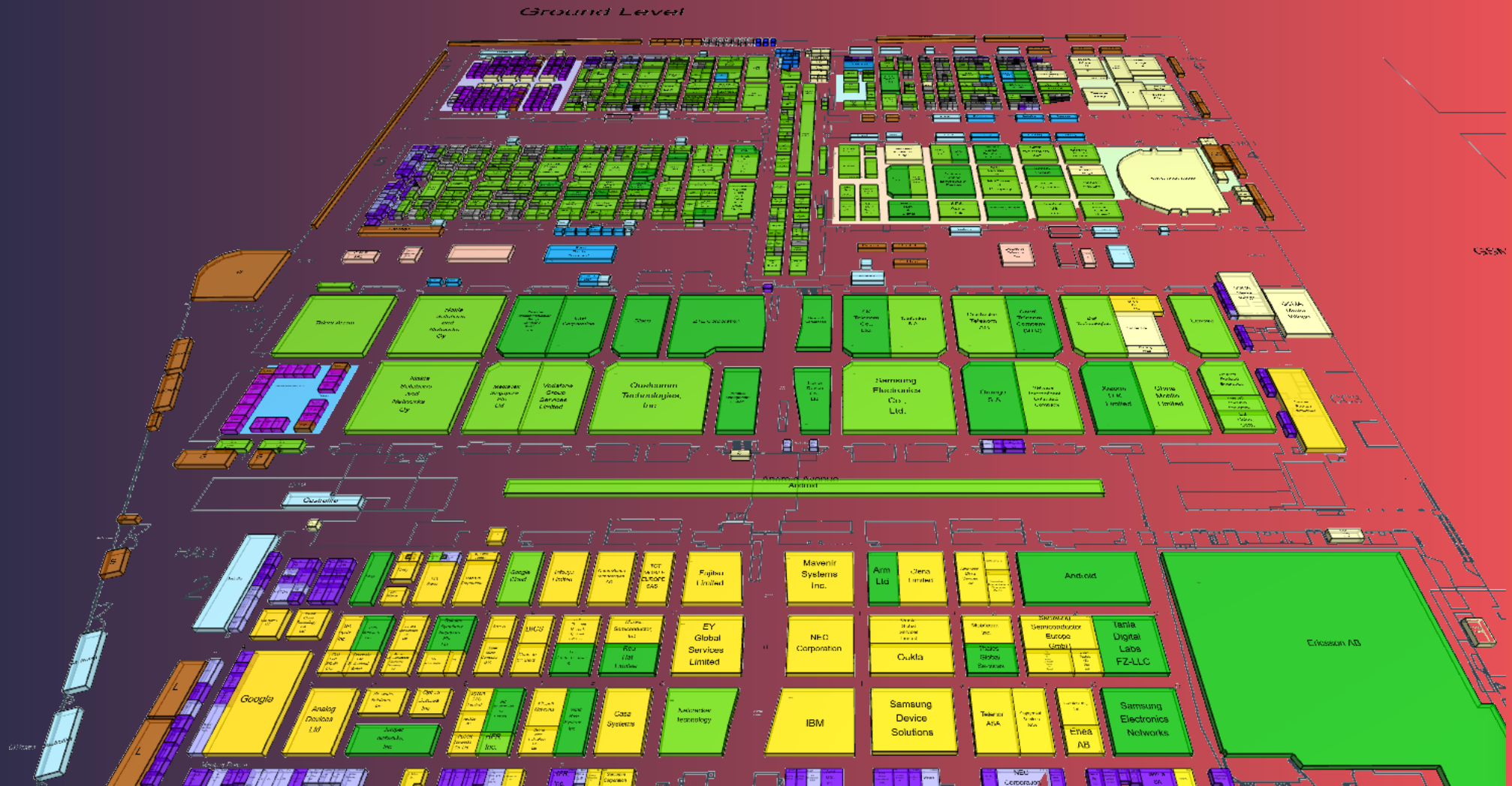


EFFECTIVE WAYFINDING, SHOW FLOOR TECHNOLOGY, AND PLANNING

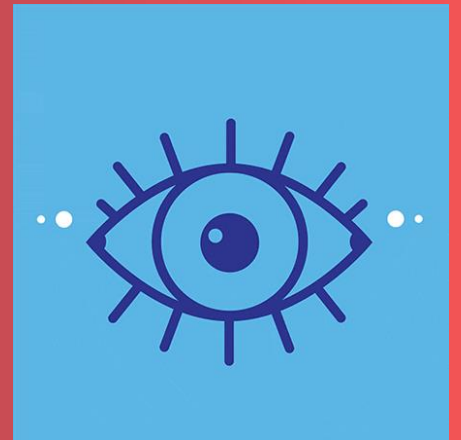


WHAT IS HAPPENING TODAY IN FLOOR PLANS

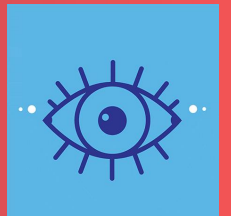
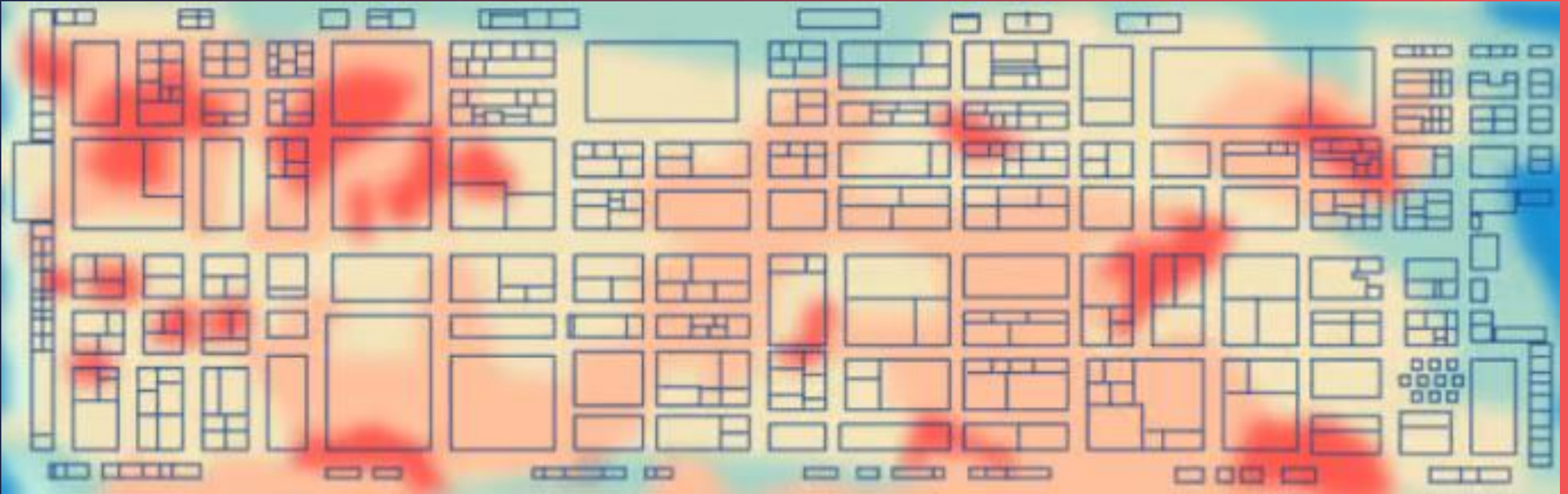
- **Heat map**
- **Value Based Pricing/ Yield management software**
- **Realtime heat map has limited uses**
- **Self booking by exhibitors**
- **Reducing Operational Headwinds**
- **Wayfinding**

LOOKING AT WHAT IS HAPPENING ON THE SHOW FLOOR

- COLOR CODED ANIMATED HEAT MAP
WHY
- DETERMINE WHO IS HOT AND WHO IS NOT
- VALUE BASED PRICING – BEING NEAR A HOT BOOTH OR AREA
- FINDING HINDERANCE TO FLOW
- IS THE FRONT ROW BOOTH BY THE ENTRANCE A GOOD THING



LOOKING AT WHAT IS HAPPENING ON THE SHOW FLOOR



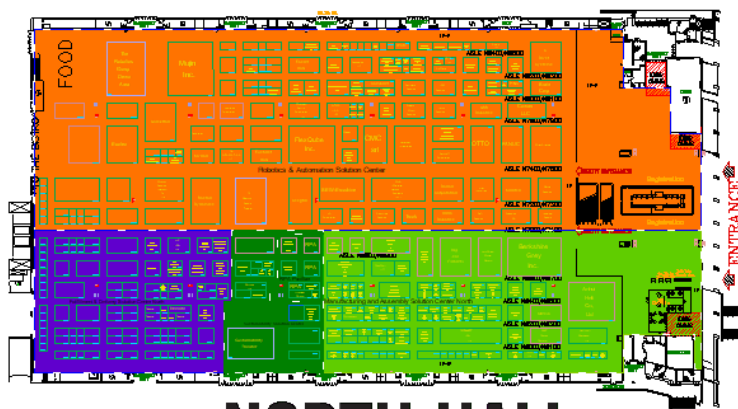
LOOKING AT WHAT IS HAPPENING ON THE SHOW FLOOR



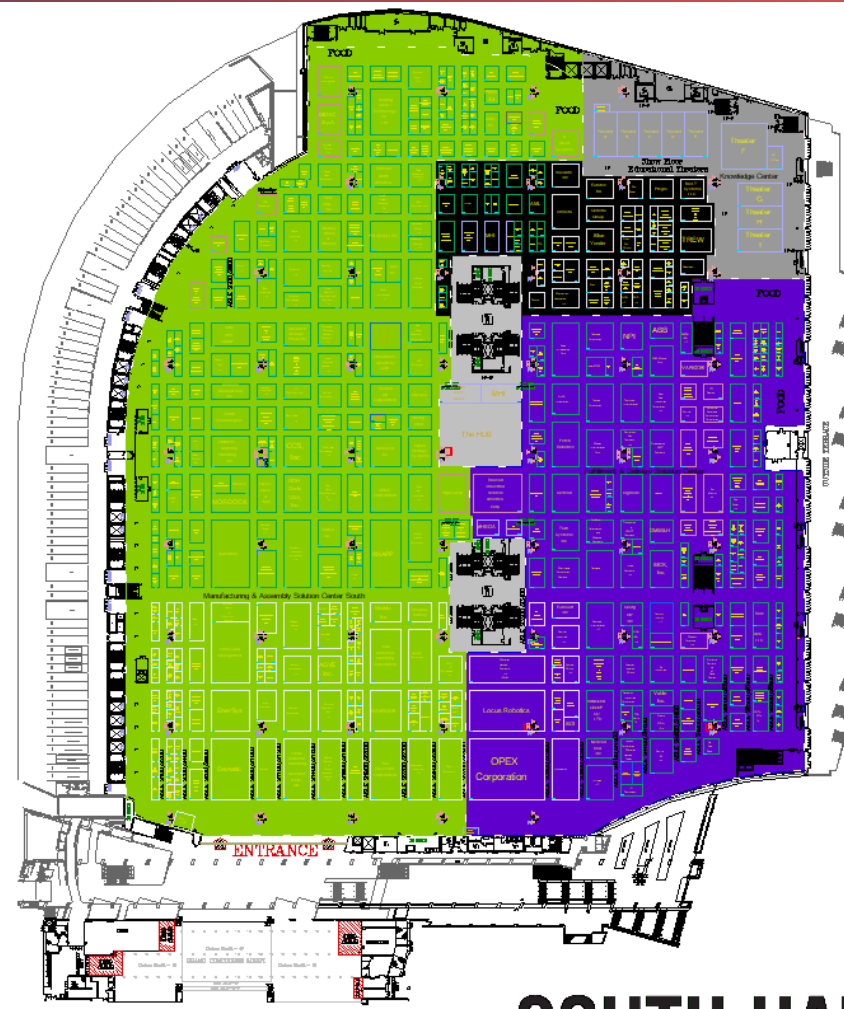
McCormick Place | Chicago, IL | April 12–15

powered by  **PROMATSHOW.COM**

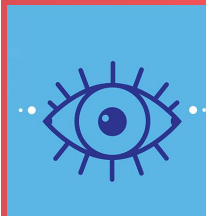
-  ROBOTICS & AUTOMATION SOLUTION CENTER
-  SUSTAINABLE SUPPLY CHAIN SOLUTION CENTER
-  MANUFACTURING & ASSEMBLY SOLUTION CENTER
-  INFORMATION TECHNOLOGY (IT) SOLUTION CENTER
-  KNOWLEDGE CENTER
-  FULFILLMENT & DELIVERY SOLUTION CENTER



NORTH HALL



SOUTH HALL



TRENDING – VALUE BASED PRICING

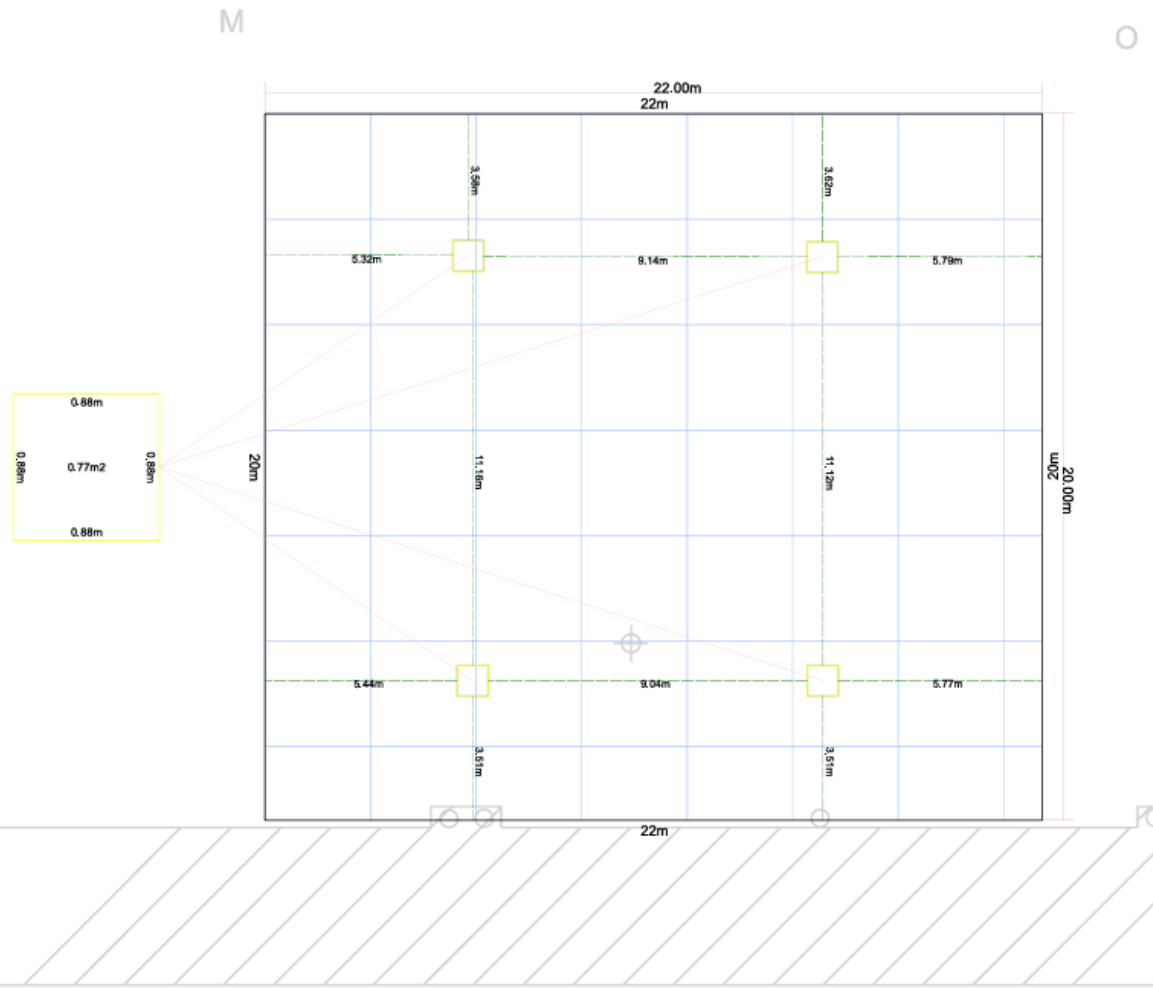
- YIELD MANAGEMENT PRICING
WE ALL LOVE IT!
RENTAL CARS, AIRLINE AND CONCERT TIX, HOTEL ROOMS
- CRITERIA IS SUBJECTIVE TO THE ORGANIZER
 - LOCATION BASED
 - PAVILLION
 - NEAR SOMETHING POPULAR
 - NEAR AN ENTRANCE OR MAJOR AISLE
 - NEAR A POPULAR BOOTH (PROXIMITY)
 - REDUCED PRICING BECAUSE OF SPONSORSHIP
 - REDUCED FOR AN OBSTRUCTION
 - PERCEIVED BAD LOCATION (BACK WALL, LAST IN/FIRST OUT)
 - TIMING
 - EARLY BIRD
 - AREA THAT APPEARS TO BE NOT POPULAR
 - AREA THAT IS BOOKING QUICKER THAN OTHER LOCATIONS
 - SPECIFIC DATES
- GIVES EXHIBITOR A CHANCE TO HAVE A BIGGER BOOTH IN A LOWER COST AREA
- VALUE ADDED PRICING

SELF BOOKING

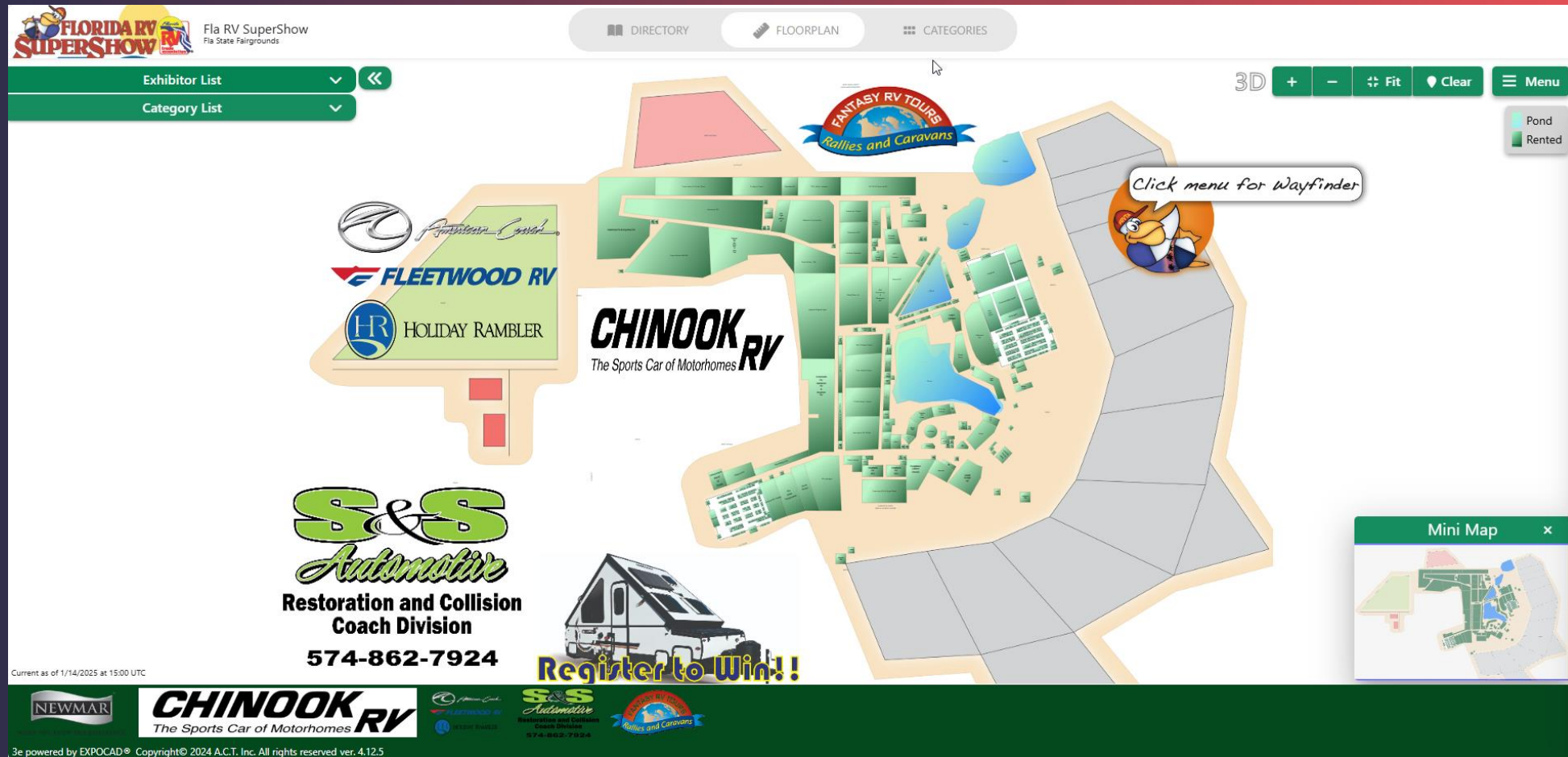
- HOW DOES THAT WORK?

REDUCING OPERATIONAL HEADWINDS

Event: 24MWCB
Exhibitor: Samsung Electronics Networks
Booth: 2M20
Gross Area: 440.00
Pavilion:
Show in Show:
Booth Classes:
1.Double Deck

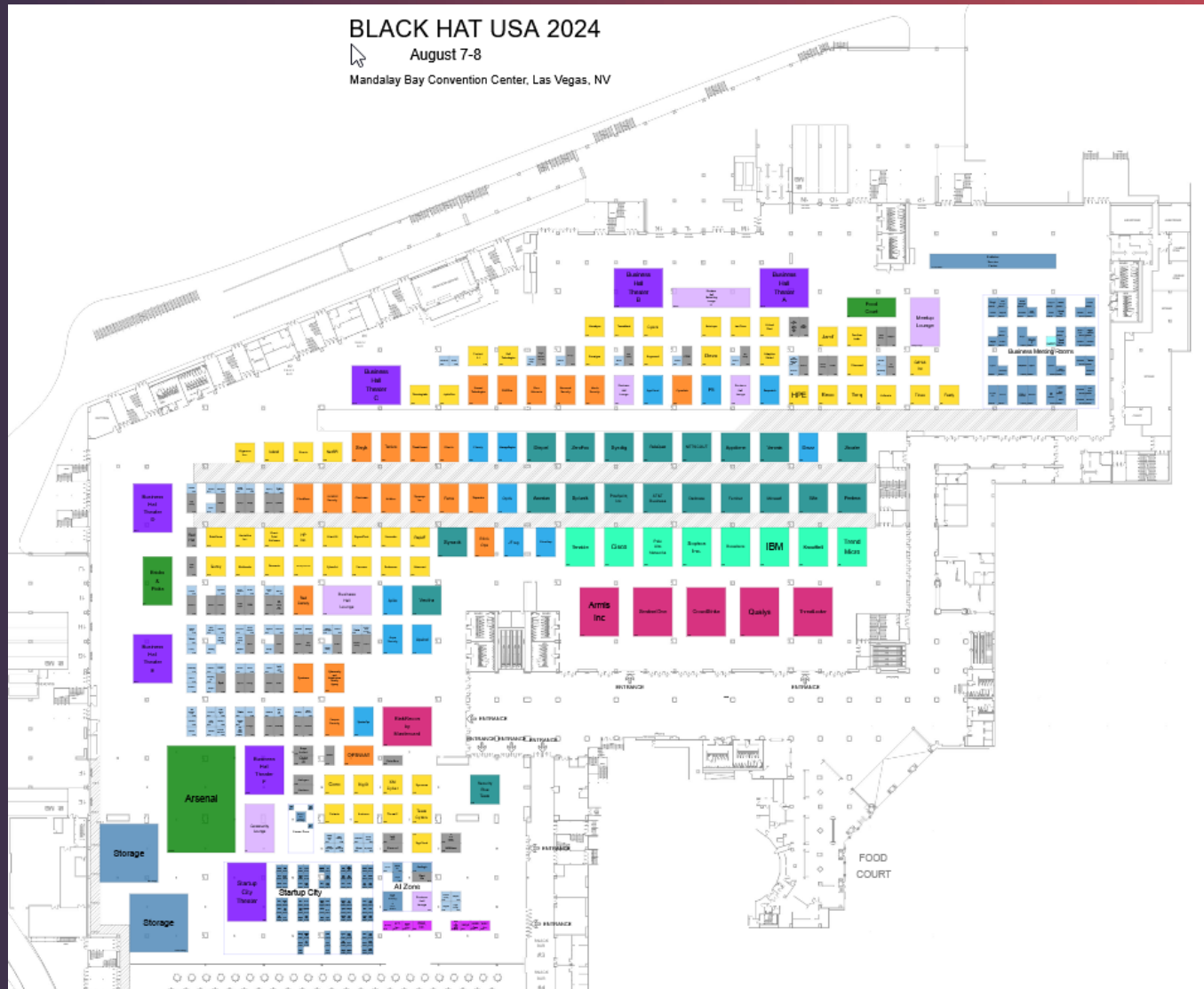


WAYFINDING



<https://www.frvta.org/show/florida-rv-supershow/>

GEO SOCIAL WAYFINDING



Additional Notes:

•Customization Required:

- Real-World Examples:** Prepare bullet points detailing specific events you've worked on, highlighting challenges and solutions in wayfinding and floor plan design.
- Visual Aids:** Gather images, diagrams, or videos of floor plans, both successful and those with challenges, to illustrate your points.

•Maintaining Neutrality:

- When discussing EXPOCAD®, ensure you also mention other industry tools to provide a balanced view and avoid the appearance of endorsing a single product.

•Engagement Strategies:

- Consider incorporating the optional group activity to encourage participation.
- Use interactive polls or questions throughout to keep the audience engaged.

•Flexibility in Timing:

- Be prepared to adjust the duration of each section based on audience interest and engagement levels.

•Allow extra time for sections that resonate more with the audience. **Recap Key Takeaways**

- Summarize the importance and benefits of effective wayfinding and design.

•Call to Action

- Encourage attendees to apply these best practices.
- Invite them to explore digital tools discussed.

•Q&A Session

- Open the floor for questions and further discussion.