



### Tip 8: Holding Competitions At Your Booth

Everyone loves a freebie, which is why exhibitors love giving away branded merchandise. What's even better than freebies, is winning! Holding competitions at your booth is a great way to draw attention and drive traffic to your business. It is one of the best ways to make connections with [ADX20 Sydney](#) attendees.

Some competition ideas you could have at your booth:

- "Wheel of Fortune" prize wheels
- Trivia Games
- "How many items in the jar" guessing contest
- Jumbo games like a life sized jenga, quoits or tic-tac-toe
- "Rolling Doubles" dice game

Plus, showing a leader board for skills-based competitions is a great way to generate some friendly rivalry between colleagues and have visitors coming back to check their ranking.

If you are planning on running competitions at your exhibition booth, don't forget to:

- Obtain any necessary permits (see [Liquor & Gaming NSW](#) for further advice)
- Ensure your competition complies with the Australian Dental Industry Association Code of Practice
- Plan the scope of the competition in advance
- Budget for prizes

We can't wait to see what competitions you have in store at your [ADX20 Sydney](#) booth!