

## What are booth presentations?



- ➔ Booth presentations give you the opportunity to create scheduled times to give an overview of your products and services.
- ➔ Buyers can sign up to join a booth presentation from four weeks before the show.
- ➔ You can create as many booth presentations as you need. Each presentation lasts 30 minutes.
- ➔ You can offer presentations on different topics at different times, for example, "New hotel launches" or "Future plans for our destination".
- ➔ You can set a maximum number of buyers that can register.

## Tips for success

- ➔ Organize engaging activities to catch buyers' attention. Buyers enjoy presentations more if you make them interactive and fun.
- ➔ Arrange drinks or refreshments on your booth to welcome each group.
- ➔ Inform your partners about how your presentations will work on your booth. For example, who will be involved and when.
- ➔ Headsets - consider the use of headsets for your booth presentations. Buyers will appreciate being able to hear you clearly.

