



Revolutionize Trade Show Engagement With Virtual Reality

Attract More Visitors to Increase Leads and Sales

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What companies are really looking for is a meaningful connection with prospects.

Virtual reality can transform your booth into a dynamic educational and sales environment that attracts more interest and offers deeper engagement.

Trade shows are still one of the best opportunities for companies to network, introduce products and services, develop leads, and make deals. But attracting visitors to your booth—and keeping their attention when they’re there—is difficult at best. Trade show visitors have to cope with exhibitors competing for their interest, animated visuals, overly assertive booth attendants, \$15 hot dogs, and long Uber wait lines. In this environment, delivering memorable brand and product experiences that capture quality leads and sales has been a real challenge.

To attract prospects, many organizations rely on a colossal booth, model-perfect attendants, and buzz-worthy sweepstakes prizes. What companies are really looking for is a meaningful connection with prospects. Showing exactly what your product or service offering does in a novel, engaging way will help you make connections that can plant the seeds of trade show ROI.

Virtual reality (VR) can be a game changer for companies that want to develop deeper, more memorable experiences for trade show visitors. As the medium and its capabilities continue to mature, VR is now a practical way to attract visitors to your booth and keep their undivided attention while you present your solution.

8 Ways VR Can Benefit Your Organization

1 Generate more leads

In a perfect world, exhibitors would love to improve booth traffic, deliver a memorable brand experience, and facilitate meaningful sales discussions. A well thought-out virtual reality presentation can generate and nurture qualified leads to help you close more deals.

2 Stand out from the crowd

Trade show visitors are bombarded with graphics and messaging that fragment their attention. When a potential customer puts on a VR headset at your booth, they enter a virtual world where you and your brand have their full attention, free from outside distractions. This gives the prospect space to absorb your message and experience the benefits of your offering.

3 Upgrade your product demos

Using VR, companies can more easily demonstrate very large or very small products in ways that were impossible or impractical in the past. For example, visitors can use

VR to drive your mining equipment, operate a power plant, learn to use a tiny medical device, or test drive the latest car—things you can't do even in the biggest exhibit hall. VR can also deliver interactive and educational game experiences, like a scavenger hunt that takes visitors through your product or service journey, and gives individuals and teams a chance to compete for prizes.

4 Deliver memorable brand experiences

Rather than telling the prospect your company story, which they may forget, you can now visually immerse them through VR, which boosts emotional engagement to make the experience memorable. VR is an effective way to create an immersive and interactive experience around your company backstory or see the end-to-end production process for your service. Storytelling can extend to your company's philanthropic work or show how your company's mission benefits customers or society. Regardless of your strategic messaging, VR can make it more memorable.



When a potential customer puts on a VR headset, they enter a virtual world where you and your brand have their full attention, free from outside distractions.



A well-designed experience can deliver value for years.

5 Simplify logistics and save money

Many manufacturers ship large machines and other equipment to trade shows. A VR rendering of your product enables visitors to see and experience it up close in 3D so that companies can avoid the time and cost of shipping, setting up, and tearing down large installations.

6 Get fast feedback on new products

Show off products in development and impress customers with your roadmap for the future. Virtual demonstrations of prototype products can yield valuable feedback on improvements or enhancements, streamlining the product development cycle.

7 Be multiple places at one time

VR experiences are easily replicated from venue to venue and can run concurrently in multiple locations. Instead of shipping your equipment to one location at a time, you can have a presence at multiple trade shows or other events in parallel. A well-designed VR experience can deliver value for years.

8 Create viral social content

VR creators can offer ways to share aspects of the experience on social media, giving visitors an easy way to tag you on LinkedIn, Instagram, or other platforms, to scale out the exposure of your brand. Social tagging also lets visitors replay the experience back at the office and share with co-workers.



Types of VR Experiences for Trade Shows

Virtual Product Tours and Experiences

A popular use case for VR is to create an experience where visitors can explore and interact with a virtual version of your product. VR experiences like this simulate a product's features and functionality as it would be used in real life. Examples of what can be showcased in a product experience include:

- **Product features** – Graphic overlays orbiting a 3D version of your product can be used to highlight key features and benefits, and show how the product is used in real-world applications.
- **Customizable products** – Show off the versatility and flexibility of a product with an experience that emphasizes how a product can be customized.
- **Large, complex machinery** – If your product is large, expensive to move around, and complex to set up in real life, you can use VR to simulate the product and let the visitor test drive it virtually.
- **Inner workings** – Show how your product works “under the hood” in a way that can't be done on the trade show floor. Demonstrate how a medical device works inside the body or examine a screw or bolt inside an extruder.



Tell a Story

VR can be used to tell a compelling story about your brand

VR can be used to tell a visually compelling story about your brand, company or service origin, or a unique manufacturing process. You can tell stories about a key person at your company or a customer success story and how your service solved a problem. Storytelling with VR can touch on key moments using interactive environments, realistic visuals, and supporting sound to make an emotional connection with your brand.

- **Find the best story** – The best VR stories illustrate how your key values or service benefits are relevant to your customer base. Consider building the story around common pain points and solutions to make the story resonate with visitors.
- **Make the story interactive** – Interactive elements enable visitors to actively participate in the story by making choices or exploring different scenarios.
- **Make the story immersive** – Create appealing and realistic visuals that transport the visitor into the story using high-quality graphics, sound effects, and realistic interactions.

Story Ideas

- **Brand story** – Company history highlighting key milestones and the people behind the brand.
- **Product story** – The big idea behind a product: its origins, how it came to be, and its enduring value propositions.
- **Factory tour** – Take visitors on a virtual tour of your manufacturing plant to highlight key processes, equipment and people.
- **Customer journey** – Take visitors on a typical customer success journey to demonstrate how customers solve problems with your product or service.



Virtual Product Prototyping

Virtual reality is an excellent way to get a yet-to-be-released product into the hands of users and get them excited about it. A product prototyping VR experience generally showcases features, functions, and benefits. Companies that use this approach can get immediate feedback that can be used to refine a final design.

Augmented Reality and Mixed Reality Experiences

While virtual reality creates an entirely artificial environment, augmented reality (AR) is a technology that “augments” the real physical world with computer-generated content. Mixed reality (MR) is another technique that combines physical elements with an immersive, VR-like experience. Newer hardware platforms increasingly offer a combination of VR, AR, and/or MR experiences from the same device, affording more creative options for trade show users and experience creators.

VR lends itself to flexibility

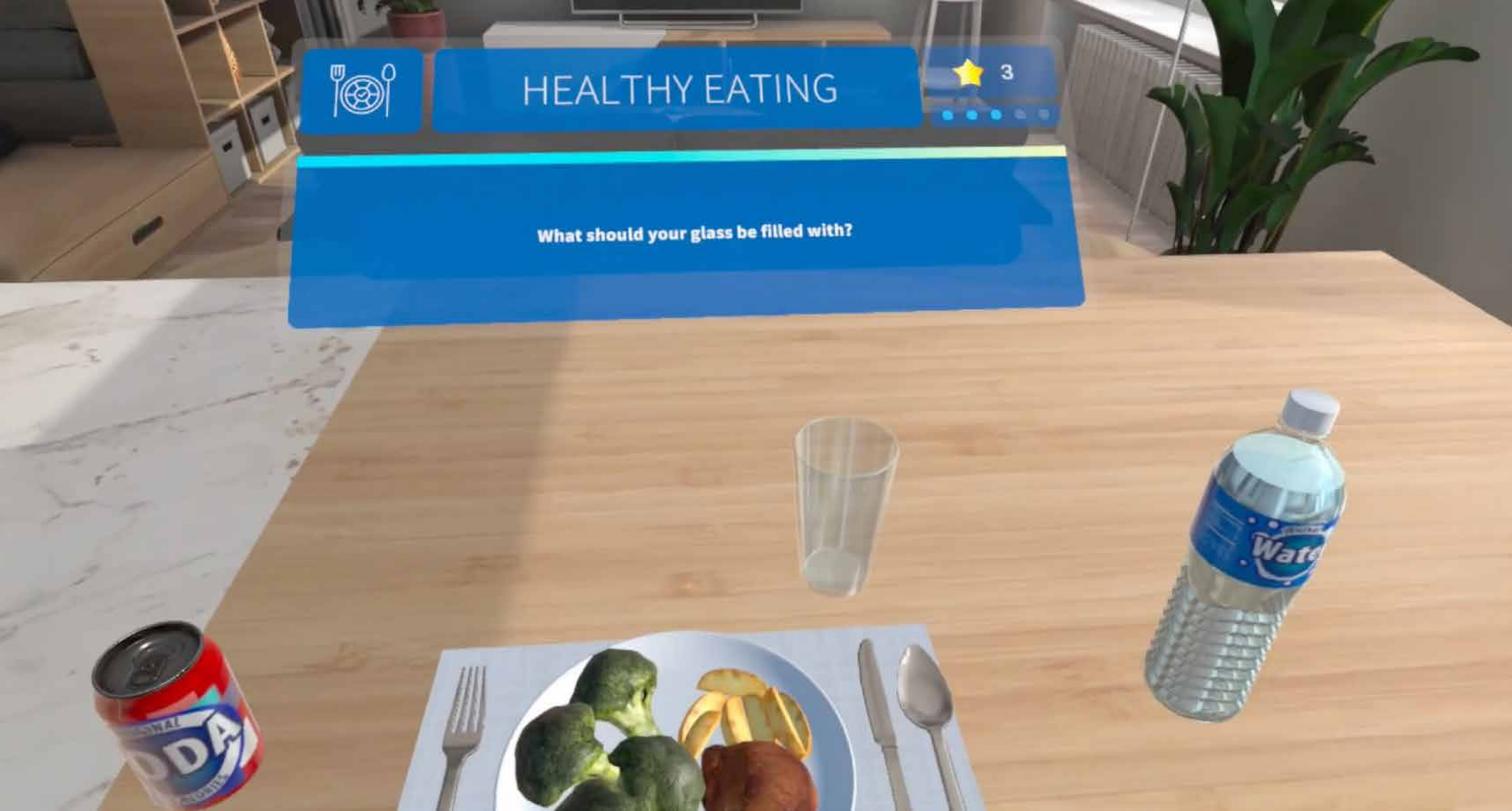
There are many ways organizations can use virtual reality at a trade show or other event to stimulate interest. Companies in many industries are using virtual reality to showcase a product, explain the benefits of a product line, or tell the company, brand, or service story. VR is also being used to enhance speaker-led presentations.

Augmented Experiences

VR can be used as an immersive, 3D complement to a speaker presentation, for example, to illustrate complex data visualizations, service walk-throughs, and virtual factory tours. If a concept is difficult to explain in words, a VR presentation can help bring it to life.

Interactive Quizzes and Games

Knowledge-based games are a fun way to engage audiences and educate visitors on your product, service, or company. Create a virtual interactive scavenger hunt to find hidden objects or complete tasks to earn points. Develop a true/false “punch out” game, flip tiles, stack blocks and other physical interactions. Integrate lead capture forms within the VR game experience to prioritize sales benefit.



City of Hope is a world leader in research for treatment and prevention of cancer, diabetes, and life-threatening illnesses. Every year, City of Hope participates in Ashley for the Arts—an annual non-profit fundraising music festival and one of City of Hope’s largest fundraising sources. Inspired by City of Hope’s mission, our team went above and beyond in designing and developing an interactive, educational virtual reality experience to draw in event attendees. The experience consisted of a series of short, intuitive, and educational mini-games meant to share valuable information about diabetes. Working under a tight three-month deadline, our team successfully delivered a beautiful, engaging, and memorable VR experience.

How VR Is Transforming Trade Shows and Events

Many organizations are already using virtual reality to enhance their trade show presence, engage visitors, and develop leads and sales. It’s being used across many industries to tell a more compelling story about products, solutions, or services. The possibilities for VR at trade shows are nearly limitless.

Technologies	Services
	VR



ASCO Power Technologies™

ASCO Power Technologies wanted to come up with a way to demo their high-end power transfer switch without the logistics of bringing the physical machine to trade shows. Saritasa worked with ASCO to create a virtual reality product demo that could be experienced anywhere—all through a VR headset. By utilizing the Oculus Quest, the Saritasa team created a portable way to view and interact with the power transfer switch in a virtual environment on the event floor.

Technologies Services





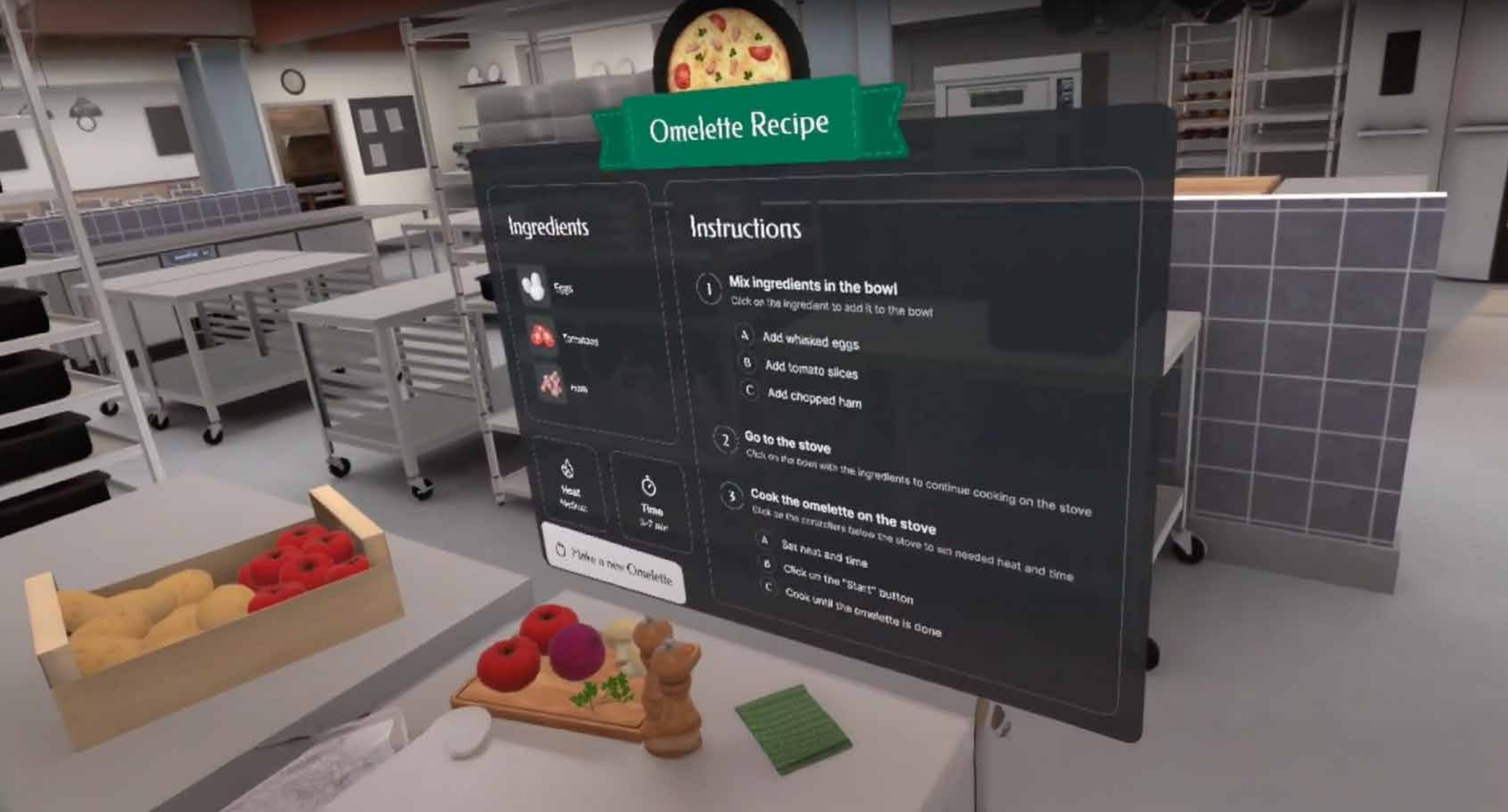
Ironworkers Local 433 attends a lot of job fairs and high school/college events to promote its trade and wanted to find an innovative, engaging way to share it with others and stand out in a sea of similar booths. The Saritasa team worked collaboratively with Ironworkers Local 433 to design an interactive, educational virtual reality experience that walks users through a day in the life of an ironworker. Users are taken through their first day on the job, including selecting proper safety equipment, recognizing the right tools for different tasks, and culminating in a heights-defying walk on a steel beam over the busy streets of Los Angeles.

Technologies



Services





Central Community College exposes potential students to its programs through college fairs at local high schools, and with big-name universities. To stand out from the crowd, they wanted to come up with an interactive way to show off its state-of-the-art facilities. CCC wanted to strike the right balance between an educational experience and an entertaining one. They also had a strict budget, provided through grant funding, to get it done. Saritasa worked closely with their team to brainstorm, design, and then build a realistic kitchen experience to attract potential culinary students. The result was a virtual reality tour of their state-of-the-art kitchen facilities and an interactive cooking challenge.

Technologies



Services



VR

Quantifiable Results

Virtual reality is attracting attention because it works.

50%

Interactivity at booths has been shown to increase the level of engagement between visitors and exhibitors by **50%**.
~Exhibitor Online

27%

VR at trade shows increased emotional engagement by **27%** compared to a 2D environment and delivered **17%** higher emotional engagement compared to a 360-degree flat screen video.
~YuMe/Nielsen

71%

71% of exhibitors say they've considered incorporating interactive technologies into their trade show booths. And, **47%** of those exhibitors said they plan to spend more on interactivity at trade shows in the next 12 months.
~Trade Show Stats

Attendees at trade shows are likelier to remember and discuss their encounters, extending the brand's reach far beyond the initial engagement. The emotional impact of virtual reality can also lead to **increased brand loyalty and advocacy** as customers become more connected to the brand's story and values.

~AR Insider

Invest in cutting-edge VR/AR applications for product showcases and interactive demonstrations and ensure your physical presence complements and amplifies these digital engagements. It's not just about participation; it's about **creating an unforgettable brand experience.**

~Exhibitor Online

Real-world Testimonials

“The idea was to create a VR experience showing your first day on the job. Since our trade has various elements, the experience also has various elements. Each floor has a different scope of work that the user has to complete before continuing on. It was important to us that this experience be as accurate as possible and Saritasa delivered. They knew how important it was to have this system be as accurate as possible, and they did everything they could to make that happen. Overall, we had such a good experience with this company that we would not suggest anything be done differently.”

– **Keith Harkey**

Business Manager at Ironworkers Local 433



“What made Saritasa stand out was their experience not only in traditional software products but also their extensive experience in AR technology... Saritasa has been quick to address any technical challenges we’ve run into. They can provide solutions to whatever technical hurdles we face. Overall, they deliver high-quality work – the software they’ve built for us has been truly reliable and robust.”

– **Trey Hicks**

COO, Visix, Inc



“They were excellent from start to finish. Saritasa listened to us and led the design, testing, and publishing phases. They used an agile process, so everything moved along quickly and on schedule. We never had issues with the delivery times or the budget. Saritasa aligned with their estimate and didn’t give us any under-used hours.”

– **Jim Serrano**

Digital Marketing Manager, ASCO Power Technologies



7 Best Practices for VR

1 Plan early and strategically

A successful, brand-consistent virtual reality experience requires careful planning and will take time to build out. That being said, there are ways to start small and add more extensive customizations later. A well-planned strategy can create a prioritized path to help accomplish your goals.

2 Keep the target audience in mind

Build a story around common pain points and show how your company, product, or service solves the problem. The idea is to create an experience that addresses visitors' motivations, wants, needs, and desires.

3 Make it user-friendly

The experience should be user-friendly and intuitive to navigate. Avoid the temptation to overcomplicate the experience. Balance innovation with usability to ensure visitors don't get overwhelmed.

The controls should be easy for visitors to pick up and use with little effort for people of all skill levels. For some users, this could be their first VR experience. Be sure to include tutorials for navigation and interactions. You can also use a guided narrative or on-screen prompts to guide users through the experience.

4 Align the message with the theme

Align the messaging of your VR experience with the theme of your booth. For example, if your theme is based on digital transformation, create a VR experience that shows a real transformation.

5 Make the experience relevant

Ensure that the VR experience is relevant to what you're selling. For example, if you choose to do a VR product demonstration, depict a realistic setting where the product is likely to be used. Use interactivity to highlight key selling points and unique features of the service that are likely to appeal to visitors.

6 Keep it short

For best results, make the experience concise so you don't burden visitors. You also want to have as many attendees as possible run the experience so balance the length of the experience with the number of engagements you want to complete.

7 Streaming at the booth

To attract more visitors to a VR presentation, companies can cast an individual user's experience onto a big screen. It's a great moth-to-flame attractor that captures eyes across crowded aisles, invites more visitors, and gives the crowd a chance to vicariously experience your brand-building VR message.

Considerations for Implementing VR at a Trade Show

Like any other tech-based presentation, you need to plan and test the experience before rolling it out at your next trade show. Make sure you have enough VR headsets to handle the anticipated traffic and that you have access to the power and connectivity needed to run the show without a hitch. Have extra devices on hand and a backup plan for connectivity if you experience problems during the show. Also weigh the pros and cons of having your VR experience rely on internet connectivity or being pre-loaded on headsets.

The Cost of VR

The cost of developing and implementing a VR experience depends on the tools and techniques used to develop it. Cost can vary widely. It's best to consult with an experienced VR producer such as Saritasa to strike the right balance between cost and complexity. Part of your evaluation of price should weigh the reusability of the VR experience. ROI can be measured not only by the utility of your experience at multiple events, but also in other promotional and marketing channels.

Best Practices for Training Booth Staff

A smooth-running VR trade show experience requires that the people at your booth be fully trained in the presentation and the technology that runs it. By providing clear instructions and guidance, booth personnel can help ensure that visitors enjoy the learning experience.

Allocate Enough Time for Project Completion

Keep in mind that crafting a VR/AR experience takes planning, preparation, and troubleshooting. Make sure to clearly establish your goals at the outset and carefully plan the presentation content around those goals allowing enough time to complete your project including review cycles.



Build a story around common pain points and show how your company, product, or solution solves the problem.



How to Choose a VR Partner

Look for a knowledgeable partner that delivers strong customer support

Many organizations don't have the in-house expertise and technology needed to create a virtual reality experience that is designed to increase engagement, leads, and sales at a trade show. When looking for a company to partner with, carefully evaluate the company's experience in developing VR, including experiences similar to what you're looking to accomplish and assure they align with your project and company needs.

Make sure that they have a proven record of success delivering strong customer support and the enthusiasm to create a one-of-a-kind experience to differentiate your brand. At Saritasa, our in-depth knowledge from a variety of industries gives us insight into unique industry challenges to deliver proven results to our clients. This cross-sectional knowledge can help you by developing a custom VR application with a long shelf life extending the value of the show experience past its intended trade show utility.

Showing Is More Powerful Than Telling

Get the most out of every interaction on the show floor, entice trade show attendees, and stand out from the competition.

Keep the VR/AR experience relevant and on brand

Give more visitors the opportunity to participate in the experience, while leaving time for questions and sales-driven conversations.

Make sure that the VR/AR controls are simple and user-friendly

Complicated technology can detract from the overall experience and can overwhelm staff on show floor.

Avoid an intense VR/AR experience that will overwhelm participants

Stick to informative content for an enjoyable, memorable, and shareable experience.

*To learn more about how to increase engagement, leads, and sales using VR at your next trade show contact Saritasa today at **1-888-592-2620**.*





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