



Tips for Hosting a Successful ISTE Advocacy Network Booth

Advocacy Toolkit

Pre-conference preparations

Booth planning

Begin discussions about the ISTE Advocacy Network booth during the early stages of your conference planning, focusing on securing space in the exhibit hall or other highly trafficked area and identifying ISTE Advocacy Network booth committee members. Have a board member be on the ISTE Advocacy Network booth committee to increase participation and excitement for the booth.

Booth resources

Be sure to contact ISTE as early as possible about your plans to host an ISTE Advocacy Network booth at your conference. ISTE will provide you with badge ribbons, PDF signage and other resources. ISTE will also hold a training call with you and your volunteers.

Schedule

Create a schedule for volunteers working at the booth during the conference (suggested two-hour shifts). Consider having students volunteer to help at the booth as well.

Booth location and operations

Locate the ISTE Advocacy Network booth in a highly trafficked area, such as the exhibit hall, social media area, partner area or near your affiliate booth. To operate the booth you will need:

- Two or more computers with mice
- Internet access
- Standing height tables
- Map of the state with pins
- Ribbons
- Signage

Standing, rather than sitting at the computers helps to cycle the participants through the booth faster and also sends a message to conference participants that it doesn't take very long to send a letter. Participants find using a mouse much easier than the computer touch pad. A map of the state with pins for participants to identify where they live is a nice touch and gives organizers an opportunity to recruit participants from areas of the state not yet represented on the map. ISTE will provide badge ribbons and a PDF for signage.

During the conference

Conference registration

Be sure that individuals staffing the conference registration desk are knowledgeable about the ISTE Advocacy Network booth's location and purpose.

Keynote session

Make announcements at the conference keynotes about the ISTE Advocacy Network booth and encourage all attendees to send a letter.

Incentives

Incentives such as a raffle or creating a bingo card for conference attendees (with the ISTE Advocacy Network Booth as one of the destinations) are a great way to increase traffic to the booth. Another option is to offer a free snack of some kind, like popcorn from a popcorn machine.

Announcements and social media

Make announcements about the ISTE Advocacy Network booth throughout the conference. The booth should be promoted during keynote sessions and highlighted using the conference Twitter hashtag.

Interact with the crowd

Ask some of your volunteers to mingle with the crowd to draw attendees to the booth.

Goal

Set a goal for the number of letters to be sent during the conference, and then as the conference proceeds, update conference attendees regarding the status towards the goal.