

# Quick Guide to creating your Lead Booster (Offers) in the Exhibitor Hub



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# Why do I need Lead Booster?

Lead Booster can help you secure new leads and give attendees the perfect reason to visit your booth and unlock new opportunities for your business.

Whether you're looking to increase your reach, boost sales, launch a new product, strengthen your connections, generate qualified leads, or something else, Lead Booster can help you stand out and make the most out of your event.

## How does it work?



Create an irresistible hook for visitors to meet you at your stand. These may include product demos, special offers, a free sample and more.



We email exhibitor offers to all registered attendees.



You receive the contact details of those that accept your offer and can follow up with them when they visit your booth.



# Choose the right offer

Offers can be anything from a booth invite, a freebie, a discount, a product trial, a free workshop, or any other marketing activity that can help you get more interactions.

*Tip: Craft your offers carefully with your goal in mind. You can either aim for many leads with giveaways or target fewer but better-qualified leads with demos or whitepapers. Choose a strategy that suits your lead generation goals.*

## Some examples of offers include:

1. (Incentivised or not) booth invite
2. Content e.g., a white paper
3. Consultation
4. Giveaway
5. Discount or coupon
6. Any other marketing activity that can help you get more interactions with your targeted audience

Identifying the type of offer is crucial as it should align with your event goals. In the table below you will find some examples of common exhibitor goals with examples of types of offers and that help achieve these.



# Choose the right offer

	Generates large volume of leads	High quality of leads	Great brand exposure	Gain credibility for your brand	Drive social following	Promotes product	Booth Traffic	Leads & interest continue post-event	Thought Leadership / Educator	Drive attendance at your private event
<b>Competition / Prize Draw / Product Giveaway</b> Example: 1. Visit our booth on Wed from 4-5 to win a \$100 gift card! 2. Visit our booth on Wed from 4-5 for a free drink. Accept this offer to enter the raffle and see our latest tech in intelligent, low-profile and screening.	✓	✗	✓	✗	✗	✗	✓	Possibly	✗	✗
<b>Giveaway Exchange For Social Following</b> Example: e.g. Win a XYZ; enter by following us on Insta or Twitter / liking us on FB	✓	✗	✓	✗	✓	✓	✗	Possibly	✗	✗
<b>Special Giveaway Or Invitation For Targeted Visitors (VIPs)</b> Example: e.g. Win a XYZ; enter by following us on Insta or Twitter / liking us on FB	✗	✓	✓	✓	✗	✗	✓	Possibly	✗	Possibly

# Choose the right offer

		Generates large volume of leads	High quality of leads	Great brand exposure	Gain credibility for your brand	Drive social following	Promotes product	Booth Traffic	Leads & interest continue post-event	Thought Leadership / Educator	Drive attendance at your private event
<b>Free Product Sample/ Tasting/ Consultation Or Discounted Service</b> Example: 1. Try Orca Security FREE for 30 Days! Improve cloud security posture with a free, no obligation Cloud Security Risk Assessment. Gain access to the Orca Cloud Security Platform and receive a Report 2. Free legal workshop - ensure your energy projects are in good hands In energy sector its vital to get legal advice from sector experts. DWF is a global provider of legal services and we understand the energy market well.	Possibly	✓	✓	✓	✗	✓	✓	✓	Possibly	✗	
<b>Free Product Demo/ Trial/ Launch</b> Example: e.g. Win a XYZ; enter by following us on Insta or Twitter / liking us on FB	Possibly	✓	✓	✓	✗	✓	✓	✓	Possibly	✗	

# Choose the right offer

		Generates large volume of leads	High quality of leads	Great brand exposure	Gain credibility for your brand	Drive social following	Promotes product	Booth Traffic	Leads & interest continue post-event	Thought Leadership / Educator	Drive attendance at your private event
<b>Activity Happening On The Booth</b> Example: 1. Prepare your own personalised skincare cream in 1 minute! Come to Booth K50 2. Greentech invites you to test a concept: COSPRESSO. A unique and innovative way to prepare cosmetics. Choose your ingredients and let the magic happen.	Possibly	✓	✓	✓	✗	✓	✓	✗	Possibly	✗	
<b>Share Your Educational Content</b> Example: Summer 2021. Let's Go. Our guide to a successful summer. Read our insights-backed guide to help you appeal to the key traveller behaviours we are seeing right now	✓	✓	✓	✓	Possibly	Possibly	✗	✓	✓	✗	

# Choose the right offer

	Generates large volume of leads	High quality of leads	Great brand exposure	Gain credibility for your brand	Drive social following	Promotes product	Booth Traffic	Leads & interest continue post-event	Thought Leadership / Educator	Drive attendance at your private event
<b>Invitation To An Event</b> Example: Cheers to preventing accidental data breaches with VIPRE! Come by Stand D68 & raise a glass with us as we toast the holidays! We make it easy to avoid cybersecurity hassles with solutions for email, endpoint & more	Possibly	Possibly	✓	✓	✗	✗	✓	Possibly	Possibly	✓
<b>New Business/Products Launch</b> Example: 1. CirclePOS is coming to the UK! CirclePOS provides a cloud based inventory system and POS tailored for bookstores. From only £50/month. LBF visitors get 6 months free! 2. HyperSpike New Network Addressable Product Line Launch! See a live demonstration of how HyperSpike is bridging the gap between Fire and Life Safety and General Notification into one cohesive solution!	✓	Possibly	✓	✓	Possibly	✓	✓	✓	✗	✗



# Choose the right offer

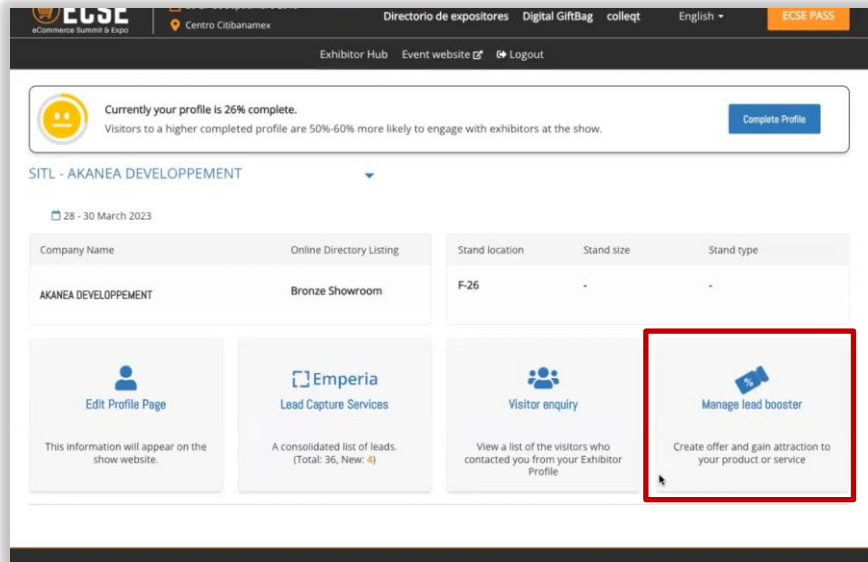
	Generates large volume of leads	High quality of leads	Great brand exposure	Gain credibility for your brand	Drive social following	Promotes product	Booth Traffic	Leads & interest continue post-event	Thought Leadership / Educator	Drive attendance at your private event
<b>Increase On Site Sales</b> Example: FREE Gift From Lumenis for First Time OptiLight Customers Receive a free OptiLight Starter Kit with your purchase! Make sure to add this exclusive offer to your bag to claim!	✓	✓	✓	Possibly	✗	✓	✓	Possibly	✗	✗
<b>Grow Database</b> Example: Book a meeting and be in with a chance to win a Sonos Move! Up your garden party game this summer with a Sonos Move courtesy of Virtru. Book a meeting with us to learn more and enter the draw to win!	✓	✓	✓	Possibly	✗	Possibly	✓	Possibly	✗	✗

# Offer Examples

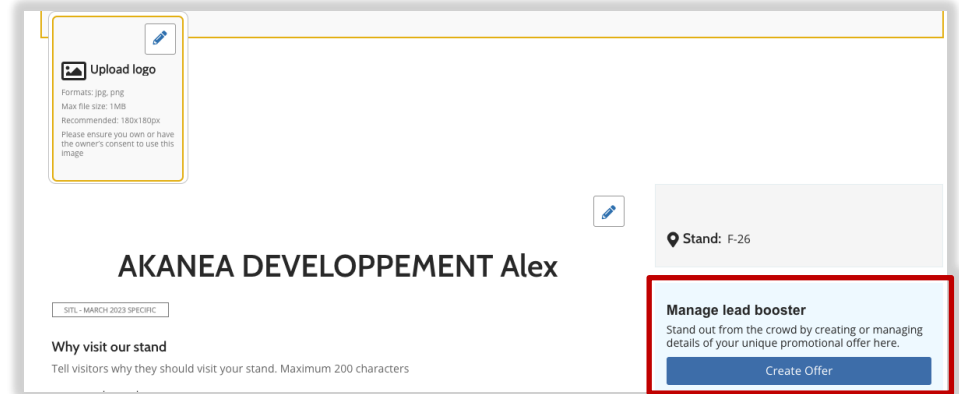
Type	Offer Title
<b>Coupon</b>	Visit the X booth for 10\$ coupon
<b>Prizes</b>	Stop by to win an Apple Home pad
<b>Giveaway</b>	Meet our team and collect a cool gift from us
<b>Raffle</b>	Visit our booth for a chance to win headphones
<b>Discount</b>	Get 25% discount on all purchases during expo
<b>Product trail</b>	Free product trail for 6 months
<b>Credit</b>	Signup at show and get \$10,000 credit
<b>Free Workshop</b>	Join a XYZ workshop for free (worth \$3000)
<b>Demo</b>	Experience our latest innovation exclusively at show
<b>Gift for following on social media</b>	Win a headphone for following us on Twitter
<b>Free access</b>	Complementary access to our latest edition of magazine



# Access to Lead Booster via the Exhibitor Hub



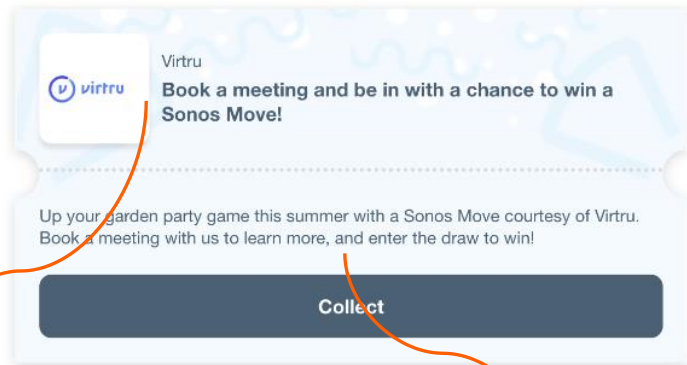
Once you have purchased Lead Booster, you can find a tile names 'Manage Lead Booster' on the home page of your Exhibitor Hub. If the tile is not active or visible, please reach out to your sales representative or show team.



Additionally, you are also able to access Lead Booster from your Exhibitor Profile page. You will see a widget where you can add your offer into Lead Booster.

# Create your offer

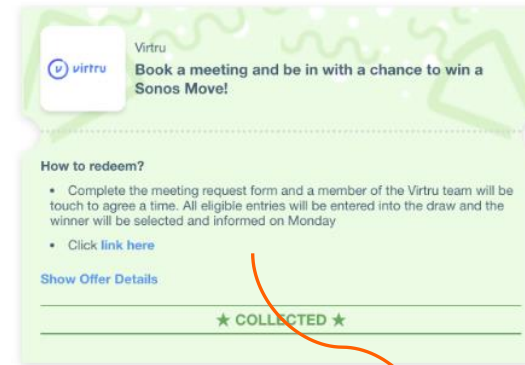
After clicking on 'Manage Lead Booster,' an offer creation page will open. Here you will need to input information in the following 3 sections:



## Offer Title: (75 characters)

Your title should be short and provide a clear summary of what you're offering.

**Remember:** an attractive title increases the chances of converting visitors into leads.



## Description: (160 characters)

Highlight why your offer is great and why visitors shouldn't miss it! Use this space to create curiosity, boost engagement, and increase conversion chances

## Redemption details: (100 characters)

Provide instructions on how to claim your offer. To make it easier for visitors, these can be broken up into four steps and include the ability to add a URL as a hyperlink in each step.

**Tip:** Ask visitors to visit your stand to claim your offer.



# Create your offer

To add a link, select the text you want to hyperlink to and click on the link icon. This will open a pop-up where you can enter a valid URL link. You can edit or remove it by clicking on the link icon.

The screenshot shows the 'Create Offer' form on the ECSE website. The form is divided into two main sections: 'Create Offer' and 'Steps to redeem the offer'. The 'Create Offer' section includes a progress bar with 'Create offer' and 'Offer in review' steps. Below the progress bar, there are three main input areas: 'Offer details', 'Offer description', and 'Steps to redeem the offer'. The 'Offer details' section has a 'Seller name' field (labeled '-'). The 'Offer description' section has an 'Offer title' field (labeled '\*') and an 'Offer description' field (labeled '\*'). The 'Offer description' field contains the text 'offer description'. The 'Steps to redeem the offer' section has a 'Step 1' field (labeled '\*') and a 'Step 2' field. The 'Step 1' field contains the text 'Enter step to redeem the offer'. A pop-up window titled 'Insert / edit link' is open, showing fields for 'Link name' (description) and 'URL link' (google.com), with an 'Add link' button.

**ECSE**  
eCommerce Summit & Expo

Centro Citibanamex

Directorio de expositores Digital GiftBag collogt English ECSE PASS

Create offer Offer in review

## Create Offer

Seller name: -

### Offer details

**Offer title \***

offer title

**Offer description \***

offer description

### Steps to redeem the offer

The following redemption details will be displayed to the buyers upon collecting this offer. Provide clear step by step instructions for the buyers to redeem this offer

**Step 1 \*** 0/100

Enter step to redeem the offer

**Step 2** 0/100

**Insert / edit link**

**Link name**

description

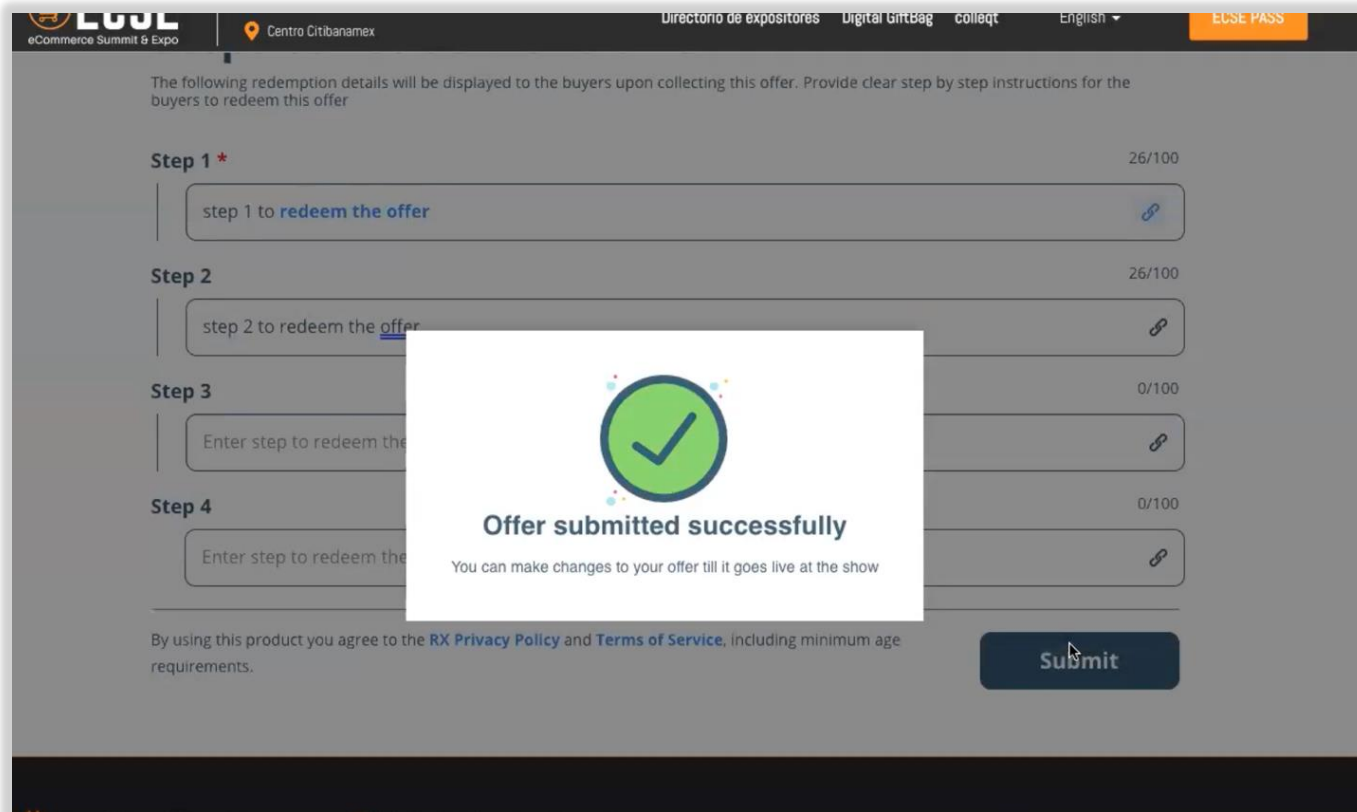
**URL link**

google.com

**Add link**

# Submit your offer

After adding your offer details, press submit to see a confirmation message.  
You can still edit your offer by selecting the edit button.



The screenshot shows a web interface for submitting an offer. At the top, there's a navigation bar with the RX logo, event name, location, and various links. The main content area is titled "The following redemption details will be displayed to the buyers upon collecting this offer. Provide clear step by step instructions for the buyers to redeem this offer". Below this, there are four steps for creating the offer instructions. Each step has a text input field and a character count. A modal dialog box is currently open, displaying a green checkmark icon and the message "Offer submitted successfully". Below the message, it says "You can make changes to your offer till it goes live at the show". At the bottom right of the form, there is a "Submit" button.

Directorio de expositores Digital Giftbag collect English ECSE PASS

The following redemption details will be displayed to the buyers upon collecting this offer. Provide clear step by step instructions for the buyers to redeem this offer

Step 1 \* 26/100

step 1 to [redeem the offer](#)

Step 2 26/100

step 2 to redeem the [offer](#)

Step 3 0/100

Enter step to redeem the

Step 4 0/100

Enter step to redeem the

**Offer submitted successfully**

You can make changes to your offer till it goes live at the show

By using this product you agree to the [RX Privacy Policy](#) and [Terms of Service](#), including minimum age requirements.

Submit

# Offer Status

Your offer will go through three statuses:



## Create offer:

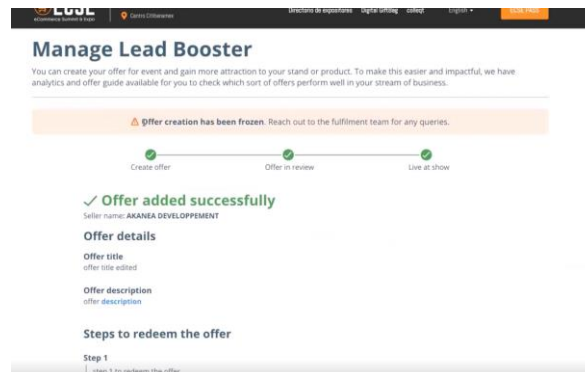
This status will appear as "Create offer" until you submit an offer.

## Offer in review:

Once you've submitted your offer, it's ready for the show team to review. They'll let you know if any changes are needed.

## Live at show:

Once your offer is shared with visitors you won't be able to make any further changes.



This status will appear when you successfully added your offer.



# Offer Guide

**Hypothesis:** By providing structured guidance, tailored recommendations, and pre-designed templates, we aim to:

- Streamline the offer creation process, making it easier and faster for users to develop compelling offers. Boost relevant, engaging offers.
- Enhance the offer creation process, making it easier and faster for users to develop compelling offers.
- Increase fulfilment and lead generation.





# Offer Guide

3 simple steps in selecting pre-defined Offers.

## Step 1

**Manage Lead Booster**  
You can create your offer for STL event and gain more attraction to your stand or product.

**Create Offer**

Need help in creating an offer? Try our offer guide!  
A guide to choose an offer that works for your business goal.

[I'll create my own](#) [Offer Guide](#)

Settle name: AKANEA DEVELOPMENT Alex

**1/3 - English (UK) Version \*** **\*Required**

**Offer title \*** 0/75  
Enter an appealing offer title (e.g. Get 15% Discount on our arrival)

**Offer description \*** 0/150  
Enter a small brief about the offer.

**Steps to redeem the offer**

The following redemption steps will be displayed to the buyers upon claiming this offer. Provide clear step by step instructions for the buyers to redeem the offer.

**Step 1 \*** 0/100  
Enter step 1 to redeem the offer

**Step 2** 0/100  
Enter step 2 to redeem the offer

**Step 3** 0/100  
Enter step 3 to redeem the offer

**Preview**  
Inspect and experience for yourself how this offer will be displayed to visitors and how they will interact with the offer card.

AKANEA DEVELOPMENT Alex  
Enter an appealing offer title:

[Collect](#)

[Reset offer card preview](#)

### Create offer:

Select the Offer Guide in the Create Offer page.

## Step 2

**Offer guide**  
Call your offers carefully with your goal in mind. This guide is to give you a fair idea of what offer type works for your business goals.

**Choose your goal**

- [Generate large number of leads](#)
- [High quality of leads](#)
- [Great brand exposure](#)
- [Drive social following](#)
- [Promote product](#)
- [Booth traffic](#)
- [Launch and interest continuous post event](#)
- [Increase leadership or educator](#)
- [Drive attendance at your private event](#)

**Offer(s) that might work for you**

- [Free trial or Product giveaway](#)
- [Giveaway exchange for social following](#)
- [Free product samples or discount](#)
- [Free product demo or trial](#)
- [Activity happening on the booth](#)
- [Share your educational content](#)
- [Invitation to an event](#)
- [New business or products launch](#)
- [Increase in sales talks](#)
- [Grow database](#)

**Free trial or Product giveaway Templates**

AKANEA DEVELOPMENT Alex  
£50 Amazon Voucher

There will be a draw for three lucky winners to win a £50 Amazon voucher!

[Use as template](#)

AKANEA DEVELOPMENT Alex  
Win 500,000 Microsoft Rewards points to embark on the ultimate journey

Enter the steps for a chance to win 500,000 Microsoft Rewards points to use at over 20 travel brands in over 10,000 global destinations. T&Cs apply

[Use as template](#)

AKANEA DEVELOPMENT Alex  
Visit our booth on Wed from 4-6pm to win a \$100 gift card!

[Reset offer card preview](#)

### Create offer guide:

Select the relevant Offer objective

## Step 3

**Manage Lead Booster**  
You can create your offer for STL event and gain more attraction to your stand or product.

**Create Offer**

Offer name: AKANEA DEVELOPMENT Alex

**1/3 - English (UK) Version \*** **\*Required**

**Offer title \*** 0/75  
£50 Amazon Voucher

**Offer description \*** 0/150  
There will be a draw for three lucky winners to win a £50 Amazon Voucher!

**Steps to redeem the offer**

The following redemption steps will be displayed to the buyers upon claiming this offer. Provide clear step by step instructions for the buyers to redeem the offer.

**Step 1 \*** 0/100  
There will be a draw for three lucky winners to win a £50 Amazon Voucher!

**Step 2** 0/100  
Enter step 2 to redeem the offer

**Step 3** 0/100  
Enter step 3 to redeem the offer

**Step 4** 0/100  
Enter step 4 to redeem the offer

[Next >](#)

**Preview**  
Inspect and experience for yourself how this offer will be displayed to visitors and how they will interact with the offer card.

AKANEA DEVELOPMENT Alex  
£50 Amazon Voucher

There will be a draw for three lucky winners to win a £50 Amazon Voucher!

[Collect](#)

[Reset offer card preview](#)

**2/3 - Español Version (optional)**

**3/3 - Português Version (optional)**

By using this product you agree to the [RX Privacy Policy](#) and [Terms of Service](#), including minimum age requirements.

### Preview your offer:

Check and modify the offer

AKANEA DEVELOPMENT Alex  
Enter an appealing offer title.

**How to redeem?**

- Enter step 1 to redeem offer
- Enter step 2 to redeem offer
- Enter step 3 to redeem offer
- Enter step 4 to redeem offer

[Show Offer Details](#)

[COLLECTED](#)



# Offer Guide - Step 1

Select pre-defined Objectives to populate your Offers list

You have the option to create you own offers or select Offer Guide.

Exhibitor Hub Event website Logout

## Manage Lead Booster

You can create your offer for SITL event and gain more attraction to your stand or product.

Create offer Offer in review Live at show

### Create Offer

Need help in creating an offer? Try our offer guide!  
A guide to choose an offer that works for your business goal.

I'll create my own Offer Guide

Seller name: AKANEA DEVELOPEMENT Alex

1/3 - English (UK) Version \* \*Required

**Offer title \*** 0/75  
Enter an appealing offer title. (E.g. Get 15% Discount on our annual

**Offer description \*** 0/160  
Enter a small brief about the offer.

**Steps to redeem the offer**  
The following redemption details will be displayed to the buyers upon collecting this offer.  
Provide clear step by step instructions for the buyers to redeem this offer

**Step 1 \*** 0/100  
Enter step to redeem the offer

**Step 2** 0/100  
Enter step to redeem the offer

**Step 3** 0/100

**Preview**  
Interact and experience for yourself how this offer will be displayed to visitors and how they will interact with the offer card.

AKANEA DEVELOPEMENT Alex  
Enter an appealing offer title.

Enter a small brief about the offer.

Collect

Reset offer card preview

Select the Offer Guide button to populate the Offers with pre-defined Offer template.



# Offer Guide – Step 2

To streamline and enhance your offer creation process, you can start by selecting from a range of pre-defined objectives. These objectives are strategically designed to align with specific business goals, such as boosting customer engagement, increasing sales, or promoting a new product.

The screenshot displays the 'Offer guide' interface, which is divided into three main sections. The first section, 'Choose your goal', lists various objectives. The second section, 'Offer(s) that might work for you', lists specific offer types. The third section, 'Prize draw or Product giveaway Templates', shows three pre-defined offer cards. Red boxes and arrows highlight the workflow: selecting 'Generates large volume of leads' from the first section, which leads to 'Prize draw or Product giveaway' in the second section, and finally to the 'Use as template' button on the first offer card in the third section.

**Offer guide** ×

Craft your offers carefully with your goal in mind. This guide is to give you a fair idea of what offer type works for your business goals.

**Choose your goal**

- Generates large volume of leads**
- High quality of leads
- Great brand exposure
- Gain credibility for your brand
- Drive social following
- Promotes product
- Booth traffic
- Leads and interest continue post-event
- Thought leadership or educator
- Drive attendance at your private event

**Offer(s) that might work for you**

- Prize draw or Product giveaway**
- Giveaway exchange for social following
- Free product sample/consultation or discount
- Free product demo or trial
- Activity happening on the booth
- Share your educational content
- Invitation to an event
- New business or products launch
- Increase on site sales
- Grow database

**Prize draw or Product giveaway Templates**

AKANEA DEVELOPPEMENT Alex  
£50 Amazon Voucher

There will be a draw for three lucky winners to win a £50 Amazon voucher!

**Use as template**

[Reset offer card preview](#)

AKANEA DEVELOPPEMENT Alex  
Win 500,000 Marriott Bonvoy points to embark on the ultimate journey

Enter the draw for a chance to win 500,000 Marriott Bonvoy points to use at over 30 hotel brands in over 10,000 global destinations. T&Cs apply.

**Use as template**

[Reset offer card preview](#)

AKANEA DEVELOPPEMENT Alex  
Visit our booth on Wed from 4-5pm to win a \$100 gift card!

# Offer Guide – Step 3

Offers populated into the Offers

Offers template  
populated into the Offer  
creation

Exhibitor Hub Event website [Log out](#)

## Manage Lead Booster

You can create your offer for SITL event and gain more attraction to your stand or product.

Create offer Offer in review Live at show

### Create Offer

Seller name: AKANEA DEVELOPEMENT Alex

**1/3 - English (UK) Version \*** **\*Required** 18/75

**Offer title \***

£50 Amazon Voucher

**Offer description \*** 73/160

There will be a draw for three lucky winners to win a £50 Amazon voucher!

### Steps to redeem the offer

The following redemption details will be displayed to the buyers upon collecting this offer. Provide clear step by step instructions for the buyers to redeem this offer

**Step 1 \*** 73/100

There will be a draw for three lucky winners to win a £50 Amazon voucher!

**Step 2** 0/100

Enter step to redeem the offer

**Step 3** 0/100

Enter step to redeem the offer

**Step 4** 0/100

Enter step to redeem the offer

Next >

### 2/3 - Español Version (optional)

### 3/3 - Português Version (optional)

Offer Guide

You have the option to  
choose another Offers  
template

### Preview

Interact and experience for yourself how this offer will be displayed to visitors and how they will interact with the offer card.



AKANEA DEVELOPEMENT Alex  
£50 Amazon Voucher

There will be a draw for three lucky winners to win a £50 Amazon voucher!

Collect

Reset offer card preview

Offer preview

# Offer Guide

## Preview the Offer

Exhibitor Hub    Event website    [Logout](#)

### Manage Lead Booster

You can create your offer for SITL event and gain more attraction to your stand or product.

Create offer    Offer in review    Live at show

#### Create Offer

Offer name: AKANEA DEVELOPPEMENT Alex

**1/3 - English (UK) Version \***    **\*Required**

**Offer title \***    18/75

£50 Amazon Voucher

**Offer description \***    73/160

There will be a draw for three lucky winners to win a £50 Amazon voucher!

#### Steps to redeem the offer

The following redemption details will be displayed to the buyers upon registering this offer. Provide clear step by step instructions for the buyers to redeem this offer.

**Step 1 \***    73/100

There will be a draw for three lucky winners to win a £50 Amazon voucher!

**Step 2**    0/100

Enter step to redeem the offer

**Step 3**    0/100

Enter step to redeem the offer

**Step 4**    0/100

Enter step to redeem the offer

[Next >](#)

**2/3 - Español Version (optional)**


**3/3 - Português Version (optional)**

By using this product you agree to the [RX Privacy Policy](#) and [Terms of Service](#), including minimum age requirements.

[Offer Guide](#)

#### Preview

Interact and experience for yourself how this offer will be displayed to visitors and how they will interact with the offer card.




Collect

[Reset offer card preview](#)

## Preview

Interact and experience for yourself how this offer will be displayed to visitors and how they will interact with the offer card.



AKANEA DEVELOPPEMENT Alex  
Enter an appealing offer title.

Enter a small brief about the offer.

Collect

[Reset offer card preview](#)

Select 'Collect' to see the Offer redemption details.



# Offer Guide

You can create your offer for **SITL** event and **1/3 - English (UK) Version** product.



Create offer



Offer in review




Live at show

## Create Offer

Need help in creating an offer? Try our offer guide!

A guide to choose an offer that works for your business goal.

I'll create my own

 Offer Guide

Seller name: **Alex LTD one**

### 1/3 - English (UK) Version \*

\*Required

Offer title \*

0/25

Enter an appealing offer title. (E.g. Get 15% Discount on our annual subscription)

Offer description \*

0/140

Enter a small brief about the offer.



## Steps to redeem the offer

The following redemption details will be displayed to the buyers upon collecting this offer. Provide clear step by step instructions for the buyers to redeem this offer.

Step 1 \*

0/100

Enter step to redeem the offer.



# Key things to remember



Make sure to double-check your offer before it goes live.



Don't be late to the party! Add your offer well before the show starts so you have enough time to review and edit if you need to.



Keep an eye on your Exhibitor Dashboard (accessible via the Exhibitor Hub) to track interest and leads generated with Lead Booster.