

Dear 2009 Exhibitor,



LABS FOR THE 21ST CENTURY®

Thank you for registering to exhibit at the Labs21 2009 Technology and Services Fair! In an effort to provide the most beneficial show experience possible, I²SL would like to offer these simple steps you can take to encourage people to stop by your booth. We look forward to seeing you on the exhibit hall floor!



- 1. An outstanding visual display.** Make your booth eye-popping, something that will draw people to come talk to you. Professional displays of your products and services will encourage people to visit your booth.
- 2. The real thing.** Have actual examples of your products at the show. It's best to be able to support your words with the real thing and let your stellar work show for itself. Labs21 Technology and Services Fair exhibitors are among the best in the industry, and if your products are there for the attendees to see, they can speak for themselves. Attendees love the product exposure they get in the exhibit hall.
- 3. Share knowledge.** Besides the product itself, your knowledge and experience is the key to keeping people interested. Be sure to highlight the little things that may not come across in your materials. Incorporate facts and data and keep attendees engaged with all of the hands-on expertise that you can offer.
- 4. Make it interactive.** Provide hands-on activities and displays. Besides your booth setup, consider games, quizzes, or demonstrations that the attendee can participate in, to name a few.
- 5. Bring freebies.** People love to get free things. It's a great way to get your logo on something that the attendee can use every day. Pencils, pens, magnets, notepads—these are all useful things that can serve as a
- reminder of that great fume hood display or exhaust system they saw at the Labs21 Conference. I²SL can help create these materials for you, so contact us at <labs21@i2sl.org> if you'd like more information.
- 6. Edible Treats!** We've all got a sweet tooth; bring pre-wrapped candies or other small treats you'd love to munch on yourself, and you're guaranteed to get people stopping by. If you give a mouse a cookie, they may take a brochure! *
- 7. Become a sponsor.** Giveaways and games are good, but if you take that extra step and sponsor a portion of the event, your company logo and information will become increasingly more visible to all those who attend the conference. From signs and banners, to giveaways with your logo on them, I²SL has a number of sponsorship opportunities available that will highlight your company as a sponsor and greatly increase its recognition throughout the event. To become a sponsor, contact I²SL at <labs21@i2sl.org> or visit the I²SL Web site at <www.i2sl.org/labs21/conference/sponsorships.html>.

* Please note: Any edible treats you offer at your booth must be in a sealed package and be no larger than sample size (about 2 ounces).

