

## BOOST EXHIBITOR RETENTION THROUGH ENGAGEMENT TRAINING AND PERSONALIZED ASSESSMENTS

When your exhibitors have a bad show, they often tend to blame the show organiser.

Expo Stars can train and assess your exhibitors, leveraging the proven methods we've learned by staffing and managing over 3,000 trade shows in 53 countries. We can even assess their exhibiting strengths and weaknesses before the show, so they have time to fix their weaknesses.

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1. Your exhibitors take the Expo Stars engagement assessment
  2. Your exhibitors follow the personalised recommendations
  3. Your trained exhibitors improve their results at your show
  4. Your improved & happy exhibitors return for your next show

## ENGAGED EXHIBITORS ARE RETAINED EXHIBITORS



# HOW CAN WE HELP RETAIN YOUR EXHIBITORS?



## MASTERCLASS

We provide your exhibitors with an interactive workshop (live or virtual) that teaches them proven methods for creating an effective strategy, attendee engagement, lead follow up, and ROI measurement.



## ASSESSMENTS

We provide your exhibitors a detailed questionnaire to complete before the exhibition, which upon completion will provide a personalised scorecard and report on what they need to do to succeed.

## FURTHER HELP YOUR EXHIBITORS BY RECOMMENDING EXPO STARS' SERVICES THAT ENHANCE ATTENDEE ENGAGEMENT AND IMPROVE THEIR EXHIBITION RESULTS

### PROFESSIONAL BOOTH STAFF

Experienced, local booth staff and presenters for your exhibitors to engage, qualify and educate audiences

### ENGAGEMENT TOOLS

Gamification, AR/VR, assessments, survey tools to help exhibitors proactively engage attendees

### DATA CAPTURE

Set up and provision of lead capture software, post-show reporting and measurement of objectives

### REMOTE EXHIBITING SUPPORT

Booth and activity management for international exhibitors who are unable to attend due to travel restrictions

### MYSTERY SHOPPING

Our experienced consultants are available for mystery shopping surveys on exhibitor behaviour and engagement



# WHY PARTNER WITH US?



14+ years global industry experience



Proven results from millions of live interactions



Worked at over 3,000 exhibitions and live events across the world



## Here's what our clients have to say...



"My favourite session at Exhibitor EVER. It was so interactive. Lee proved he knows how to engage a crowd and how to be a great instructor. He has so many great ideas and easy-to-use tactics to help elevate our event program now. Amazing, amazing session."

THEY ARE ROCKSTARS!!!!  
Would not have had as good of a show if they were not there. They are fantastic and a pleasure to work with. They work very hard, are very engaging and the people like them. Thank you again !!

"Expo Stars did an amazing job, providing top quality staff. They are focused on helping you succeed and have exceptionally high standards. I trust Expo Stars implicitly they have helped us save considerable time and money."



## OUR EXPERT STAFFERS HAVE BOOSTED RESULTS FOR EXHIBITORS AT MAJOR SHOWS AROUND THE WORLD



## TAKE ADVANTAGE OF OUR FREE INSIGHTS



[DOWNLOAD HERE](#)

### The 5 E's of F2F Engagement Ebook

The 5 E's of face-to-face engagement are our proven framework to deliver ROI from live events. They cover the 5 core pillars that exhibitors need to accomplish a knockout exhibit performance.

Educate your exhibitors to implement these smart steps to their exhibition strategy to make their presence at your tradeshow a golden investment.

### Exhibitor Assessment

This exhibition engagement scorecard benchmarks an exhibitor's current exhibition strategy against our Five E's of face-to-face engagement. It helps exhibitors uncover everything they need to accomplish a knockout trade show performance.

Take the test yourself to see the type of report your exhibitors will receive.



[TAKE THE TEST HERE](#)

## Connect With Us



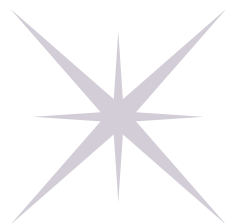
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