

INSIDER'S GUIDE TO A SUCCESSFUL SHOPTALK

HOW TO MAXIMIZE ROI BEFORE, DURING & AFTER

ACTIVATING AT SHOPTALK

1. DEFINE SUCCESS IN ADVANCE

✓ SET CLEAR GOALS

- Pipeline generated
- Closed deals
- Brand awareness
- Strategic partnerships
- Use booth catering strategically to drive traffic, extend conversations, and increase scans. Order [HERE](#).

✓ DEFINE MEASURABLE KPIS

- Meetings per day
- Qualified leads scanned at booth
- Post-event meetings booked

✓ ALIGN THE TEAM

- Share goals with sales reps; confirm focus on:
- Hosted Meetings
 - Booth space use
 - Lead retrieval scanners (purchase [HERE!](#))
 - Add-on sponsorships aligned to your objective

2. PREPARE FOR MEETUP

WHAT IS MEETUP?

Pre-scheduled, double opt-in 15-minute meetings with qualified retailers & consumer brands actively exploring tech solutions.



✓ INTERNAL PREPARATION

- Review [Meetup Guidelines](#) & timelines
- Confirm on-site roles:
 - Meeting reps (hosted meetings)
 - Booth staff
 - Sales vs. relationship managers
- Direct questions to: experience@shoptalk.com

✓ PLATFORM READINESS

- Watch [sponsor prep webinar](#)
- Test dashboards & reporting tools
- Confirm lead retrieval access (reach out to sales@shoptalk.com)

✓ MEETING STRATEGY

- Finalize pre-booked meetings
- Ensure booth coverage at all times
- View the floorplan [HERE](#) and identify lounges and networking areas (*Booths: MM-001, 3035, 3110, 3750, 40110, 4442*)
- Offer prospective R&CB clients **30% discounted tickets** at the sponsor rate. Email your sales representative to arrange.

EXECUTION & FOLLOW-UP

3. BOOTH & ON-SITE EXECUTION



BOOTH ENGAGEMENT

- Review the agenda for breaks [HERE](#)
- Download the app (it will be available March 9th) and make sure your entire team has it

-70%
Increase with each
booth size upgrade



LEAD RETRIEVAL = REVENUE

- Scan every meaningful interaction
- Capture: Name, Title, Company, Email
- Use unlimited licenses across your team

-40%
Increase when you
add one team
member

GO BEYOND THE BOOTH

- Attend relevant content sessions
- Network intentionally
- Host or attend social events (e.g., Beach Party)

Your best conversations can happen outside the booth. If you want to explore additional networking opportunities, contact your sales representative.



COMMON PITFALLS TO AVOID

- Untrained or disengaged staff
- Booth left unattended
- No defined KPIs
- Not using lead retrieval tools
- Delayed follow-up

POST-EVENT FOLLOW-UP

Immediate Actions:

- Export all leads (guide [HERE](#))
- Segment by priority
- Begin outreach immediately

Measure Performance:

- Compare results to KPIs
- Evaluate scan volume vs. booth size
- Identify optimization opportunities for next year
- Rebook onsite to save for next year & schedule a review with your sales representative

SUPPORT & RESOURCES

Add to Your Sponsorship:
sales@shoptalk.com

Logistical Support On-Site:
sponsor_support@shoptalk.com

Registration & Codes:
registration@shoptalk.com