



### Tip 11: Exhibitor "Things to Think About"

Planning [ADX20 Sydney](#) is hard work and we know that planning all the intricate details of exhibiting is just as complicated!

We have thought of some things that may be helpful with your exhibiting plans:

- 1. Storage at your booth** - Storage is limited off the exhibition floor at *ADX20 Sydney*. Building storage space into your stand keeps giveaways and product close by and ensures you don't get stuck with nowhere to store everything you need for a successful *ADX20 Sydney*.
- 2. Lighting at your booth** - The halls at *ADX20 Sydney* will be well lit with bright lights, however you might want to consider additional lighting to highlight any displays and products in at your exhibitor booth.
- 3. Parking at *ADX20 Sydney*** - Parking at *ADX20 Sydney* is limited, and the more exhibitors use the parking, the less parking is available for your potential customers. Consider public transport, carpooling or using a taxi or ride share service to help ease parking congestion.
- 4. *ADX20 Sydney* App** - Don't forget to make sure that every one of your sales staff downloads the app so you can capture attendee details by scanning the QR code on the attendee badges and quickly retrieve comprehensive information. Everyone working at your booth should have this app downloaded on their phone in time for the show. Keep an eye out in the upcoming weeks on further details on lead capture using the *ADX20 Sydney* lead capture feature.