



Tip 9: Throwing An Event At Your Booth

Bring your booth to life at [ADX20 Sydney](#) by holding an event for your customers and clients. Events on your booth can be as simple as hosting a simple morning tea. Your customers and clients will appreciate small touches like this. Inviting your current customers to an “exclusive” event at your booth is a great way to promote that you are exhibiting and show how much you value them. Plus, your customers are your best ambassadors. Having happy customers in and around your booth is a testament to the quality of your offering.

Any catering needs to be booked through ICC Sydney. Their delicious menu is available [here](#) and the order form is available [here](#).

Want to *really* stand out? Why not:

- Celebrate a colleague or client's anniversary or birthday. Everyone loves to join in a Happy Birthday song!
- Have a performer at your booth - a magician or [human!] circus act
- Have a caricature artist capturing the fun

We look forward to seeing what you have in store for visitors at *ADX20 Sydney*.