

**Meta Description:** Worried about your booth at the upcoming post-pandemic trade show? Here are some tips to get you ready and allow for the best experience for the attendees.

# 10 Best Trade Show Booth Tips For Post-Pandemic Success

Trade shows are one of the best ways to do business. They're big, they're loud, and there's lots of traffic through the trade show hall. And if you manage to get your company name in front of people at a trade show, they'll remember it for years to come.

But what happens when disaster strikes? A pandemic knocks out most people, with only those vaccinated left standing? The whole world changes from that moment on.

Many people don't know how to prepare for a trade show for the post-pandemic. This article will explore how you can be prepared for success even after a catastrophe has occurred by following these 10 Trade Show booth ideas after COVID-19.

## Always Plan Ahead

The first and most fundamental trade show booth idea for the post-pandemic era is that any event planner will understand the importance of preparing ahead. First, however, we must reemphasize that the pandemic has severely impacted both the airline and hotel industries. This implies that flights, hotels, and other event locations are available for grabs. Now is the moment to reserve your venue before it becomes occupied—and before costs rise even more.

You should also encourage your staff and guests to book their flights as soon as possible. Once you've confirmed your dates and venue, get out there and promote the event to potential attendees. If you want a full house, notify everyone right away that the doors are open.

## Create Marketing Materials

Another trade show tip after the COVID-19 pandemic is marketing. When ordinary people think about [trade show marketing](#), they might imagine booths and flyers. However, when a pandemic occurs, your best bet is to focus on word-of-mouth and online advertisements.

You'll need to create several marketing materials in advance in case of any situation:

- A popular online [image for a display](#), such as a graphic or a meme.
- A popular hashtag for social media posts and news updates.
- Several short videos address different aspects of your company and the pandemic itself. For instance: what you do, who you serve, etc.
- [Use banners all around your area](#). Including [table-top](#), [outdoors](#), and [free-standing](#).

Make sure you publish all of the information about your event on social media. You may reach a larger audience through social media than other forms of marketing. This is because you can post information about the event and promote material from the exhibitors that will be there.

You can connect with interested people using a platform such as Facebook. To invite people to the event, you may establish a Facebook Event page. You may use this page to keep folks updated about the event's progress.

You can use email marketing to notify your subscribers about the event. You should automatically add all of your attendees to an email newsletter, so they are aware of future events. This should provide timely notifications and information on the trade show from time to time.

These materials will prove that you are still active and your company is ready to serve the community.

## Preparing the Booths

The next step is to contact the prospects to prepare the booths after the locations and dates have been agreed on. You also need to know how to set up a display booth for the post-pandemic world. Encourage potential exhibitors to make reservations for their hotel rooms and flights as soon as possible.

If you know how many people will attend, you may provide them with this figure so that exhibitors feel more compelled to exhibit at the trade show. You could even offer tips on making their exhibits more eye-catching at the event.

## Use Interactive Kiosks

Using kiosks allows people to see what you offer without speaking face-to-face with anyone. This can make people more comfortable approaching your booth and give you an area that you can sanitize frequently.

## Don't Underestimate Banners

There are several options for banners. Many companies offer [complete trade show kits](#) with [display lighting](#), [fabric tabletop displays](#), and even [outdoor displays](#).

## Prepare Your Team and Include Emergency Plans

You'll need to prepare your team for the trade show ahead of time. To be successful, you'll need to plan your team. Assign different duties to your team based on their abilities. For example, some of your members may be able to assist with logistics and venue layout planning. Others will be in charge of organizing interactions with exhibitors and assisting them in the booths.

Some will need to be reassigned, such as those who handle marketing and promotion, since they will not readily be able to work in a trade show environment. However, the most important aspect is that you have an emergency plan and that team members know that plan and how it will affect them if their job changes unexpectedly.

If a case of COVID shows up on your team, you will need people to replace the sick team member and anyone exposed to them.

## Gifts and Other Giveaways

In a post-pandemic world, many people will be grateful to stretch their legs. There will still be a lot of concern about one's health. There will still be many individuals who are hesitant to go out. It may take some pep talk to get folks interested in going to the trade show. Offers such as these can help break the ice at the event, encourage more attendees, and promote greater interaction among visitors and exhibitors.

- Door prizes for pre-registered attendees. Such gifts may be useful since the pandemic has affected individuals' ability to go across town or even just across their neighborhood block.
- Special movie screenings at nearby theaters, food trucks, etc.
- Maybe you just want to give away items such as slushee, coffee, bottled water, or other refreshments while people are waiting in line. The idea is to get them inside so you can talk to them and find out if they have a need for your products and services

## Offer Transportation to High Profile Attendees

You may want to provide special transportation for people who are high profile. Attending a post-pandemic trade show can be dangerous, so you'll need to ensure the safety of everyone at the event. You should prepare for this by providing shuttle services or other means of transportation.

## Security

Security will also need to be provided during the trade show. With the current pandemic, you can be sure that there will be people who are susceptible to COVID. Those individuals may wander in by accident or maybe not. You'll need to make sure that your booth is secure at all times, even when you're out of the exhibit space.

## Create a Comfortable Environment

It's no surprise that a business trade show is exhausting for everyone. Exhibitors and visitors alike are weary from conducting business talks and hearing pitches all day.

One of the most important trade show booth etiquette rules is to be a haven for anybody who passes by. Create some comfy seats or sofas in your booth. Make your booth inviting and a location where people want to spend time. This will encourage more people to stop by and engage your booth.

## Create a VIP Area

One of the things that every trade show etiquette guide will recommend is creating a section for VIPs. Whether you pay them or not, you'll need special seating and treatment for those who attend on their own accord or as representatives of companies. They are important, so you'll need to give them special treatment.

## Social Safety

We'll still have some concerns about the coronavirus' spread in the post-pandemic era. There may be individuals who want to avoid social contact as much as possible. You may accommodate them by being as non-contactless as feasible.

Instead of giving out paper tickets, provide guests with a digital ticket to their phone. Purchase a scanner that can read tickets from afar. At the venue, you might want to give hand sanitizer to visitors and exhibitors.

If any exhibitor wants assistance in creating a social distance procedure, please do so. If they don't want visitors to come too close to their booth, for example, you may use tape on the floor to establish a barrier.

It's OK to provide some refreshments, but you may want to do so on the other side of the tape barrier.

If anyone is exhibiting signs of illness, please ask them to speak with security or someone that can help them address their situation.

## Post-Show Feedback

After the trade show has concluded, you should reach out to everyone for their thoughts. Feedback helps you identify what worked well and what needs to be improved for the next trade show. Make sure you get feedback from your employees, exhibitors, and attendees.

Once you've received the comments, thank the exhibitors and visitors. You should keep their contact information so that you may stay in touch with them and arrange future trade shows.

You should also have a meeting with your staff to look at the comments. Then, you'll be able to plan a better trade show for the future by looking at the good and bad feedback side by side.

Finally, you should also send a follow-up email to everyone who stopped by your booth. Let them know that you're interested in their thoughts and feedback, and ask for ideas to help improve the trade show.

If someone gave great reviews about your booth or exhibit, let them know that you appreciate it. On the other hand, if they were unhappy with something, such as the bathrooms or seating, you should show that you're concerned and look for solutions.

## Improve Your Booth In A Post-Pandemic World

The post-pandemic era has been challenging for many people, but it's also an opportunity to rethink your trade show strategy. Post-pandemic trade show success is key to getting your name out in the world. There are several trade show tips for post-pandemic that you can use at the event and afterward to ensure success.

We've provided 10 of them here as a starting point for anyone who wants help with how to set up a display booth for post-pandemic. With this guide, you're ready for post-pandemic trade show success!