

Freeman<sup>1</sup>

# Take the plunge into immersive experiences

Employ VR/AR magic to make  
your exhibit irresistible

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We've all seen it happen: that one exhibit that offers something new, something exciting, something cool on the trade show floor. People are craning their necks to see what's going on; others are sending out rapid-fire social media posts about their experience. And now that we're back to meeting in person, those special, immersive activities take on even deeper meaning.

Immersive, digitally driven exhibit experiences can create “We have to try this!” moments that draw attendees in droves, whether they're standing in your booth — socially distanced, of course! — or visiting on a virtual platform.

How?

By creating value across your entire exhibit portfolio (in person and virtually), elevating your brand, and generating enviable levels of buzz and business. This technology is also more attainable than many exhibitors may think.



# The sky's the limit: benefits of immersive technology

These powerful tools provide a curated digital experience that draws in-person and virtual attendees to your brand, giving exhibitors the opportunity to turn even a modest booth or virtual experience into a vast, immersive world where anything is possible.

In short, immersive technology can:

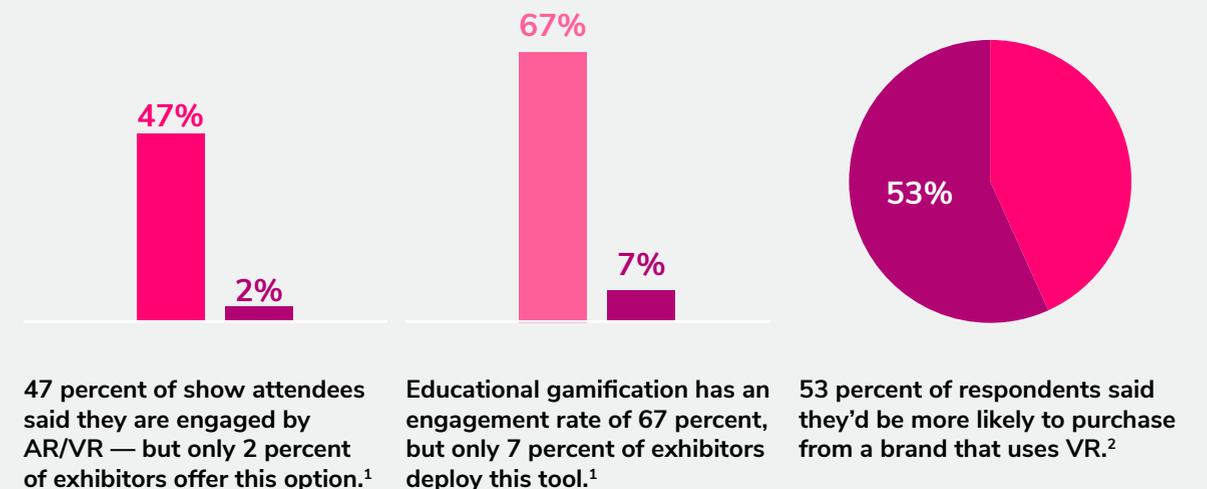
- Improve and deepen attendee engagement and user experience no matter where attendees are, physically or digitally.
- Reinforce your brand and help you share important content easily.
- Enhance virtual and hybrid events and deepen connection through expansive digital worlds.
- Generate valuable data that can be used to refine in-person and digital strategies.
- Highlight features about your offering that may go overlooked or that may normally be impractical to bring to the show floor.

And because the technology behind immersive experiences is evolving, improving, and growing in popularity, it's more widely available to organizations of all sizes and scopes.

As a result, there is a wide range of almost infinitely scalable applications and combinations that can be customized to fit your brand and your budget.

## The immense opportunity to immerse

Exhibitors can capitalize on attendee interest by employing immersive experiences:



<sup>1</sup> 2017 CEIR Attendee Floor Engagement Study

<sup>2</sup> Greenlight Virtual Reality Consumer Report

**What makes virtual booths pop?** Meguiar's solved this puzzle by designing a dazzling digital exhibit as a fully custom, immersive experience that became the most-visited virtual exhibit during SEMA360. It also drew 50K+ visitors after the event.

[Learn more](#)



## The key: strategy

It's easy to jump into immersive experiences, because they're new, exciting, and shiny. However, forethought and [strategy](#) will help you get the best ROI from your immersive investment. So if you don't yet have goals in mind for your exhibit, take the time to line those up first.

- Tie your exhibit goals directly to your marketing goals, as well as the overall business goals for your organization.
- Think about how you will measure and report success to your stakeholders.
- When considering any elements for your exhibit, make sure you have a straightforward answer when you ask yourself, "How will this help our organization?"

Once you've got your objectives set, it's time to build your strategy with the right immersive elements that will hook attendees, create attention for your booth, and bolster your brand's message to stand out at the event.

## Extend your exhibit: spatial experiences

Go beyond the limits of your booth and take your attendees to places you never thought possible — like the top of a mountain, a museum gallery, or a factory floor — without leaving the show floor. And remote attendees can join experiences all over the world without leaving their home office. Spatial experiences cut through crowd noise and distractions, creating full immersion for attendees and allowing them to pinpoint their focus on what you're offering.

Augmented reality (AR) uses tablets to give attendees a full 360-degree view of any location, right in the palms of their hands.

Spatial reality (SR) fully immerses attendees into the space via a SR headset, allowing them to interact and explore in even deeper ways.



**How can an exhibitor design an engaging booth activation without being there?** Grounded by travel restrictions, tech leader Red Hat engaged its in-person audience digitally at GITEX 2020 and captured more leads than in 2018 and 2019 combined.

[Learn more](#)



## Capture the moment: image experiences

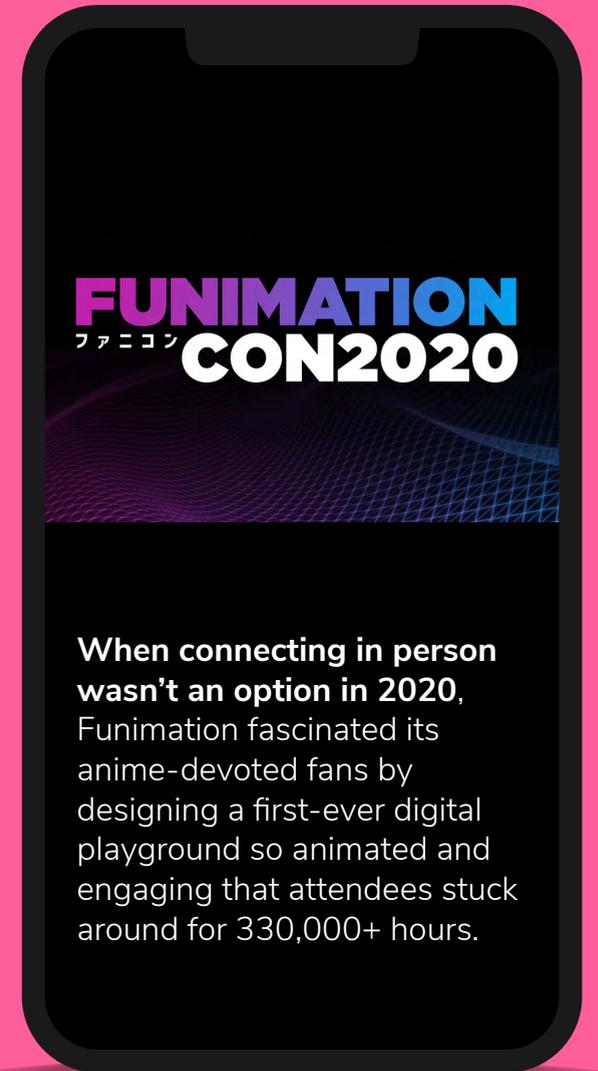
People are hardwired to share exciting experiences, so why not provide a little inspiration?

By creating opportunities for play, image experiences can help strangers create connections with your brand, and can, in turn, strengthen any existing connections with leads or partners.

This highly shareable content is an excellent way to amplify your brand's presence and grow its impact. Personalized images have the potential to reach every individual in your attendees' social media networks — that's something swag could only dream of doing.

Photo experiences amplify engagement through customizable, personalized, highly shareable photos that make the experience all about the attendee.

Incorporating celebrities can bring a little virtual star power to your exhibit, letting attendees snap a shot with a 3D celebrity or character and blast it out to social media



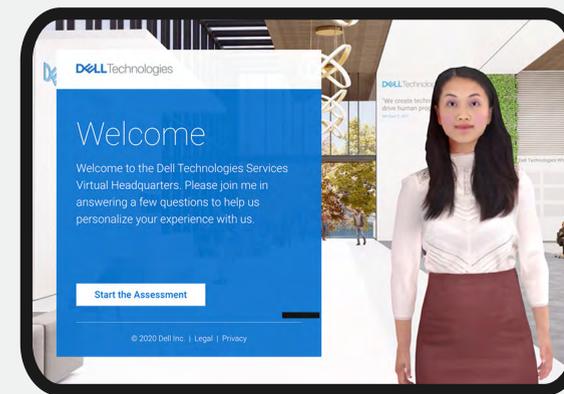
[Learn more](#)

# Let your story shine: showcase experiences

Whether you're launching a product, educating attendees, or simply highlighting your brand message, exhibiting is all about telling a good story. Spatial experiences can add a new dimension to your storytelling, showcasing your brand in interactive, immersive ways. By layering interactive and educational elements, they bring product demos to a memorable new level.

Spatial experiences can be a great option if your product is difficult to bring to the show floor or is still in production. And they offer a no-brainer solution for upleveling the virtual exhibit:

- Combine video, 3D animation, and sound into a tablet-driven, augmented reality experience.
- Highlight real products and solutions behind a specially created LCD display that layers 3D elements, animations, graphics, interactivity, and more right on top.
- Incorporate touchscreen and interactive displays to give attendees hands-on experiences with content right at their fingertips.



**Dell Technologies** turned a 2020 obstacle into an evergreen engagement opportunity using **virtual reality**. The fully custom, digital headquarters (vHQ) immersed customers in tailored experiences and interactive content that led to a 295% increase in sales-ready leads.

## Partner up to ensure exciting and safe immersive activations

Having the right partners in your event corner is essential, particularly in our new world.

Make sure you're working with experienced providers who know how to incorporate health and safety into the experience while still meeting your immersive goals. Sure, the tech is key, but ensuring everyone feels safe and comfortable during the experience makes all the difference when your goal is making meaningful moments.





Applying these customizable, scalable solutions to your exhibit approach helps you add value, not just for attendees, but also for your brand.

Immersive experiences are a direct connection with your customers, amplifying your message, building buzz around your booth, and priming attendees to move from prospect to hot lead.

Any combination of these immersive experience options can add excitement to your exhibit and help you achieve your objectives from booth to boardroom.



# Reaching your goals with immersive experiences

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Freeman is a global leader in events. Whether virtual, in-person, or hybrid, we are on a mission to redefine live for a new era. With a data-driven approach and the industry's largest network of experts, our insights shape exhibitions, exhibits, and events that drive audiences to action. Our integrated full-service solutions leverage a 100-year legacy in event management as well as new technologies to deliver moments that matter.

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