



BEYOND THE BOOTH

*Reimagining Your Expo as the
Ultimate Connection Hub*

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Pair & Share

1. Recognize the shifts in buyer behavior driving a new expo model.
2. Implement at least three innovative activations that blend networking, learning, and discovery.
3. Equip exhibitors and sponsors with strategies to build trust, foster connections, and move beyond the hard sell.

2

Evolving Buyers & Attendee Expectations



70-90% Research in Advance



Team Based Decision Making



Value-First Expectations

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A photograph of a hand holding a smartphone. The screen shows a music player interface for the song 'Do Not Disturb by Adam'. The interface includes a 'SHUFFLE PLAY' button, a 'Downloaded' status, and a list of songs including 'Fever', 'I Like Me Better', and 'All of the Lights - Alternate'. The background is a blurred office environment.

90% of B2B Buyers Don't respond to cold outreach

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Targeted Outreach

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Shift from Selling to Helping

People Remember Value, not Pitches

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Attendees Want Solution Providers

What problem or challenge does your company/solution help solve?

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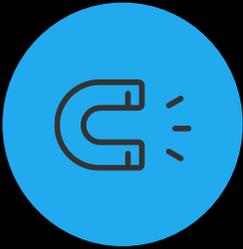


"What challenge brought you here?"

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Exhibitor Mindset Shift

To Change the Expo, First Change the Mindset



From Push to Pull



From Pitching to Partnering



Selling to Helping

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DISCUSS WITH YOUR LEARNING PARTNERS

Share one idea you have for changing exhibitor expectations from lead generation to partnering?

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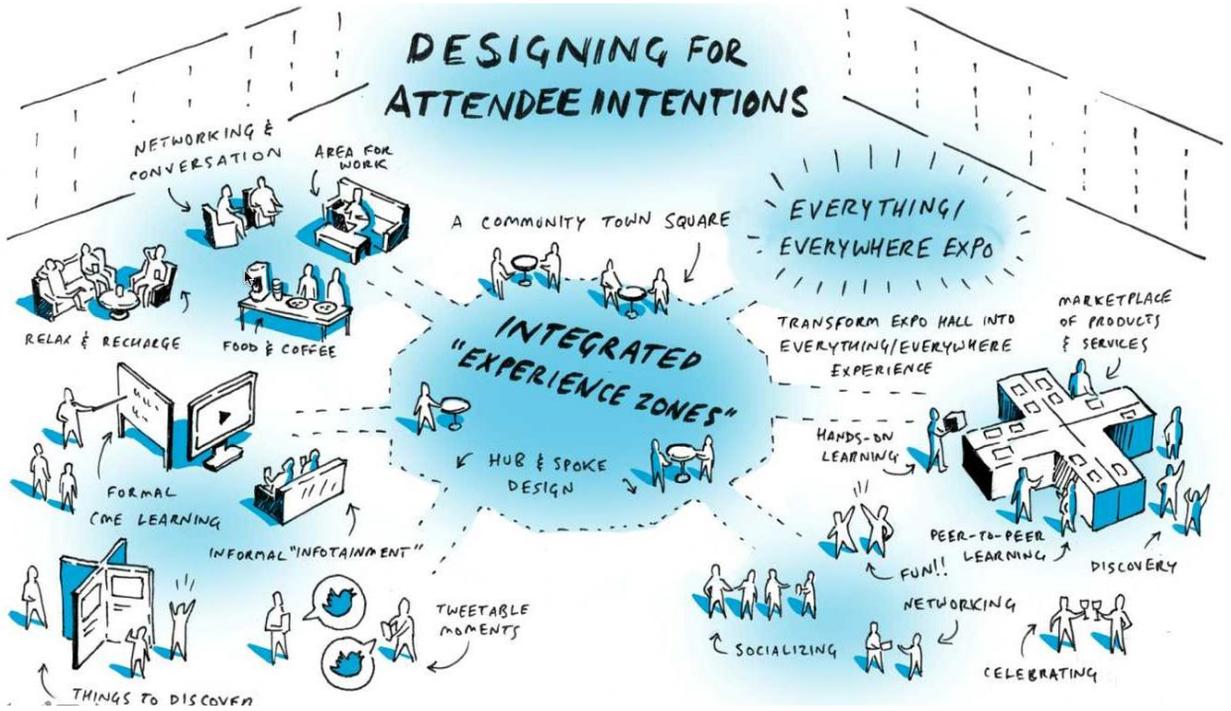
Pull Strategy VS. Push

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Isn't it time we rebranded
away from Exhibit Hall or
Marketplace?
Learning & Networking Destination

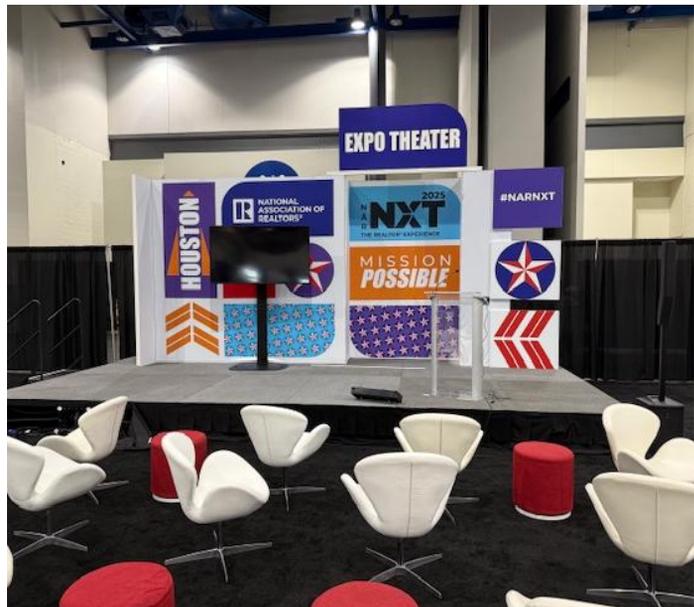
A woman with glasses and a floral top is thinking, with her hand on her chin.

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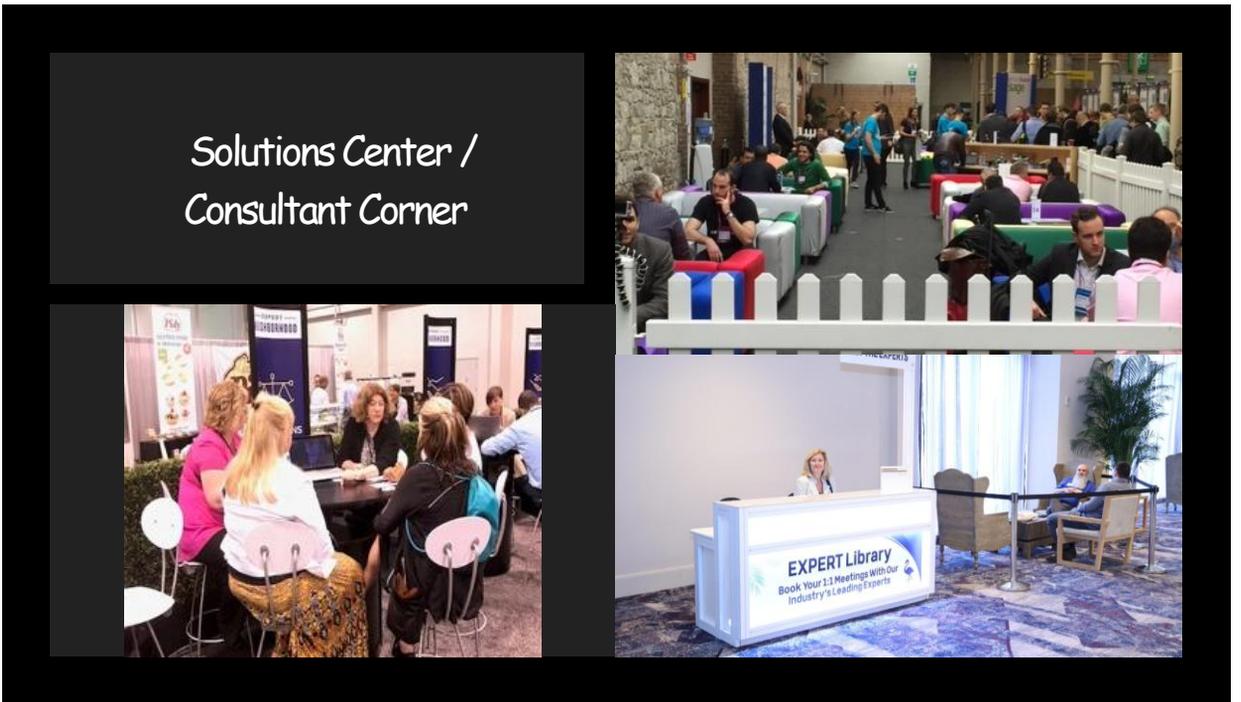
Microlearning & Thought-Leadership Pods



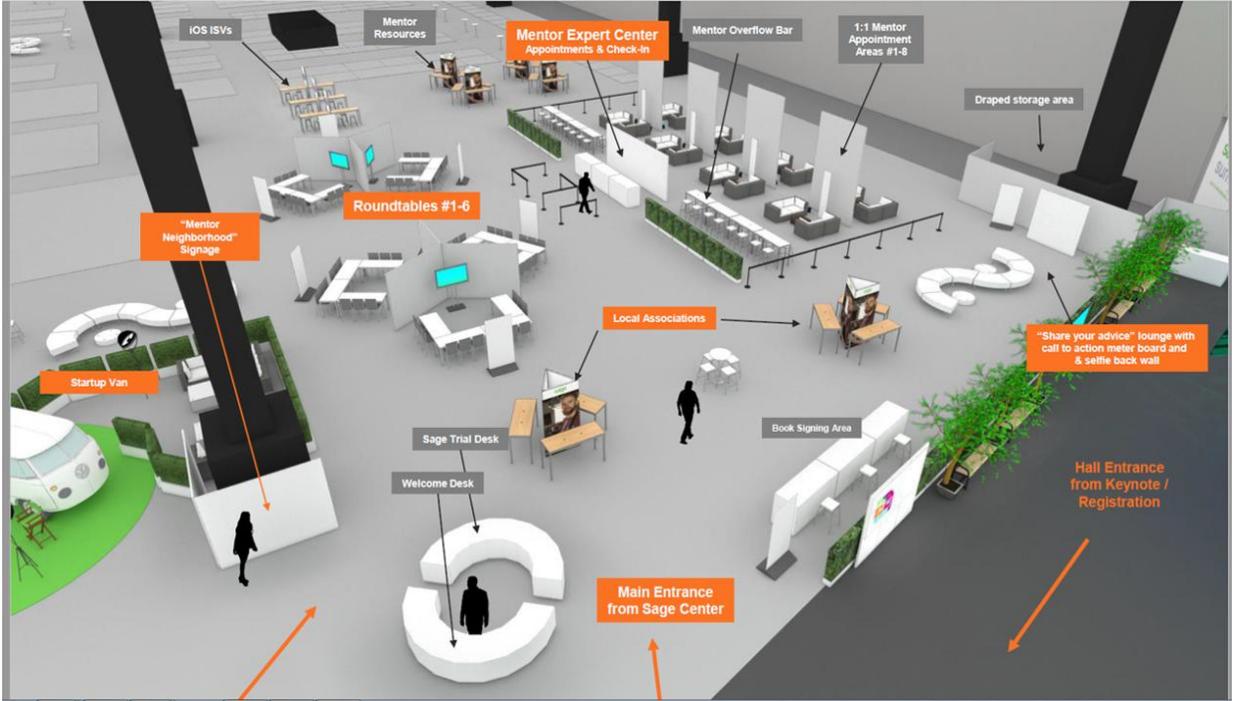
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Peer-to-Peer Exchange
 Solution Circles facilitated by exhibitor company expert in 30-Minute exchanges



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DISCUSS WITH YOUR LEARNING PARTNERS

If you renamed your expo area, what would you call it — and what would that name imply about behavior and experience?

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Engage - Get Something, Do Something



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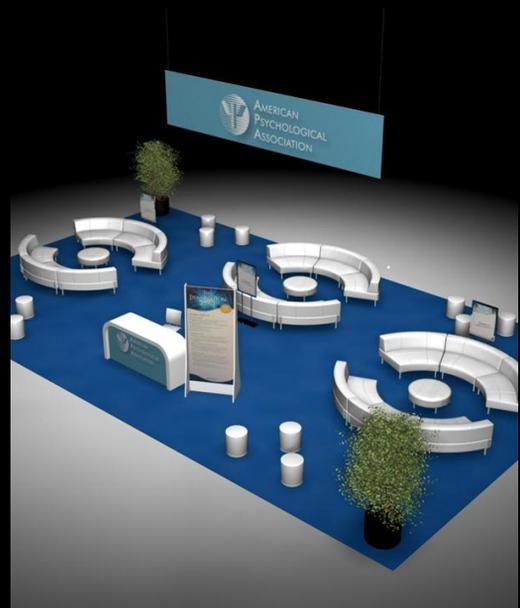
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Action Plan

1. New name for your expo space
2. One activation you'll pilot / test in 2026
3. One exhibitor behavior guideline you will implement.



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