibiting clients want to engage folks with social media and therefore have social media games in their booth. To start, you create a hashtag campaign and get people at the show to tweet the hashtag. So, your brand messages end up virtually surrounding the event. In your booth, you have a touch screen and you put the best tweets on this touch screen and people have to visit you in your booth to vote for their favorites. And then the favorite tweet wins the prize.

And here's where you can get sophisticated. So, in this case once you have people tweeting, you could have your social media person tweet back at them say, "Hey Matthew, hey Diana, hey Katie, your Tweet has been featured on our touch screen. Come to our booth and vote for it because the most votes wins the prize." You could have your social media person respond back to each of those people, trying to drive booth traffic. You probably are going to also expand your reach beyond the event. You might get some ideas from people beyond the event as well which could be useful to you.

Now in your booth you going to have people that tweeted but you are also going to have people that aren't on Twitter. There are a lot of people that are not on Twitter. So, they might be just interested in, "Oh, I just want to vote for the idea." So, their level of participation is to vote. But, depending on how you organize it, you can also get these people engaged in a conversation. Like these folks at Career Builder did. They asked people to tweet their "HR

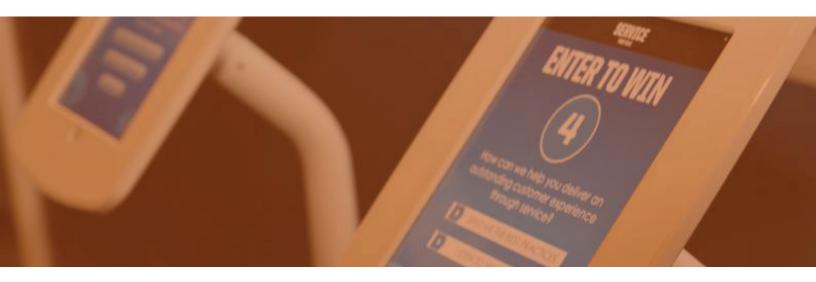
headaches." Then, their booth staffers used that as a conversation piece with booth visitors. They started a conversation with the Twitter voting, but then said, "Oh, are those headaches you really have?" "Oh, yes they are." "Well, let us help you solve those." And then that drove to why they should investigate Career Builder's product and services.

So, that's valuable two ways. You can use Twitter voting to drive people into the booth with social media, and then, once they are there, use the touch screen to kind of learn something about the person before you launch into your sales pitch or any kind of dialog or conversation.

### 6. SOCIAL MEDIA LEADERBOARDS: Easy contest from social media volume

We've seen people do Social Media Leaderboards, because there is lots of interest in social media. We see these executed a lot more in conferences than trade show booths; we see more social media walls in trade show booths. Exhibitors using a Social Media Leaderboard are really just make a simple contest. The winners are determined by volume of social media activity, measured in several different ways. You could honor the Retweet Rockers, and celebrate the people who do the most retweeting. And then you give the person that retweeted the most at the show a prize. Or, you can rank people by the most photos shared about the event on social media, or maybe it's for the most tweets overall, or the most mentions, or the most video posts. There are lots of choices. Those are different ways that you can create a simple contest with social media, that draws people into your booth and connects you with top social media users in your industry online.

## ALMOST ALL [INTERACTIVE GAMES AND CONTESTS] WILL CREATE MORE ACTIVITY AND BOOTH TRAFFIC, AND HELP YOU GATHER MORE DATA ABOUT YOUR BOOTH VISITORS.



## 7. VIRTUAL PRIZE WHEEL: Draw in lots of excited people to win prizes and capture lead data

When you put a Virtual Prize Wheel on a big flat screen monitor, it will draw people in. The wheel can spin, which will draw people in, plus you can put the names of your prizes on it. Sometimes people like a big, real-life button that attendees hit to spin the wheel. I talked to someone recently that said the button is the most powerful thing in the prize wheel, that's what draws people into the booth, to hit this button and have an action. Then your booth staffers engage with them to give them their prizes, and get a conversation going.

However, let's pretend that you didn't want to use the prize wheel on a big screen. So, what's cool is that you can also do prize wheels on one or more iPads, too, and use it for lead capture. Because not everyone wants to fill out all their contact information on the big touch screen. So, you could do a set up like Delta, that used signage to

drive people into the booth: "Hey, we have a prize wheel, you could win a big prize." Then they have 5 iPads, that allow them to process 5 people at a time, that fill out the form, give all their information and then have a chance to win prize. Now, instead of winning a big prize, everyone got something. You got a fan or a frisbee or a beach ball or something of that nature.

Depending on what you want to do, you could have basic prizes and you could have a grand prize. And you can decide, is that going to be given away on the wheel? Or will that be something you do a drawing about afterword? So, there's a lot of ways you can execute your activity using a Virtual Prize Wheel.

I hope that this article gave you a better idea of the specific strengths of these 7 popular interactive trade show games and contests. Plus, gave you insights on how to ensure your own activation of these interactives are more successful and help you meet your most important marketing goals.

## HOW A SOCIALPOINT CUSTOMER USED TWITTER TO PROMOTE THEIR INTERACTIVE TRADE SHOW GAME

One of the strengths of SocialPoint interactive trade show games is that they capture so much attention that they essentially promote themselves. But that doesn't mean you can't throw some extra fuel on the fire.

Our client Syngenta PPM did a fantastic job using Twitter to promote their use of our Challenge Bar Trivia Game at the Pest World 2016 Show. I'm sharing what they did to inspire you and reveal some of the smart things they did.

Let's break it down, dividing their tweets between pre-show and at-show messages:

#### **Pre-Show Promotional Tweets**

Before the show, Syngenta sent four tweets. The first tweet went out 11 days before the show started, announcing the Pest trivia game they would host in their booth, and a photo showing all the prizes attendees could win. They also used the hashtag for the show, #PestWorld2016, as they did in all their pre-show and at-show tweets.



A week before the show Syngenta sent their second tweet. This time, the image included a very gripping sample trivia question from their quiz that was sure to get people's curiosity going! And, it's a question that leads to people realizing they need Syngenta's services even more than they thought.



Five days before the show, they sent another pre-show tweet about their trivia game, this time with a big image saying "Pest Trivia! Think you're a pest expert? Test your skills at booth 517." This is a time-honored strategy, pulling on people's pride to get them to come try the game. (see image on page 27)

The final pre-show tweet went out a day before the show started, with another gripping question, "How long can a cockroach survive w/o food?" As with all their pre-show and at-show images, Syngenta uses their brand colors – with illustrations pre-show, and photos (with the booth and staffer shirts) at-show. (see image on page 27)

Notice that all four of these pre-show tweets include a link, ow.ly/7nab3059gxo that goes to a microsite promoting everything Syngenta PPM would be doing at Pest World 2016. Included prominently on that page is a greater detail about the prizes attendees could win in their booth. (see image on page 25)

#### **At-Show Promotional Tweets**

During the show, Syngenta sent out 5 tweets, with at least one every day of the show. These all showed activity in their booth, with happy attendees and proud staffers. The first tweet on Day 1 shows two photos of an attendee playing the trivia game, and how other attendees can come win a treat.

On Day 2 of the show, Syngenta's tweet congratulates the first big prize winner, shows the winner and his prize, and reminds attendees to come play so they can win, too.

Syngenta does the same thing on Day 3, showing another prize winner. They also keep including the show hashtag and their booth number.

On the final day of the show, Syngenta sent out two tweets. This first tweet shows two prize winners.

For their final tweet – likely after the show closed, but on the final day, Syngenta showed 4 photos of happy and proud attendees interacting with the game and staffers in the booth.

Syngenta did many things well with their Twitter promotional campaign about their SocialPoint Trivia Game. Let's summarize them – you can even use this as a checklist!

- o Repeated messaging before and during the show
- o Consistent use of company branding
- o Consistently used show hashtag and gave their booth number
- o Linked to more details about their Trivia game on a microsite
- o Asked intriguing questions that are in the Trivia game
- o Showed illustrations pre-show before they had attendee at-show photos
- o Showed lots of photos of happy attendees
- o Showed the prizes attendees could win and did win
- o Thanked by name the prize winners







Final pre-show tweet

Whether you use SocialPoint's interactive trade show games or not, this is a great primer on how to promote via social media, whatever activity you are doing to drive traffic in your trade show booth. But it's especially useful if you are using our games, as it leverages the use of human emotions (want to win the prize, want to show off knowledge) very well.



A tweet on Day 1



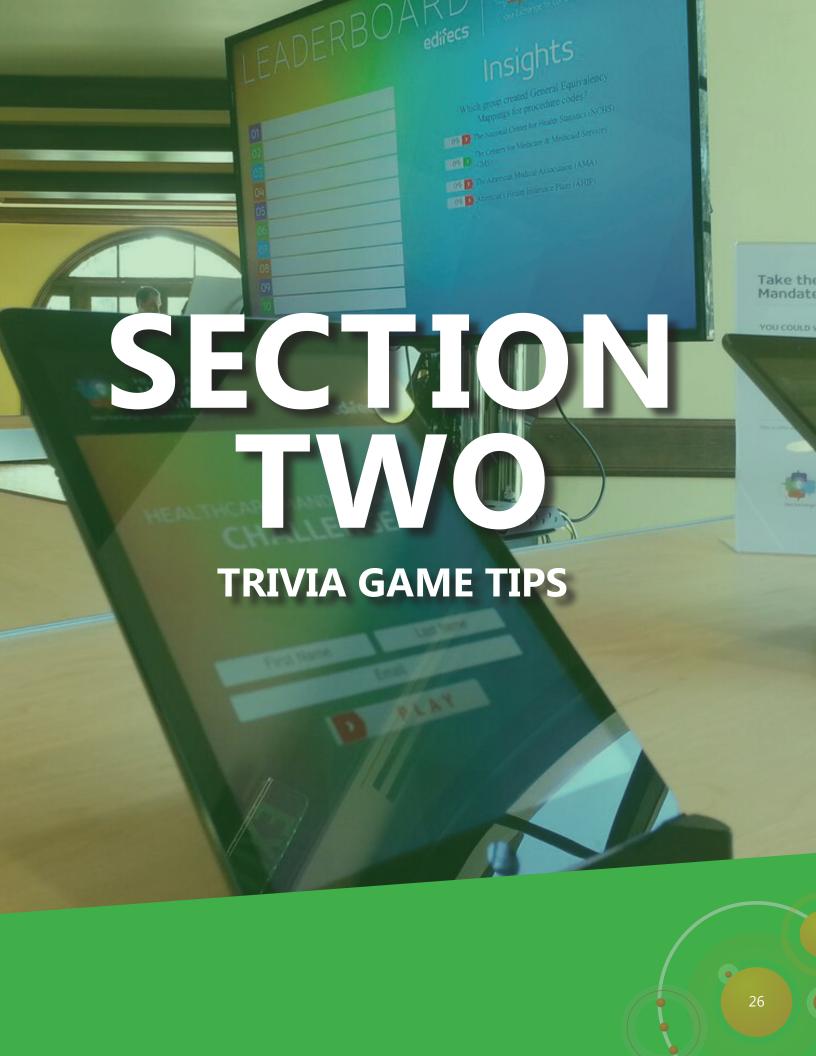
Day 1 winner announced on Day 2



Final tweet at event



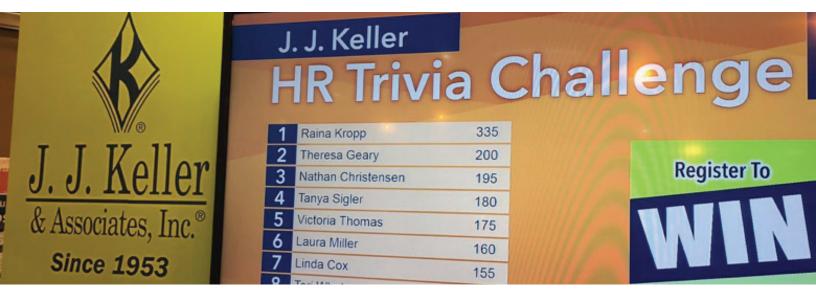
Right: Final tweet after event



## HOW TRADE SHOW GAME LEADERBOARDS DRIVE REPEAT BOOTH VISITS

How does a digital trade show game leaderboard drive more repeat traffic to a trade show booth?

It's all about people — proud, competitive people – who like to win, be seen as winners, and stay on top.



Using SocialPoint's Challenge Bar Trivia game, J. J. Keller gathered 1,100 leads at one show, nearly doubling their show goal, plus the game reinforced their key marketing message and sparked meaningful engagement between booth staffers and attendees.

Thousands of people have stopped in a trade show booth to play our digital games such as the Virtual Prize Wheel or the Challenge Bar Trivia Game, drawn in by the visuals and the crowds of excited players. Those games are very popular, and do a great job of bringing in people to the booth the first time.

The attendees might do so well on the game that they scored high enough to rank on the leaderboard. They see their name or their picture up on the big screen! Hooray! They leave the booth happy winners.

But remember, people are proud and competitive.

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#### **Leaderboards Drive Repeat Visitors**

So – the high-scoring gamers come back, but not alone. They come back with their friends, because they want their friends to see them on the leaderboard! That's what they care about. They care about seeing their own name "in lights."

In doing so, they have recruited more visitors for the exhibitor's booth! These new visitors will play the digital trade show games, and become new prospects for the booth staffers to talk to.

Over the course of a multi-day event, people come back to see, "Am I still there? Am I still above Joe? Am I above Sally? Oh no! I am below Sally! I need to try again!" And so, the exhibitor gets more info from them when they fill out the game surveys, and the booth staffers get another chance to talk to them.

At every event that I've been a part of where there is a leaderboard, there's always somebody, somebody who wants to take a picture of their name on the leaderboard. They want to be in the picture and they want to be on the leaderboard.

So, if you have a leaderboard in your booth, then leave a space beside the leaderboard so that people can stand there and take a picture.

And if the booth visitors win a big prize awarded at the end of the event? Put that on the leaderboard and then they will come back again to get their prize – and bring even more friends!

Therefore, a leaderboard leverages the natural competitive drive of trade show attendees to help bring booth visitors back – with their entourage!

## HOW TO WRITE SUCCESSFUL QUESTIONS FOR YOUR TRADE SHOW TRIVIA GAMES

Our Challenge Bar Trivia Game is perhaps our most popular game. Trade show attendees love to play trivia to test their knowledge, compete with friends, and win prizes. And we've made it easy for trade show exhibitors and event marketers to host this crowd-gathering activity in their booth, with our easy-to-customize software.

But while our technology is easy, the visuals bold, and the crowds eager, it takes some strategy in formulating the questions to get the best results.

Here are some guidelines when you are organizing and writing Challenge Bar Trivia Game questions:

#### **Aim For Happy Attendees!**

Beginning with the end in mind, you want trade show and event attendees to be:

- 1. Entertained by an enjoyable experience
- 2. Challenged, but not too often stumped
- 3. Educated about your company or organization
- 4. Feeling more connected to your company or organization

To improve your chances of creating trivia questions that make your attendees happy and better connected, consider these strategies:

#### **Choose Trivia Questions Content Focus**

From our experience, clients use the game as another brand touch point to reinforce key messages and learning objectives.

By focusing the trivia questions on the content in their booth, players are able to "ask a booth staffer" or look at a brochure or look at the company website if they need help finding the answers to a question.



Here are 6 different kinds of trivia content we have seen during hundreds of events:

- o Product features and benefits trivia
- o Learning objective trivia
- o Company trivia
- o Industry trends and challenges trivia
- o Regional trivia (About the city or the region)
- o General trivia

The more specific your trivia questions are to your company, the easier it will be for your booth staffers to help the players answer questions. You are also rewarding expertise in your industry or company.

PRO TIP: Most clients use a mix of product/company and industry questions with a few regional trivia questions.

#### **Organize Trivia Questions Into Categories**

Organize your questions into 5 to 7 categories, with each category containing at least 5 questions, and potentially up to around 20. These categories should cover different subsets within your overall area of knowledge. For example, if you have overall questions about construction, you could group your questions into subsets about plumbing, electrical, masonry, roofing, and landscaping. While those categories won't be seen by players, when the event is done and the scores are tallied, you can see in which categories your players' knowledge is strongest and weakest.

PRO TIP: Some clients will start by identifying the categories and assign learning objectives to each category. Then, they create questions.

#### **Consider Trivia Question Difficulty Level**

If you make all the questions easier, then everyone can enjoy playing longer and not get knocked out so quickly they get frustrated. This also works if you want everyone to win a prize. If you make the questions harder, there will be fewer winners, but the winners will be very proud of having won. The best games start with easy questions and have hard questions later to help separate the winners. (By the way, SocialPoint's Challenge Bar Trivia Game lets you assign greater point values for more difficult questions.)



#### **Choose Trivia Question Format**

The most common question formats are multiple choice, and true or false. Because multiple choice questions have 4 answers each, and true/false questions only 2 answers, it's easier for players to guess the true/false questions. If you want people to learn as well as win, you can have multiple choice questions with 3 choices that are all true, and make the 4th choice "all of the above."

PRO TIP: Some clients will borrow questions from their training and development department. It saves time!

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## "A game so attractive that it enables the company to keep customers on their stand"

Starkey Hearing used local language versions of SocialPoint's Challenge Bar Trivia in their international trade show booths in Germany, Italy and France. The game was so attractive that people kept returning to the Starkey booth to play the game.



#### **Consider How Many Trivia Questions You Write**

The more questions you write, the less likely that returning players, or players sitting next to each other, will see the same questions. Which keeps them from learning an answer and using it for their next game. We strongly recommend reformatting your questions to create 2-3 questions from each learning concept to save time. You can easily turn one trivia question from a multiple choice into a true/false question, or vice versa.

We recommend that you try out your questions with people on your staff or in your industry to ensure they are clearly written (so that people get them wrong only because they don't know the answer, not that they can't understand what you meant to write), and have the level of difficulty you want.

PRO TIP: Encourage other team members to get involved in question creation. It's a great way to divide the work and speed up the process.

I hope if you've been considering using a digital trivia game in your trade show booth, you now have a greater comfort level that you can craft questions that will help you better meet your overall marketing goals with the attendees who visit your booth.

## 5 WAYS EXHIBITORS USE OUR CHALLENGE BAR TRIVIA GAME

Our SocialPoint® Challenge Bar Trivia platform gives clients several ways to easily collect valuable attendee data and engage their attendees in a fun activity. It works because everyone loves trivia.

Trade show clients are interested in the following:

- o Driving higher booth traffic
- o Generating more leads
- o Capturing marketing follow-ups
- o Teaching people about their products and services
- o Get people to visit other stations in their booth

Internal meeting clients have different objectives:

- o Create a fun team game
- o Teach individuals about new products, policies, etc.
- o Measure performance against learning objectives

Having said that, here are the five most common uses of our Challenge Bar Trivia Platform:

#### 1. Trade Show Booth Lead Capture

The most common use of our Challenge Bar Trivia is with our "Three Strikes and You're Out" game in a trade show booth. This game is effective because the questions are randomized, so it's a new game each time you play. Which gets people to come back to exhibitors' booths again and again.

#### 2. Team Game Show

Some clients like to use our Trivia Platform to run team games in their events from the stage. From back stage, the production team pushes the questions to the tablets. Teams answer the questions and the scores and correct answers are revealed on the big screen. The crowd goes wild!

#### 3. Activation with a Street Team

Brand Ambassadors and street teams are looking for a quick activation. They want to capture a lead, get some marketing follow-up data and have a 4-8 question game that is only played on an iPad. This generates lots of leads.



#### 4. Multi-Language Game

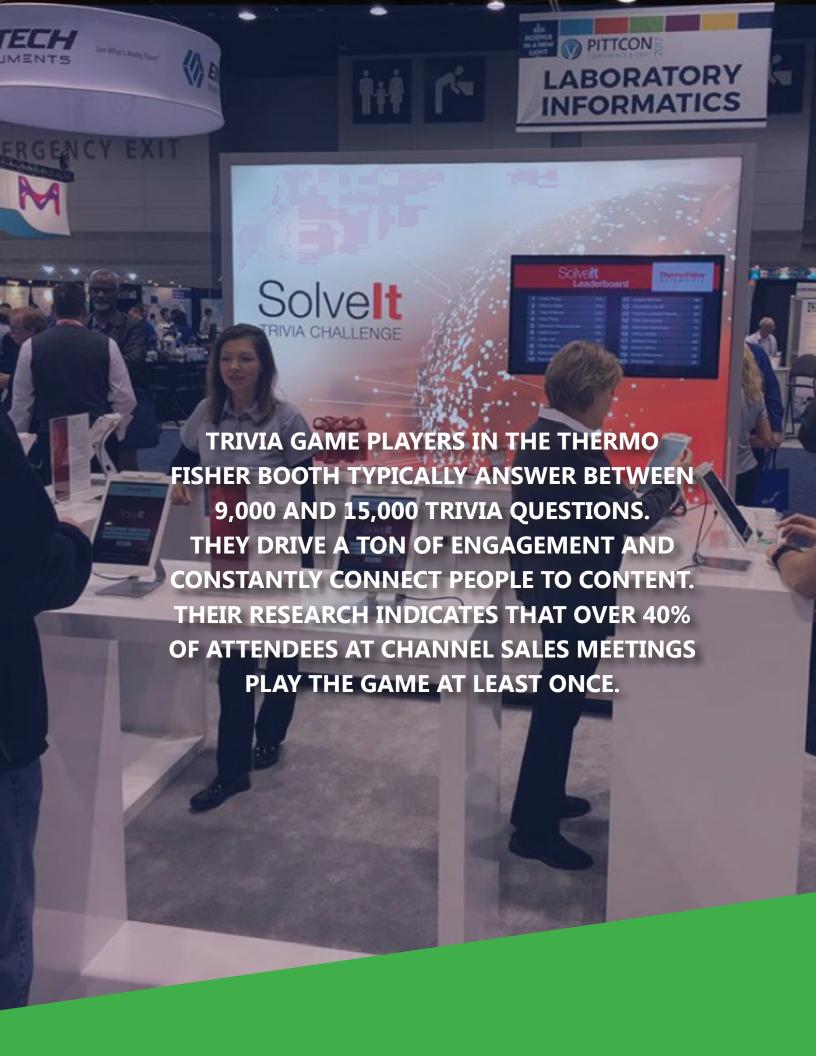
International clients like to give players an opportunity to choose their language, before playing the game. We allow you to setup the game and questions in English, French, German and Italian. Parlez-vous marketing?

#### 5. Multi-Category Game

Finally, some clients use our multi-category game configuration to allow attendees to choose the kinds of questions that they want to answer. Some answer customer service questions, while others answer engineering questions. This way, you can setup the game to appeal to the strengths of different attendee types. So everyone is more likely to be a happy winner.

#### **Bottom Line**

Our Challenge Bar Trivia Platform offers our clients a lot of flexibility, so they can generate more leads, interactivity, and engagement at both trade shows and their internal meetings, with the same technology.





### 8 TIPS FOR CHOOSING PRIZES FOR YOUR TRADE SHOW PRIZE WHEEL GAME

One of the biggest decisions for our clients who use our Virtual Prize Wheel game in their trade show booths is: What kinds of prizes should they give away? After seeing some clients struggle with this choice, I want to share with you some advice, so you can have a smoother experience and get more people into your booth.

Here are 8 considerations when choosing prizes for your prize wheel:

### 1. Offer a Big Prize!

A big prize gets attention, and gets people to stop by your booth. Even though they know they probably won't win it, just the chance to win a valuable prize will motivate them to play. You are playing on their greed, so go big. And you can give away more than one, too!

### 2. Offer Multiple Levels of Prizes

Since visitors know they won't likely win the big prize, have many other prizes to win. This is the promise of a prize wheel: that there are many possibilities they can get. Offer one or two big prizes, a few more medium prizes, and lots of less valuable prizes so everyone wins something. If you are at a show where every attendee can mean huge potential sales, then have even more of the most valuable prizes to get more traffic.

### 3. Make Your Big Prize a Trendy or Luxury Item

Not only should your big prize be eye-catching, it should also be something people want, but usually won't splurge on. Everybody has an iPad, but not everyone has a drone (not yet, at least!). Getting a higher-end version of a common item (like a Yeti Cooler) works, too.

### 4. Give Away Branded Giveaways

If you are giving hundreds of items, you can buy them imprinted with your logo and marketing message. Attendees not only get something they want, but they take your logo back home or to the office with them. This can be anything from t-shirts to phone chargers to backpacks to sports bottles to notebooks to ... you get the idea.

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### **5. Choose Prizes Based On Your Campaign Theme**

You may have a marketing campaign based on a specific theme in your booth, and thus give away multiple prizes that reinforce that theme. So if your theme is a beach vacation, you could give away beach towels, sandals, sunglasses, and a trip, just like one of our clients did.

### 6. Give Away Your Products

If your products are low-cost enough, make them some of the prize wheel offerings. Or, give a discount for your products as a prize. This will give you an idea of your lead quality – how much interest attendees have in winning that prize, and if they redeem the prize, you can track the sale to the trade show.

### 7. Consider Smaller (Sized) Prizes

Storage comes at a premium in your trade show booth, so consider giving away smaller-sized prizes. One of our clients gave away 250 Starbucks gift cards – that took almost no space. (And considering the caffeine addiction of most trade show attendees, that's also a popular prize!) Smaller prizes are easier for attendees to carry home, too.

### 8. Consider Your Buyers' Demographics

Think about the kind of person you are trying to entice – what are their levels of sophistication and income, what generation do they come from, what things matter to them in their career and life? A prize that would be fantastic for one audience may be ho-hum for another.

Whether you use a regular prize wheel or our Virtual Prize Wheel game to get more traffic in your trade show booth, these 8 tips will help you select the prizes that will best fit your audience, get more people into your booth, and have them go home happier to have stopped in your booth.

# TRAIN YOUR BOOTH STAFFERS TO GET MORE HIGH QUALITY LEADS USING THE VIRTUAL PRIZE WHEEL

It's simple: When you as an exhibitor use our Virtual Prize Wheel in your booth, you will get more booth traffic. The intent of this article is to help you prepare your booth staffers to better interact with those visitors, so you get more qualified leads and better overall trade show results.

Your booth staffers can qualify attendees drawn to your booth before, during, and after they play the Virtual Prize Wheel:

### Qualify attendees before they play the game

If you have a line of people waiting to play the game (yes, it happens!), then your booth staffers can strike up a conversation with people in line, asking them qualifying questions before they even get a chance to spin the prize wheel. Booth staffers can ask qualifying questions such as "What are you looking for at the show?"

### Qualify attendees while they play the game

Even if you offer a big prize of some popular new consumer electronics, the Virtual Prize Wheel can offer multiple prizes at different value levels. So make those second and third-tier prizes work to qualify attendees. When you prizes include a 20% discount on the next order, or a free sample, or an hour free consulting, your booth staffers can look for people's reactions and what they say when they win those kinds of prizes. If they say, "I can use that!" or get excited about winning product or job-related prizes, your staffers have a more qualified prospect, and can then focus on taking that particular prospect further.

Your booth staffers can also check out the badges while attendees are focused on playing the game. It's not a good idea to look at someone's badge when you are talking to them – they will find it rude. But when they look down to play, your staffers can look to see if anyone playing is from a company they know is a viable prospect, because of its reputation, size, or industry match with your best customers.

### Qualify attendees after they play the game

Your booth staffers can also engage the attendees after they've spun the wheel, thanking them for playing the game, giving them any prize they did win, and then asking a simple, yet powerful qualifying question such as, "What business problems are you looking

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to solve while attending this show?" or, "Is there a product you are searching for at this show?" If you have too many game players to engage all of them in depth, your booth staffers can quickly decide which attendees are a good match for their offerings, and proceed further with the better ones. Catch and release!

### Find a qualified lead? Take that lead farther with our Lead Manager App

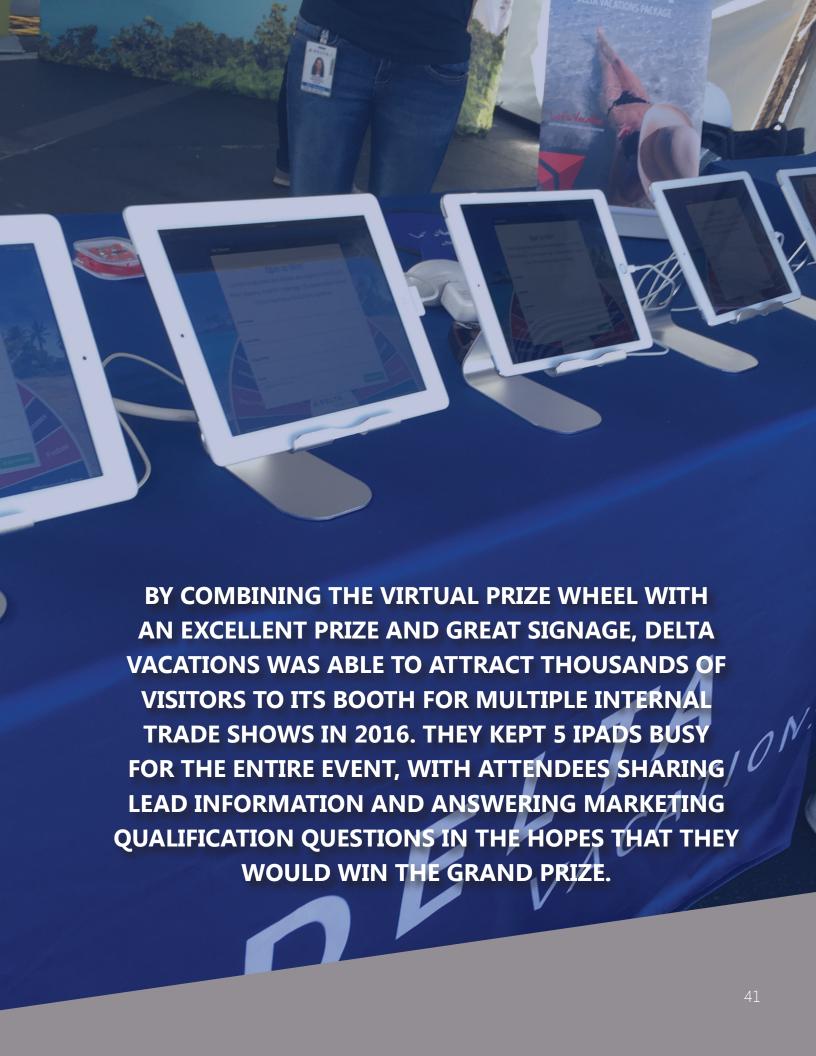
The Virtual Prize Wheel is set up to have attendees self-enter into the game screen their answers a few short qualifying questions to gauge their interest level, so your sales force has good qualifying info about the game players who visited your booth.

However, once your booth staffers find a more qualified lead while still in the booth, your booth staffers can use the SocialPoint Lead Manager app to futher qualify the lead. They can rate the lead from 1 to 5 stars and answer qualifying questions you pre-set in the app. These qualifying questions can be more detailed questions such as buying time frame or buying responsibility level – things you may not have set up the game to ask, but your booth staffers can ask during a conversation. And, whatever info your visitors put into the game, will also be available to the booth staffer on their smart phones while they talk to them. Plus, lead info captured via the game and the booth staffer will be merged together!

### **More Prep for Success**

Besides being prepared to take more qualified leads, prep your booth staffers by explaining about the various prizes you are offering: how they should be displayed in the booth if necessary, where the prizes are stored, what to do when someone wins the grand prize, whether you will give them the prizes right there or ship them after the show, how you will handle non-tangible prizes (like a 20% discount) with coupons, and how to describe them to attendees.

Our Virtual Prize Wheel is tech at its best: It attracts more attendees to your booth, and is both great to look at and easy to use. With these booth staffing tips, you'll be sure to get the maximum value out of using it in your trade show booths.



## HOW TO PROMOTE YOUR VIRTUAL PRIZE WHEEL FOR EVEN MORE BOOTH TRAFFIC

When you include a SocialPoint Virtual Prize Wheel in your trade show booth, you're going to get more booth traffic. People will be attracted to the cool-looking, moving digital screens, and the chance to win prizes.

But hey, if you're like most exhibitors, you want even more traffic! To get it, follow some or all of the following 7 steps, to more aggressively promote your prize wheel game:

### 1. Signage

Use bold, large text in your exhibit graphics above where the game is played (either on a flat screen monitor or on one or more iPads) to let passing attendees there's prizes to be won! "Spin To Win" or "Play To Win" or "Win A Free \_\_\_\_\_," if you are giving away a significant main prize. Consider using color in the graphics that makes these words stand out from the rest of your booth.

### 2. Large Flat Screen Monitor

It's really attention-getting when a booth visitor hits the button to make that Virtual Prize Wheel spin, when the spinning prize wheel is seen on a large flat screen monitor. It creates a bright, colorful, moving impression, which becomes even more impressive on a bigger monitor.

### 3. Multiple iPads

The more iPads you have lined up on a wider counter, the more it will be noticed by trade show attendees. While some exhibitors may only have one iPad when in a 10 by 10 booth, in larger spaces we've seen as many as 5 iPads lined up on a counter, creating an intriguing visual that's hard to pass by.

### 4. Crowd Gatherers

While you (and most of your booth staff) may feel uncomfortable reaching out to engage trade show attendees as they walk by your booth, there are professionals who gladly will do so. You can hire Crowd Gatherers that have no problem starting a conversation with people in the aisles. During a trade show they will ask hundreds of passing attendees "Would you like to spin to win our grand prize, a \_\_\_\_\_?" And a lot of them will say yes!

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### 5. Location in Booth

Our trade show games have been used in many different booth sizes. In the larger island exhibits, our games are only one part of their entire campaign, with other areas for presentations, meetings, and demos. You'll pull more people into your booth if the prize wheel is featured near the aisles with the most booth traffic, so attendees can see game, and especially other people excitedly playing and winning.

### 6. Pre-Show Email

Before the show ever happens, you can be promoting your Virtual Prize Wheel with arguably the best tool for bringing in more traffic: Email. You can send an email inviting people to come "Spin To Win" in your booth, and list all the great prizes they could win. Use your own email prospect database, and if possible, rent the best segments of the show's attendee list.

### 7. Pre-Show and At-Show Social Media

You can get people excited to come play your Virtual Prize Wheel game by promoting it on your company's Social Media accounts on LinkedIn, Twitter, Facebook, and Instagram accounts. Tell them the prizes they can win before the show, and then publish messages with photos of prize winners (holding their prizes!) during the show. Be sure your messages include the show's hashtag, so more people at the show see your messages.

Try these promotional ideas out! They'll make it easier for attendees to discover that you're hosting a fun activity in your booth that could award them prizes. The more of these tactics you do, the more traffic you'll have in your booth.



### WHAT'S THE MARKETING PURPOSE OF A SOCIAL MEDIA WALL IN A TRADE SHOW BOOTH?

Social Media Walls are big digital monitors that show a constantly-updated stream of filtered social media activity about an event. They were originally invented for special events, to give attendees a way to see the pulse of the event, keep up to date with what's going on, and visualize the event's energy.

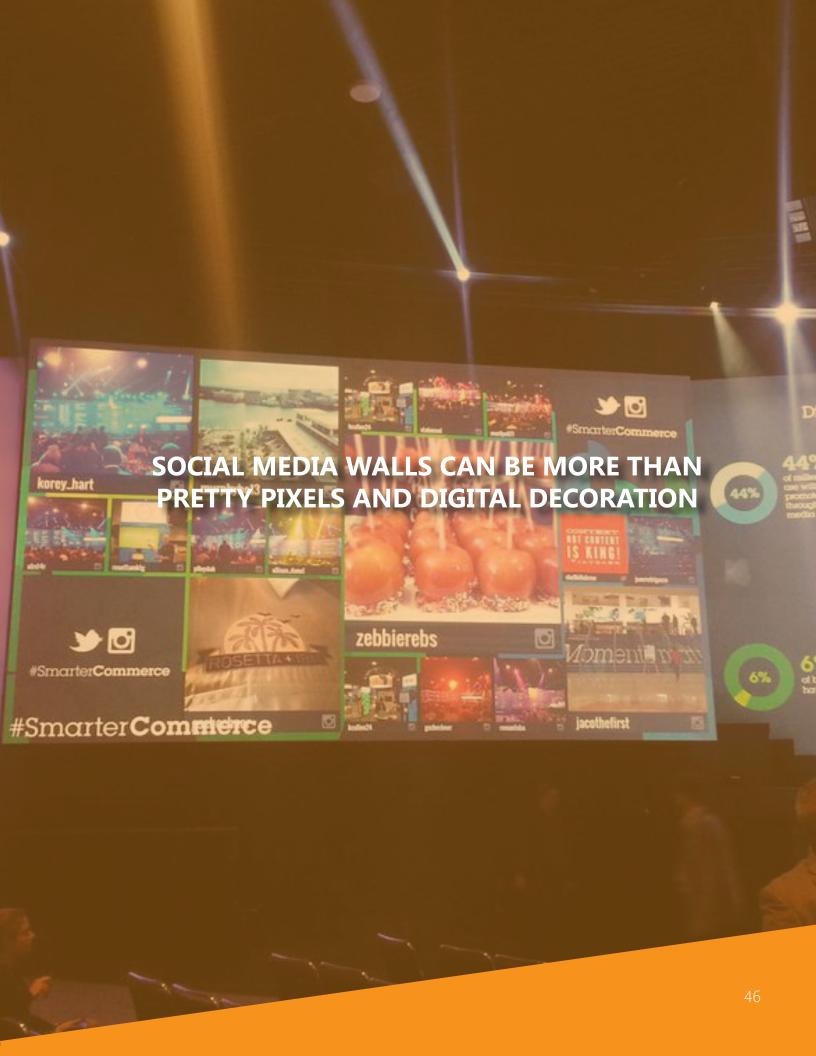
### Other benefits of Social Media Walls at events include:

- o Recognize and honor the most active and interesting event participants
- o Incentivize more social shares to help promote the event, both on and offsite
- o Promote more learning and networking
- o Enhance the modern image of the event and its host (be it an association, media company, or corporation)
- o Provide instant analytics about the size and changes of social shares about an event, especially during important moments such as keynote speeches

Social Media Walls are now being used by more and more trade show exhibitors, because they bring some of those same benefits, but also many new benefits to the individual exhibitor:

- o Demonstrate the exhibitor's connection to the community, enhancing networking and relationship-building
- o Enhances the exhibitor's image as a modern company
- o Networking opportunities with industry influencers who come to the booth to see their own social shares and possibly their ranking in number of social shares
- o Attract booth visitors who are drawn in by the impressive visual and want to see a digital representation of the pulse of the show
- o Offer a safe ice-breaker to start a dialog with attendees otherwise reluctant to enter their trade show booth
- o Conversation-starter about the messages shared on the social media wall to help identify a prospect's pain points
- o Highlight the company's own thought leaders as a part of the overall industry dialog on social media

Therefore, Social Media Walls can be more than pretty pixels and digital decoration. In a trade show booth, a social media wall helps exhibitors achieve multiple key sales and marketing goals: enhance their image, attract booth traffic, build relationships, generate leads, and ultimately, generate sales.



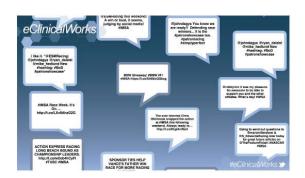
### 11 SOCIAL MEDIA WALL DESIGN IDEAS FOR EVENTS AND TRADE SHOWS

The concept of a Social Media Wall in of itself has great potential: Gather up all the relevant social media output around a company or organization at a trade show or special event, and put it on display for interested attendees to see! Yet, clever design and execution are required to get the full value.

Here are 11 things that SocialPoint has built into the design of our Social Media Wall Event Displays, so that exhibit and event marketers can make a bigger impact:

### 1. Bring Content to Life

Instead of just showing content with traditional templates, we created templates that transform your attendees thoughts, ideas and photos into fun designs. Most companies are able to find a design template that fits their event theme or brand design.





### 2. Images and More Images

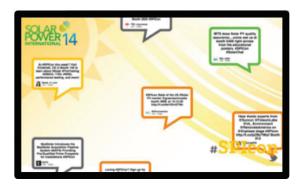
There is only one thing people love to see more than their name in lights...it's their pictures. Photos of attendees and interactions are the most common element we see shared on our Social Media Walls. But how do you present the photos? Big photos, square photos, circle photos, Little photos, scrolling photos, bursting photos, and much more. And most of all, photos that move – see the next point!

### 3. Put Content in Motion

Animation is one of the key elements to our successful Social Media wall, because it causes people to stop and look. Your audience's messages and pictures float, flip, scroll, and pop, a constantly changing, more visually interesting display.

### 4. Emphasize Your Brand

Our Social Media Wall becomes yours, with your brand colors, themes, art work and/or event logo, the hashtag you want people to share, and the main message or call-to-action you want remembered.





### **5. Incorporate Branded Slide Shows**

You can create slide shows out of full-screen graphics featured at specific intervals, to highlight your own products, offers, branding or other announcements. You can highlight speakers, key opinion leaders and much more. If you show content on multiple screens, you can create and time slide shows to match your marketing objectives.

### 6. Create Games with Leaderboards

The most prolific and popular social sharers get their moment in the sun, and you get an ever-updating, competition-enhancing visual. Ranks those who share the most messages, photos, retweets, or those who get mentioned and retweeted the most. Can also include prizes offered to entice more social sharing.

### 7. Social Videos

Your attendees are posting videos as well as social media photos and comments. So when a social share that includes a video pops up on the screen, the video plays inside the shape given for the message. And speaking of shapes...

### 8. Cool Shapes

We can frame social shares in different shapes and sizes, from circles to squares to rectangles and quote shapes. Pick what you like best.





### 9. Bright Colors

Make exciting messages and images even more vivid with bright colors, used in backgrounds, shapes, messages, and designs. Not that you have to use bright colors, if they don't work with your (#4) branding.

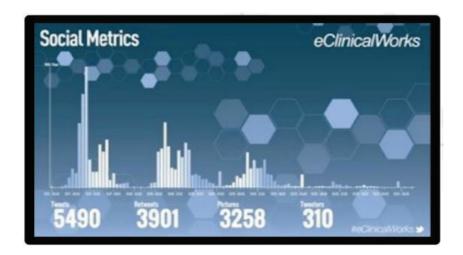


### 10. WordClouds

Popular WordClouds let attendees literally see the "buzz" of the show, displaying the most shared words in your target audience's social messages. A great visual that reveals the wisdom of crowds.

### **11. Social Metrics**

With social metrics, our Social Media Wall becomes a social media dashboard for both left-brain and right-brain attendees! It reveals the amount and timing of social activity associated with the event, with cool graphics, colors, and design.



With color, shape, movement, and more, we can help make your Social Media Wall a success, by employing great design along with your great company, event, and attendee social content.

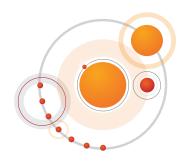
### CONCLUSION

Interactive digital games and contests engage your trade show visitors, both increasing booth traffic and helping attendees bond with your company.

This e-book has given you the tools to better integrate digital games into your trade show booth engagement activities, leveraging the experince of hundreds of SocialPoint clients and games.

Good luck at your next show!





### ABOUT SOCIALPOINT

SocialPoint is audience engagement software that creates digital experiences that bring events to life. From interactive trade show booth games to social media walls to audience response apps, SocialPoint brings exhibitors' entire audience engagement arsenal together.

SocialPoint games and contests brings many advantages to trade show and event marketers:

- o Increase booth traffic with fun interactives for exhibitor's flat screen monitors and iPads
- o Look awesome with innovative visualizations
- o Turn attendees into active participants and creates meaningful conversations
- o Capture more leads and help exhibitors follow up leads faster
- o Measure performance with real-time analytics
- o Are configured, not custom programmed, so they set up fast and are reliable at-show
- o Priced significantly less than custom programmed interactive digital engagment activations
- o Include a free Lead Manager companion app that lets booth staffers easily gather even more data on game players