

Exhibiting is a Contact Sport: Engage Surgeons with Interactive Demonstrations to Prove Claims, Build Recall and Gain Purchase Consideration

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Surgeons visit technical exhibits to study, learn, engage, experience and evaluate products and services to influence surgical procedures and purchasing consideration. They don't want static product presentations that give them little more than what is on your website or brochures. They want to make contact. They want sensory stimulation. They want to see, touch, hear, feel and do.

Help surgeons do what they want and reap big rewards. In-booth demonstrations are the key. Effective in-booth demonstrations grab attention, create a strong hook to attract interested visitors, differentiate your company, products and services. Demonstrations help you quickly and believably prove claims and promises. They impact memorability, recall and influence current and future purchase consideration.

There's a lot of research supporting the impact and effectiveness of in-booth demonstrations. Here's just a few:

1. Exhibit Surveys research on exhibit recall found 51% of respondents said a demonstration was the key element influencing recall.
2. An experiential marketing survey by Jack Morton found:
 - a. 70% say participating in experiential marketing increases purchase consideration
 - b. 57% say participating results in a quicker purchase
 - c. 80% of participants in a marketing experience told others about the experience.

The research suggests that seeing and trying through an experience is the most effective way to gather information and create purchase consideration.

A good demonstration is an interactive experience that effectively communicates your product or service story. It's relevant, informative and engaging. It's experiential by allowing attendees to participate and physically do as much as possible. It's long enough to inform, yet short enough to maintain interest. It focuses on results or outcomes, not just the science or technology behind it. It shows them, tells them, lets them experience it and makes them believe, remember and want it.

Here are seven strategies to help you create effective in-booth demonstrations. Gather your team and brainstorm around these ideas:

1. Prove your claims. What outcomes does your product deliver? Show them how it does it.
2. Create real life scenarios emulating where and how the product or service is used.
3. Show why the product is necessary, then take them inside how it works and show how it delivers the results.
4. Create comfortable and unique places to experience demos. Unique seating, lab and OR settings, sound pods, private enclosed areas, 3D animation and glasses and more.
5. Challenge attendees by giving them specific assignments and tasks to do. Ask them questions about the assignment and reward them for correct answers.
6. Give them inside, cut-out or elevated views of the product.
7. Make a game out of the demo. Everyone loves a good game.

These seven strategies should prime the pump for some really good demonstration ideas.

And here's a bonus tip... be sure to have knowledgeable technical staff either do the demo and/or be available afterward to answer questions.

So, go get em. Be the talk of the show. Develop an interactive demonstration and grab all of the business waiting for you.