



# RAM/SWANA CONFERENCE

APRIL 2 + 3  
TUESDAY & WEDNESDAY

MYSTIC LAKE CENTER

PRIOR LAKE, MN



## 2024 RAM/SWANA CONFERENCE EXHIBITOR QUICK INFO

### CONFERENCE DATE & LOCATION

Tuesday, April 2<sup>nd</sup> and Wednesday, April 3<sup>rd</sup>, 2024

Mystic Lake Center: 2400 Mystic Lake Boulevard, Prior Lake, Minnesota, 55372

### CONFERENCE SCHEDULE

#### DAY 1: APRIL 2, 2024

7:30 AM Registration & Breakfast

8:30 AM Exhibitor Setup

8:30 AM Attendee Tours & Tour Alternative

11:30 AM Lunch & Exhibits

1:00 PM Conference Sessions & Exhibits

3:45 PM Happy Hour

#### DAY 2: APRIL 3, 2024

7:30 AM Registration, Breakfast & Exhibits

8:30 AM Keynote

9:30 AM Conference Sessions & Exhibits

12:15 PM Lunch & Exhibits

1:30 PM Conference Sessions and Exhibits

4:30 PM Exhibitor Tear Down

### EXHIBITOR SET-UP & TEAR DOWN TIMES

#### EXHIBITOR SET-UP:

April 1, 2024 from 3:30-7:00 PM

April 2, 2024 from 8:30-9:30 AM

#### EXHIBITOR TEAR DOWN:

April 3, 2024 from 4:30-7:00 PM

### EVENT CONTACTS

For further questions please contact your Event Services Executive or Conference Planner.

- Event Services Executive: Laura Thom, [laura.thom@mysticlake.com](mailto:laura.thom@mysticlake.com), 612-791-6938
- Conference Planner: Emily Youngs, [eventsbyemilymn@comcast.net](mailto:eventsbyemilymn@comcast.net), 651-353-2806



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## 2024 RAM/SWANA CONFERENCE EXHIBITOR TIPS & TRICKS

### MARKETING

Create and execute a marketing plan to help maximize your impact at the conference. Here are a few strategies you can use:

- Email all past, current, and prospective customers on your list 'Come see us at the conference!'
- Order logoed promotional items to give away from your booth.
- Conduct pre-event marketing (less than 20% of exhibitors do this!). Methods include direct mail, email, telemarketing, press release/editor contact.
- Use your own list of customers and prospects.
- Email all your customers and let them know that you will be at the conference and if you'll have any special activities, events, or incentives.
- Direct mail pieces should sell the offer/incentive, not the product.
- Post on social media before, during and after the conference.
- Post event photos via social media.

### BOOTH DESIGN

Designing an engaging booth is a huge factor in whether attendees stop by to visit. Here are a few tips to help you get on the right track with your booth design:

- Engage your customers with prizes, games and attentive staff.
- Use colors or materials in the design to reinforce your message.
- Have fun and be creative!
- Take into consideration what components are inside your booth: staff, attendees, structure itself and furnishings. Allow enough space for all components and any activities.

- Use key phrases and messages to identify and be recognized by industry peers. Try to convey these graphically.
- Attendees should be able to tell who you are, what you do, and why they should stop.

## ATTENDEE ENGAGEMENT & STAFFING

Follow these tips for successful engagement at the conference:

- Prepare to answer common questions: “Can you tell me more about this product?” “Can I hear more about your company?”
- Staff the booth with an appropriate number of knowledgeable representatives.
- Encourage interaction with your demeanor. Do the best you can to engage your prospect with a warm smile and good eye contact.
- Make a connection and keep the conversation going by asking open-ended questions:
  - “What brings you to the conference?”
  - “Are you looking for anything specific?”
  - “What do you think about product X or Y?”
- Exchange information and determine the next step, whether it’s a meeting, email, or phone call.

## STAFFING CONSIDERATIONS

- Prepare for success by practicing with role-playing.
- Present a united front by preparing three to four qualifying questions as well as a 30-second elevator speech that all your staffers know.
- Create a contest for your staff to incentivize qualified leads.
- Consider your staff a team and look the part. Keep staff apparel uniform with your company brand.
- Be engaging! Don’t sit, read (includes email and texts on your phone), talk on the phone or eat/drink during exhibit times.
- You represent your company at all times, be conscious of that in the food/bar lines, at pre or post events or even in the restroom.

## ENGAGEMENT CONSIDERATIONS

- Ask meaningful questions, not ones that can be answered with a ‘yes’ or a ‘no’.

- Offer an incentive for an attendee to provide their contact information.
- Collect basic attendee demographic information.
- Track information requests from attendees (only approx. 40% of exhibitors do this).
- Giveaway items should be designed to increase your memorability, communicate, motivate, promote, or increase recognition of your company at home or the office.
- Giveaways should be used as a reward for the attendee doing something.

## LEAD MANAGEMENT

Prepare for success after the event. Here are several tips for managing your leads:

- Have your follow-up action steps planned before the conference.
- Rate your leads and follow-up by priority.
- Be consistent with your follow-up.
- Contact hot leads immediately after the conference.
- Follow-up with leads within one week of the event.
- Use a system or database to manage and classify your leads.

## GREEN INITIATIVE

In an effort to lead by example, we are committed to integrating sustainability into our events as best as possible. We encourage you to embrace sustainability for your display. Please consider the following examples:

- Hand out fewer giveaways.
- Curate giveaways that are eco-friendly, locally made, reusable, and/or recyclable.
- Avoid individually-wrapped items.
- In place of handing out printed materials (fact sheets, brochures, business cards, etc.), encourage visitors to take photos of the information.
- Print on recycled content paper.
- Create a reusable display with evergreen messaging.
- Showcase digital material, such as auto-playing slide decks or using a tablet for folks to sign up for more information.

For more information about our sustainability efforts and further inspiration, please visit:

<https://www.swanamn.org/event-sustainability>