



EXHIBITOR LIGHTNING ROUNDS

WHAT: The goal of this activity is to provide an opportunity for conference exhibitors to talk about their products and services directly to interested conference attendees, in small groups and in a fun and relaxed environment.

WHY: It can be challenging to find the right mix of breakout session topics for conference schedules. Attendees indicate that they want fewer exhibitor-driven presentations in the breakout schedule, yet many are still interested in learning about new products and services for adult and family literacy.

Past efforts to showcase exhibitors have relied on “scavenger hunt” or “bingo card” models, but these have limited effect and do not generally lead to meaningful interactions. Lightning Rounds are an effort to add more depth to the conversations and better showcase products and services to genuinely interested people. Exhibitor Lightning Rounds made their debut at the 2022 Literacy Texas Annual Conference and have been extremely popular ever since.

HOW: Over a 30-minute session, with snacks and drinks to create a relaxed atmosphere, exhibitors present three times to small groups of conference attendees. Conference attendees choose which three presentations to attend, and their participation in each presentation is rewarded with chances to win door prizes (one prize provided by each participating exhibitor).

The details:

- ★ Exhibitor Lightning Rounds take place in the Exhibitor Hall. Each attendee will have three tickets to enter into a draw to win door prizes (contributed by participating exhibitors).
- ★ Each conference attendee selects one exhibitor, and groups gather at exhibitor tables. Exhibitors take one ticket from each participant, and the first round starts. Exhibitors have 6–7 minutes to present to the people at their table about their products and services.
- ★ When the first round ends, attendees move to their next choice, and then the second round starts. There are three presentations in total.
- ★ Exhibitors complete the prize drawings after attendees have left the hall, and attendees are encouraged to revisit the Exhibitor Hall the next day to see if they are a winner at any of the three tables they chose the evening before. Any unclaimed prizes go into the final drawing at the end of the conference (end of Day 2).

