



CROWD-PULLING SECRETS

Proven ways to boost footfall & turn
passers-by into fans

Quick, practical tips from the event-
staffing experts at
Envisage Promotions



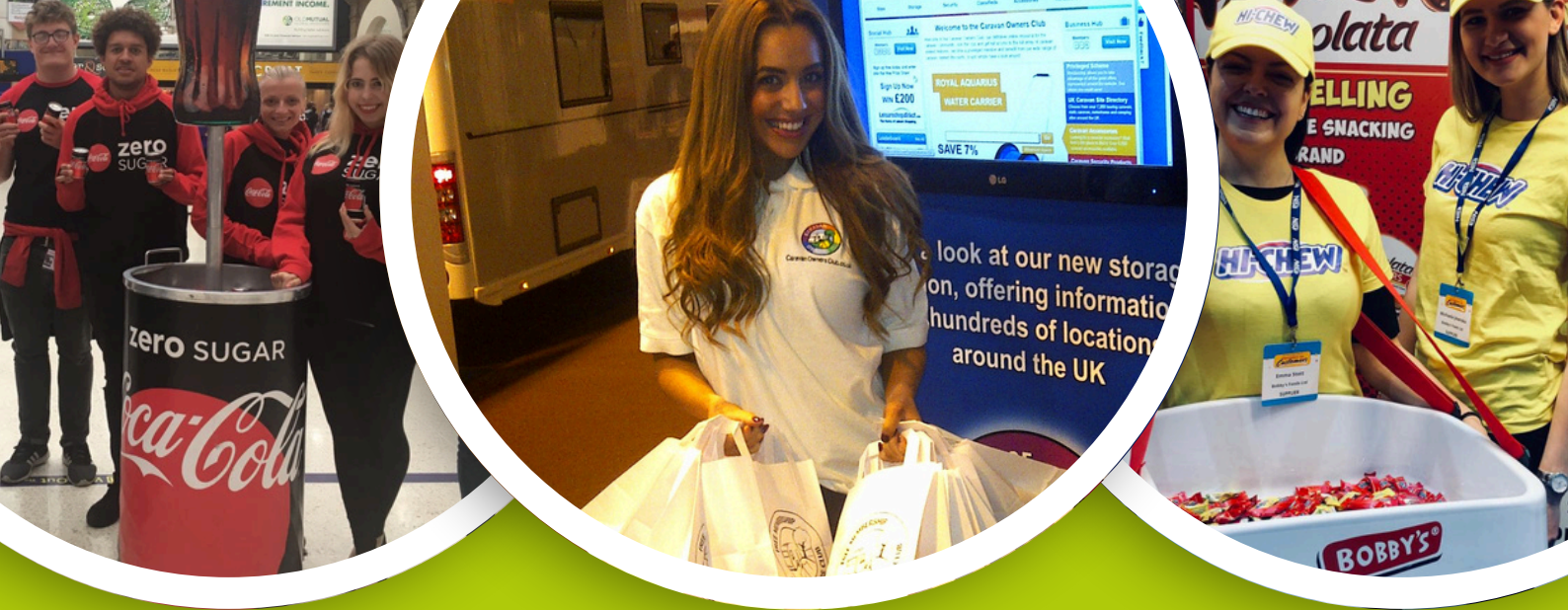


THE COST OF AN EMPTY STAND

You've invested in floor space, graphics and product samples. Yet without people in front of you, none of it works. Research shows **74 % of exhibitors rate "visitor flow" as the No. 1 indicator of event ROI**. High footfall means:

- more leads collected
- more social shares
- a buzz that draws even more people

READY TO FLIP THE SWITCH FROM "QUIET CORNER" TO "MUST-SEE ZONE"? LET'S DIVE IN.



TIP 1: PRE-SHOW BUZZ

Start Filling the Aisle Before It Opens

- Book meetings in advance – Offer VIP time slots or coffee vouchers.
- Partner shout-outs – Ask suppliers, speakers & influencers to share your stand number.
- Offer an exclusive something – “First 50 visitors get a limited tote / beta access / golden ticket.”
- Tease on socials – Post stand sneak peeks & a countdown hashtag.

Pro move: Use a QR code in pre-event emails that drops visitors straight to your stand location in the hall map.

TIP 2: STAND DESIGN & SENSES

Make Them Stop, Look, Listen (and Smell!)

- **Big, clear signage at eye-level**—stand number & benefit-driven hook.
- **Lighting layers** – LEDs, spotlights, or colour washes cut through visual “noise”.
- **Sound cue** – Soft playlist, live demo mic, or subtle product special effects to create curiosity.
- **Scent marketing** – Coffee, popcorn, fresh product scent—works like magic for food & lifestyle brands.
- **Tactile zones** – Have at least one thing visitors can touch / test / play.

Touch, Test, Play



Taste & Smell

TIP 3: PEOPLE POWER & CROWD MAGNETS

Your Staff Are the Show

- **Brief for energy** – Smiles, open body language, start-the-conversation phrases.
- **Live product theatre** – Mini-demos every 30 minutes = crowds every 30 minutes.
- **Micro-competitions** – Spin-the-wheel, quick quiz, “guess the number” jar (entry = data capture).
- **Giveaways with purpose** – Branded tote, but only after a scan or completed form.
- **Mascots & flash moments** – Costumed performer or 90-second dance burst. (Crowds form fast–phones come out even faster!)



TIP 4: KEEP THE MOMENTUM AFTER THEY WALK AWAY

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02

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Need a bigger crowd next time?

Envisage Promotions recruits skilled hosts, brand ambassadors, demonstrators, marshals and mascots anywhere in the UK or Europe—ready to boost your stand traffic and conversions.

Let's Talk Footfall

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