TRAFFIC DRIVING IDEAS FOR VIRTUAL BOOTHS

We want to help get attendees to your booth! Our team has been on the lookout for traffic-driving activities that would be fun for attendees, and therefore increase engagement in your virtual booth. These companies listed below are not affiliated with CMWorld/Informa, but rather these are just some ideas we've seen. If you have any questions or need any additional information on the items below, please do not hesitate to reach out.

If you choose to host an activity in your virtual booth, please **use this form** to submit the date and details so our team can promote on your behalf.

▶ GAMES & PRIZES

1 During CMWorld Solutions Hub hours, host a Brain Break in your booth - 15min of trivia or a game. Provide prizes for the winners to encourage some friendly competition! Suggested vendors to host the games include **Interactive Party** or **Play with a Purpose**.

2 Provide lunch for attendees that visit your booth with a Grub Hub/Seamless gift card – through their **Virtual Event program**. You only pay for what was used, and can limit times/date of use and keep track of attendee engagement.

3 Drive booth traffic by gifting the first 20 visitors to your booth each day with a virtual gift card for Starbucks or a popular e-commerce site.

4 Send the first 20 attendees that visited your booth a curated care package. Check out **Keep Your City Smiling**, a company that supports small businesses.

**Please keep in mind that we have over 50 countries represented at Content Marketing World, and we value each attendee! While we understand that some programs are domestic U.S. programs, keeping our international attendees in mind will be noticed and appreciated.*

▶ GROUP ACTIVITIES

1 Invite attendees that visited your booth to a post-Content Marketing World attendee appreciation event such as a wine tasting or cooking demo. Some fun ideas include:

A. S.I.P. (shelter in place) Wine Tasting
Industry-leading instructors will lead your private party via an online webinar through customized, engaging experiences. One company to consider: **Entire Productions**.

B. A Live, Virtual Cooking Experience
Enjoy the fun and creativity of a hands-on culinary cooking experience even when you're not face-to-face. The best part is that many companies will ship ingredients or will provide participants a list of ingredients before your networking event starts. One company to consider: **Life At The Table**.

2 Invite visitors to engage in some post event 'you' time by offering access to complimentary fun classes like paint and sip, improv classes, Theater workshops with Broadway Professionals and more! One company to consider: **Entire Productions**.

3 During CMWorld's Solutions Hub hours or at the end of the day, host a fitness class/wellness workshop inviting all attendees that visited your booth. Most local fitness studios are providing virtual classes, but if you need a recommendation please check out **Office Meet Yoga**.

Don't forget to check out our Virtual Event Checklist to look for other ways to ensure that your virtual booth is exciting and welcoming to attendees. Have a great show!