

MAXIMIZE YOUR EXPO RESULTS



1. FIRST IMPRESSIONS BEGIN BEFORE THE CONVERSATION

Visitors at Blockchain Life explore hundreds of projects, technologies, and innovative solutions.

As you prepare for the Forum, it is important to define the key message you want to share with your audience.

The clearer your value proposition is, the easier it will be to engage potential clients, partners, and investors.

Focus on the advantages that set you apart from other exhibitors. Try to look at your booth from a visitor's perspective: what would make you stop and find out more? Your strongest value propositions should be clear from the very first impression.



WHAT TO FOCUS ON



VISIBILITY

Your booth should stand out from the crowd and attract attention immediately



CLEAR MESSAGE

Show clearly and simply what you offer and why it brings value



UNIQUENESS

Highlight what makes you different and better than your competitors



APPEAL & TRUST

Visual style and message should spark interest and build trust in your brand

2.

GIVE VISITORS CONFIDENCE IN THEIR CHOICE

Once visitors are interested in your booth, show them why they can trust your company.

The team working at the booth plays a key role. Team members should know the product well, understand the needs of the audience, and be ready to answer both general and more detailed questions. Confident and professional communication helps build trust from the very first minutes of interaction.

Support your claims with proof. Successful projects, well-known clients and partners, industry awards, and other achievements demonstrate your company's experience and expertise.



HOW TO BUILD TRUST



PREPARED TEAM

Make sure your team is confident, informed, and ready to communicate professionally



CLEAR ANSWERS

Answer questions clearly and show you understand business needs



PROOF & ACHIEVEMENTS

Share case studies, clients, partners, awards, and proven results



CLIENT CARE

Be polite, attentive, and solution-focused to build trust

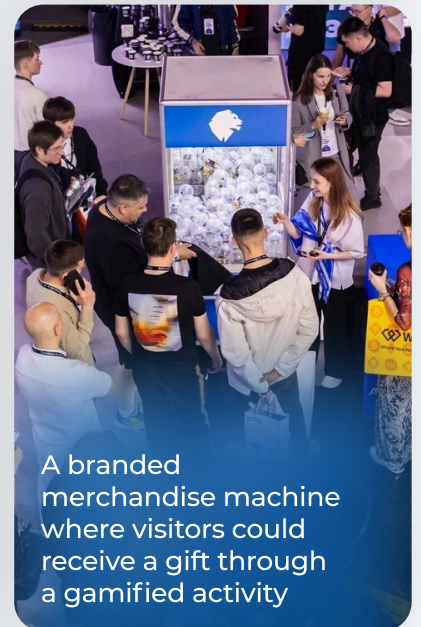
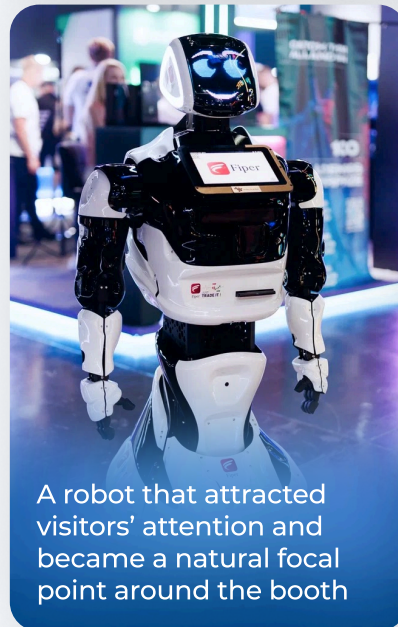
3. STAND OUT WITH INTERACTIVE EXPERIENCES

Blockchain Life is a place where technologies can not only be presented but also experienced. That is why interactive formats have become one of the most effective ways to attract visitors' attention.

Today's visitors are more likely to stop at booths where they can not only get to know a company, but also take part in an interactive activity, test a product, or see technologies in action.

Popular engagement formats include game mechanics, gamification, AI-powered solutions, VR/AR, interactive displays, photo zones, quizzes, prize draws, and other engagement formats.

For example, at Blockchain Life, our sponsors have successfully used:



THE KEY IS TO ENSURE THAT THE CHOSEN ACTIVITY HELPS VISITORS BETTER UNDERSTAND YOUR PRODUCT, REMEMBER YOUR BRAND, AND NATURALLY CONTINUE THEIR CONVERSATION WITH YOUR TEAM.

WHAT MAKES IT WORK



ATTRACT ATTENTION

Interactive elements naturally draw people in and help your booth stand out



ENGAGE & INVOLVE

Visitors participate, explore, and interact — not just listen



IMPROVE UNDERSTANDING

Hands-on experiences help visitors better understand your product and value



CREATE EMOTIONS

Create memorable experiences that strengthen brand recall and trust

4. MATCH YOUR STRATEGY TO YOUR GOALS

There is no universal formula for a successful exhibition experience. What works for one company may not be suitable for another.

Every company comes to the Forum with its own objectives: to present a new product, increase brand awareness, find new clients, attract investors, strengthen existing partnerships, or enter new markets. These objectives should determine your participation format, the tools you choose, and the activities you organize at your booth.

Let this guide inspire your planning, adapting the ideas to your product, target audience, and business objectives. Even small but well-thought-out solutions are often more effective than large-scale activities that are not aligned with your participation goals.



DEFINE YOUR KEY GOALS



PRESENT PRODUCT

Showcase your innovations and demonstrate their value to the right audience



FIND NEW CLIENTS

Generate quality leads and start meaningful business conversations



ATTRACT INVESTORS

Build trust and demonstrate your potential to investors and partners



ENTER NEW MARKETS

Explore new regions and position your company on the global stage

5. LEAVE VISITORS WITH SOMETHING TO REMEMBER

Branded merchandise is more than a giveaway with your logo. It is another opportunity to tell visitors more about your company and leave a positive impression.

When selecting branded merchandise, consider not only the quantity but also its practical value. Useful, high-quality items are much more likely to be kept by visitors, used in their everyday lives, and continue to remind them of your brand long after the Forum has ended.



CHOOSE MERCH THAT WORKS



PRACTICAL VALUE

Choose items visitors can use in their daily lives. The more useful the item, the more likely it will be kept



HIGH QUALITY

High-quality merchandise reflects your brand and leaves a lasting impression



BRAND AWARENESS

Well-designed items keep your brand visible long after the event and spark conversations



LONG-TERM VALUE

Choose merchandise that remains useful after the event

6.

START PROMOTING YOUR PARTICIPATION IN ADVANCE

Participation in Blockchain Life begins long before the Forum opens. By announcing your participation in advance, you increase brand awareness and give potential clients, partners, and investors the opportunity to schedule a meeting with your team ahead of time.

Use your social media, website, email newsletters, and other channels to keep your audience informed about your participation.

During the Forum, share photos, videos, news from your booth, and key highlights of the event. This type of content helps attract additional attention and reach a wider audience.

After the event, share the results of your participation: publish photos, highlight your achievements, announce new partnerships, upcoming projects, or other outcomes of the Forum. This will help extend the impact of your participation and maintain interest in your company.



PLAN YOUR COMMUNICATION BEFORE, DURING, AND AFTER THE FORUM TO MAXIMIZE VISIBILITY, ATTRACT MORE LEADS, AND EXTEND THE IMPACT OF YOUR PARTICIPATION.



Blockchain Life 2025, here we come! 🔥

#Bitget will be at @BILife_Forum, happening this October 28-29 in Dubai.

We can't wait to connect with 15,000+ crypto people from 130 countries. See you there!

You can purchase your tickets now using our 10% promo code: **bitget**



Diamond Sponsor

October 28-29 · DUBAI

Dubai is calling 🌴 MEXC joins Blockchain Life 2025 as Diamond Sponsor with our CSO Cecilia Hsueh on stage.



Oct 28-29 | Who's coming?

#MEXCEventRocks

7.

USE BLOCKCHAIN LIFE NETWORKING OPPORTUNITIES

Use the official Blockchain Life app to find companies and attendees you want to meet, and invite visitors to your booth before the Forum begins. This will help to organize your meetings in advance and allow you to make the most of your time at the event.

During the Forum, make sharing contact information as easy as possible. In addition to printed business cards, we recommend preparing modern contact-sharing solutions in advance, such as QR codes, digital business cards, NFC cards, and other tools that make it easy to continue communication after the event.



MODERN WAYS TO SHARE CONTACTS



QR CODES

Allow visitors to quickly save your contacts, website, and social media pages



DIGITAL BUSINESS CARDS

Share your contact information instantly and make a professional impression



NFC CARDS

One tap is enough to exchange contacts and stay in touch



IN-APP MESSAGING

Connect with attendees through the official Blockchain Life app.

8. EVERY LEAD NEEDS A FOLLOW-UP

An introduction at the Forum is only the beginning. Following up with new contacts is what turns conversations into business opportunities after Blockchain Life.

After the Forum, try to contact the potential clients, partners, and investors you met as soon as possible.

It is equally important to organize the lead processing workflow within your team in advance. Record the results of your meetings, assign new contacts to responsible team members, and establish timelines for further communication. This approach will help you keep valuable contacts and turn them into long-term business relationships



FOLLOW UP THAT DRIVES RESULTS



CONTACT QUICKLY

Reach out to new contacts as soon as possible while the conversation is still fresh and relevant



RECORD & ORGANIZE

Document key details from each meeting and store contacts in your CRM or database



ASSIGN RESPONSIBILITIES

Assign each lead to the right team member and make sure everyone knows their next steps



SET TIMELINES

Establish clear follow-up timelines and plan your communication strategy