

BOOTH VS BRAND TAKEOVER



\$60K TRADESHOW BUDGET? HERE ARE TWO APPROACHES TO MAXIMIZE ROI

BOOTH ACTIVATIONS

Custom 20x20 booth build-out with eye-catching design



Interactive attendee activations, games, demos, virtual reality, etc.



Happy hour or in-booth coffee bar

4-5 booth staffers and lead gen team



Professional photo opp or branded content corner

Premium giveaways, tech raffles, branded swag and value items, etc.



Shipping, drayage, labor included

BRAND TAKEOVERS



Compact 10x10 turnkey booth with sleek graphics to draw attendees in

Sponsored lanyards, hotel keycards, or charging stations



Guerilla-style brand ambassadors



Small, high-volume swag across multiple locations

Pre-show campaign + social amplification



Co-branded micro-partnerships with other vendors

Floor decals and venue signage



OR