

Thank you for being part of our exhibition! Industry involvement is key to creating the vibrant conferences we're known for. Over nearly 20 years of running events in-house, we've seen what works - here are the strategies our most successful exhibitors use to stand out.

## SEARCH

Capitalise on the posters! Use downtime to browse the boards; if a poster aligns with your work, leave your business card or a note inviting the author to your stand - it's a personal touch that can lead to great conversations and enhanced ROI.



## TALK

Speaking slots are a powerful way to engage the audience and drive deeper discussions at your stand. Integrated industry sessions are available at all EACR conferences; select a Spotlight or Symposium package and tell participants about your projects.

## OFFER

Participants love freebies! A cool, cute, or useful item with your branding not only sparks conversations but also keeps your company top of mind long after the event. You can also extend your reach by branding official conference stationery.



## MAXIMISE

Build a sponsorship package that gets your brand seen beyond the exhibition hall. Options include video/printed ads, branded merch, and sponsoring a coffee break - whatever you choose, you'll put your company's name in front of every participant.

## PLAY

Stands with interactive elements always attract more visitors than static displays. Enticing participants with a game, quiz, or hands-on activity they can enjoy is a great way to start a dialogue and leave a lasting impression.



## STAY

The Welcome Reception on the first evening is a prime opportunity to connect. Participants will be mingling over food and drinks, so use this to your advantage! Join the conversation, find out about their research, and invite them to visit your stand.

Every exhibitor has a stand. **What makes yours different?** Think creatively about how to grab attention. If you have unique ideas, we'd love to hear them - contact our Marketing Officer at [stephanie.milsom@eacr.org](mailto:stephanie.milsom@eacr.org)