

Recording of a sponsor call – details of what the booths look like, how the chats work, etc.:
https://drive.google.com/file/d/1r3syN3AKHnZtxkEa2N_1ZFASlZguXSGo/view?usp=sharing

FOR ALL SALES REPS, PLEASE TAKE THE TIME TO READ THESE SUGGESTIONS. THEY JUST MAY WORK AND THIS COULD LEAD TO ONE OF YOUR FUTURE CLOSED DEALS IN 2021!

YOUR SUCCESS IS OUR SUCCESS!

Let us know what your prize, swag, and/or sales strategy is so we can help get your message out there. **(If you have not already)**

Our team makes announcements with our broadcast platform all day as well as in the Social Lounge chat. Kim makes announcements throughout the event enticing the attendees to visit each and every booth. In addition, FutureCon gives away Bourbon and gift cards for the attendees making appointments with sponsors.

We work behind the scenes all day messaging attendees promoting whatever info you give us to promote. Our goal obviously is to get every sponsor as much engagement as possible. Our entire team tracks the analytics all day... we can see where attendees are and try to individually drive them to booths as long as we have something to work with. We have someone emailing and sending linked in messages to the non-attendees who did not check in and we end up getting really good participation of the qualified attendee list.

Have you taken advantage of your complimentary VIP Invite template with your promo code?
Sales reps: If you need a copy of the template to invite your prospects to the event, please let me know! It is a great value included in your sponsorship!

If you have any types of **Swag or Prize** you are giving away post that in the Networking lounge on the social wall or on the chat wall during your Speaker session. Before, during and after.

Tell any of the FutureCon Team what you are doing, and we can include whatever you are giving away in our Broadcast post and add to announcement board.

Remember our attendees like **swag** and if you tell attendees you have a limited amount you can go to the Network Lounge and pick and choose who you would like to invite to come visit your

booth and (private message them) and entice them with a T-shirt or your prize or whatever it might be.

We realize it would not be fun to mail out 100 individual pens or what have you. Last week we had someone with limited number of T-shirts they had tons of people in their booth all day. It's pretty easy to qualify if you are out of your shirts (or whatever your swag is) or not. We try to bring all qualified attendees but not every attendee if qualified for each sponsor.

- Be creative... post some sort of trivia question they need to come to your booth and answer to qualify for whatever you are giving away. Make it fun. We will post that to Announcement board as well.
- Do you have a live Demo in your booth provide certain times and we will send out and post to announcement board?

FutureCon will be doing their own Prize Giveaways. Our Live events had a passport pass that vendors had to sign. We realize some attendees are on a mission to just win prizes but, like any event there are golden eggs in these people we send to your booths. We cannot control these people that have the wrong motivation but, if you have someone that you find out only wants to talk to you because of our prizes just let us know and we will ensure they do not qualify for the raffle. We do two bottles of \$100 Bourbon or fine wine of the winner's choice. We also have the Game event with a Multiple Gift Cards (if we want to stir up more activity, we think of things on the fly in addition to the set giveaways). Attendees just have to report to FutureCon who they booked a demo or appt with. If they don't follow through with their appt or demo we will give it to next winner in line. PLEASE LET US KNOW IF THEY BLOW YOU OFF. Your best interest is always priority number one! We didn't want to confuse you so wanted to let you know about our prizes.

WE HIGHLY RECOMMEND YOU DO SOMETHING!!

Unlike the live events we let you pick your winner. What a great way to get in front of a new possible client of your choice.

Possible fun prizes:

Bourbon Happy Hour VIP Zoom Happy Hour and you pick 3-5 attendees to come. Ship bourbon kits and get in front of three -to five possible future clients.

Bottles of some kind of Liquor Attendees love the Bourbon. It's a proven fact we have seen it first-hand.

Kitchen cookware Being everyone is still home and cooking more

Anything people can use at home Roomba, Ring Doorbell

Have an arsenal of select prizes you buy after the event and send. Maybe have a lottery at your booth with surprise gifts.

Curtail private VIP Gifts by messaging attendees with something you think they would like.

Offer gifts that are curtailed to women and men. Pick who you want to give these giveaways to. If you give away a surprise gift mention it in the Network lounge Post what you gave away and say there is more to come! Also, post that in the chat in your booth.

Private message attendees you want to talk to with info that you have some VIP gifts and curtail to what you think they would like. The great thing about virtual is you can be as creative as you want.

You have the pre-reg list you can look attendees up on LinkedIn. Find something in their feeds that they like. Mention something about their past history....know who you want to talk to and make it more personal. Be proactive. Make a private message be more than stop by our booth. Make it personal.

Think out of the box. What would make you go to your booth?

Presentations We have so many events with no reps in the chats for their session. Cannot tell you how many time attendees post questions and no one is in the chat.

Make sure you have someone in your chat during your presentation and put a welcome question in your session (if you know it is impossible to have someone there at least add an email for questions and let them know you will get back to them). Remember our audience thinks it is a live presentation. **Maybe ask the viewers something they hear from your presentation and they need to come to your booth and give you all the answer.**

ALWAYS HAVE SOMEONE IN YOUR BOOTH...IF YOU NEED TO LEAVE PLEASE LEAVE A MESSAGE ON THE CHAT THAT YOU ARE OUT AND YOU WILL GET BACK TO THEM. I CAN'T TELL YOU HOW MANY ATTENDEES TELL US NO-ONE WAS AT THE BOOTH.

As always, we welcome any feedback that can help our events help you close deals. I hope you find this information helpful - this is just tips from all the years of running events and we hope you all have a great event!

