



ESTABLISH YOUR GOALS What do you want to get out of the MEA Electric Operations Technical & Leadership Summit? How many attendees do you want to stop at your booth? How many leads do you hope to generate? Determine what your ROI is and focus on getting that.

GET OUT FROM BEHIND YOUR BOOTH! Exhibitors often sit behind their tables while attendees stand, looking down at them. Get up, make eye contact and engage! Remember to stay off your phone. There will be time after exhibit hours to follow up on voicemail and email.

ADVERTISE IN ADVANCE Put the word out to your clients, customers, suppliers, and contacts about where you'll be. MEA will do everything we can to promote the Summit — we invite you to join us in doing so.

ENGAGE IN SOCIAL MEDIA Remember to let your followers know where you'll be and encourage them to attend.

USE AN INTERACTIVE DISPLAY The best way to draw a crowd to your booth is to interact with them. Games, quizzes, contests, prizes, or scheduled demonstrations give people that extra reason to visit your booth. Food and beverage are always a draw and can be ordered for your booth from the host venue.

ACTIVELY ENGAGE ATTENDEES Don't wait for people to address you. MEA is a friendly crowd and willing to be engaged! Be outgoing, chat with visitors, and find out what aspect of your business they're most interested in. Be prepared to offer specific answers to their questions.

CONNECT MEA's event app provides a convenient way to make connections while at the meeting and follow-up with those connections after. You will be available to download a list of your meeting contacts with their contact information after the Summit.

PARTICIPATE Take part in activities designed to drive traffic to your booth, such as the MEA Event App Word Game. Providing a prize for the game will offer additional exposure to attendees.

ALWAYS BE PREPARED Make sure that your knowledgeable representatives are visible and available throughout the conference. Take advantage of the many social and networking opportunities that allow you to informally interact with your target audience.

FOLLOW UP MEA members are busy. Follow up with contacts and leads as soon as possible. The quicker you follow up, the more your business will stand out from the rest!