



APRIL 14-15  
📍 MOSCOW, RUSSIA



BOOST YOUR EXPO  
PERFORMANCE IN **10 STEPS**

## 3 SECONDS TO CAPTURE THE ATTENTION

It might be difficult for attendees to discover your project among a large number of companies at the expo.

**Booth design needs to reflect your field of activity** to make it clear what kind of services you provide at first glance.



## STRONG USP AT THE FRONT

A strong unique selling proposition (**USP**) helps you to attract the target audience.

Highlight the main points you would pay attention to as a client.



## ANALYZE THE COMPETITIVE ADVANTAGES

**What does your business have that is valuable for your clients? What do you do better than competitors?**

Rehearse the answers on these most frequently asked questions about each of your competitors.



## EXPERT AT THE PLACE



Be sure to have a **highly experienced employee** at your booth to answer any, even the most tricky question about your company's product.

Business cooperation is much easier when your clients get precise answers.

## HIGHLIGHT YOUR ACHIEVEMENTS AND TOP CLIENTS



Provide your **successful cases** to emphasise the expertise. List the famous companies you work with and famous experts from your team or advisors.

Use everything you have to overtake the competitors.

## USE MULTIPLE WAYS FOR EXCHANGE OF CONTACTS



It often happens that **business cards** run out on the first day of large-scale and high-quality events.

Be sure you organize other exchange methods, such as QR codes, NFC and others.

## TAKE BENEFITS OF ONLINE

**Official App for smart networking** can help you find the target group of attendees. As a sponsor, you can make the most out of the app.

Get the clients you need using **smart filters**, communicate with them, **schedule appointments**, and **invite attendees to your booth**.

For these purposes AI Future Forum has its own breakthrough Blockchain Forum App.



The App becomes active two weeks prior to the forum. You will receive access to the app via the email address you provided during the ticket purchase process.

## MAKE A LIST OF KEY QUESTIONS

There's no such thing as over-preparing.

We highly recommend you create a **list of questions** to estimate the level of customers' interest to your service.

It helps you not to waste your time on people who are "just curious" and rather concentrate on real clients.



## LOCATION OF THE BOOTH



The location of the booth is one of the most important things.

**Places with the most intensive visitor traffic:** central area, entrance and exit, AI Future Stage, brand wall zone, Coffee Lounge.

## SORT OUT POTENTIAL CLIENTS DURING THE FORUM



**Sort out the potential clients** that you've found in three categories: hot, warm, and cold ones.

Reach out to the hot clients first, then contact the warm and cold ones.

Do not neglect to make deals right at the Forum. Otherwise, even shortly after the event, you risk missing out on the majority of the contacts.

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