



SOUND ROOM BEST PRACTICES

The following is a list of ideas, suggestions, and best practices to consider as you begin to design your sound room for CEDIA Expo. Please note these are not official guidelines.

SHOW OVERVIEW

- Limit the amount of staff and attendees in and out of sound room main entrance.
- Mask required for all booth staff and attendees
- Hand Sanitizing stations throughout the show floor

SOUND ROOM

- Establish clear points of entry and exit.
 - What is the best way to manage the flow of bodies through your sound room?
 - Can I look at scheduling booth tours as a way for attendees to see my products?
 - How can you turn this into an opportunity to engage with my customers in a different and unique way?
- Keep in mind you are going to need extra space to accommodate social distancing in your booth space.
- Consider bringing fewer displays and showcasing some of your sound room.
- Consider using floor graphics or street signs in your booth to direct traffic flow. Graphics on these floor graphics or street signs could also be used creatively to market new or specific products.
- Add live plants to your room to help with air filtration.
- Add plexiglass dividers between your display
- Emerald will provide (1) Air purifier to each sound room



PHYSICAL SPACE

- Stanchions
- Raising demo monitors to allow attendees to stand back
- Safe distance markers on floor

CLEANING & SANITIZING

- Have someone in your room actively cleaning surfaces and your product that is on display.
- Have specific times of the day for a deeper cleaning
- Signage with safety protocols at entrance to your room
- Greeters to explain safety protocols
- Standby staff to wipe and sanitize frequently
- Sanitizing stations and entry points

SOCIAL DISTANCING

- As of March 19, capacity per sound room is 6 people allowed in the room at one time.



MARKETING

- Share all collateral digitally.
- This is the perfect time to focus on your health and wellness products.
- Connecting with Attendees
 - Consider more appointment settings in your booth space to assist in controlling the number of attendees in your booth at any given time.
 - Consider hosting 1-2-hour private events in your booth space during the show.
 - Purchase lead retrieval units to avoid collecting business cards.

TECHNOLOGY/DIGITAL

- QR Codes/Scan technology on personal devices
- Demos by reservation or ticketed
- Digital/touch free content
- Virtual conference rooms
- Sensor tracking/beacon
- Pre-show content
- Audience response through app
- Gamification
- Mixing on-site attendees with virtual attendees
- Create communities online or through apps
- Use of personal devices wherever possible
- Facial Recognition