

# EXHIBITOR TIPS FOR ONSITE SUCCESS

HumanX is more than a conference; it's a nexus of opportunity, offering various avenues for engagement, visibility, and impact among our sponsors. Here, your brand can transcend traditional boundaries and connect directly with a curated audience of buyers ready to explore and embrace your solutions.

Whether you're looking for brand visibility, targeted lead generation, or exclusive networking events, our sponsorship packages are tailor-made and designed to maximize your ROI.

Here's how:

## Drive Pre-Event Excitement Through Social Media

Boost the buzz early through strategic social media interactions. Consistent, quality social posts help build anticipation and increase visibility. Develop a calendar full of engaging posts that highlight your brand, upcoming products, and HumanX speaker sessions to generate interest. Amplify your reach by tagging HumanX on LinkedIn, utilizing relevant hashtags, and interacting with HumanX's posts to be seen by our specially curated network.

Action items:

- Develop a content calendar for pre-event posts.
- Utilize the #Humanx2026 hashtag and engage with HumanX's LinkedIn posts.
- Create teaser posts about your booth, events, and onsite branding.
- Use the pre-made social templates in the [Marketing Toolkit](#) or in your Snoball toolkit from your onboarding documentation

## Make Your Booth an Experience

Your booth is the physical embodiment of your brand and is the first impression you may make on prospective clients, so be sure that it tells a complete narrative. It should answer questions like, who are you, what are your goals, how can your product(s) impact potential clients better than others. Leverage these ideas to create a visually compelling, interesting booth that's true to your brand. Think about adding interactive elements to help draw attendees in and teach them

about your business and product(s). You can even add in fun elements like Q&A's and mini presentations to leave a lasting impression.

#### Action Items

- Create a visually appealing booth with:
  - Consistent Branding: Ensure the booth design aligns with your company's branding (colors, logo, font). This reinforces recognition.
  - Clear Messaging: Use large, readable text with concise messaging to communicate who you are and what you do at a glance.
  - High-Quality Graphics: Incorporate professional, high-resolution images or visuals to make the booth stand out. Avoid pixelated or cluttered designs.
  - Lighting: Use spotlights, LED strips, or backlit panels to highlight key areas, products, or signage. Proper lighting draws attention.
  - Interactive Elements: Include touchscreens, VR experiences, or demo stations to engage attendees and make the booth memorable.
- Incorporate unique, interactive elements that draw people in.
- Ensure that your staff is friendly, well-informed, and prepared to reach out to visitors.
- Consider live demonstrations, Q&A sessions, and other interactive opportunities.

## Start Forging Strategic Partnerships & Collaborations Now

Maximize your investment by forming strategic partnerships that will accelerate your productivity onsite. Partner with any of the HumanX sponsors or partners on networking events or special promotions to extend your reach and connect with new prospects. Amplify these partnerships through social media and build anticipation.

#### Action items:

- Partner with other sponsors for co-marketing opportunities like networking events and presentations.
- Arrange joint panels or promotional events.
- Promote your partnership through social media and PR.

## Observe, Analyze, and Improve

To ensure ongoing success, you'll need to measure your event performance. Remind your onsite team about utilizing the HumanX Smart Badges, which use bluetooth to allow immediate contact and information sharing. Afterwards, gather feedback from the team to assess booth traffic, social media engagement, and lead quality. Use these insights to inform and refine your strategy for future events.

Action items:

- Track important metrics like booth traffic and lead quality, pulling info from both your onsite team and the HumanX Smart Badge information.
- Gather and analyze feedback to identify areas for improvement.
- Adjust strategies for future events based on performance analysis and industry trends.

## Take Advantage of the HumanX Event App

Releasing a few weeks before the event, make the most of your time by gearing up beforehand and taking advantage of the HumanX event app on both web and mobile. Designed to make lasting connections and facilitate lead retrieval, the HumanX app provides networking recommendations using an intelligent matching algorithm based on details provided during registration and sponsor onboarding.

Action items:

- Download the HumanX app (releasing a few weeks before the event) and make the best first impression with a profile picture and powerful headline.
- Manage your availability by preventing unnecessary rescheduling and meeting conflicts
- Access essential information, make connections, book meetings, and explore the agenda to further customize your event experience.
- Use the “My Team” portal to oversee meetings, leads, chats, company information, products, account details, contacts, and data exports.
- Export your team’s contacts and meetings for post-event review and targeted follow ups.

## Secure Your Spot Early

Snag prime real estate on our e[X]po floor for HumanX 2027 by selecting your booth space onsite at this year’s event. Visit our designated booth selection spot to explore packages and options with our sales team. Let your brand shine in 2027!

Action items:

- Visit our booth selection spot and explore space options for next year.
- Ask the HumanX sales team to walk you through packages that would most benefit your brand.

## Maintain a Strong Post-Event Presence

Following up post-event is crucial for converting leads. Share event highlights on social media to maintain visibility and leverage FOMO for those who didn't attend. Personalize your follow-up emails and outreach to booth visitors and key targets, continuing important conversations and encouraging a meeting or phone call to convert them.

### Action items:

- Send personalized follow-up and thank you messages to booth visitors.
- Share event highlights and main takeaways on your social channels.
- Schedule follow-up meetings or calls to convert leads into clients.

Implementing these tips will not only maximize your ROI at HumanX but also build lasting relationships among industry leaders and customers alike. To gain a better understanding of how your company can achieve maximum ROI at HumanX 2026, please reach out to our sales team at [sales@humanx.co](mailto:sales@humanx.co) or fill out our sponsorship request form and we'll contact you!