

# the perfect event floor plan for attendees and sponsors

## No matter how large or small your event is, understanding the layout to get to where they need to go is a frequent thought on attendees' minds.

Whether it's to plan out what sponsors they'd most like to connect with, what speaking sessions are easiest to get to or to select what seat they'd prefer during a dinner, having easy access to robust floor plans of your event space makes the planning process that much more simple and manageable.

Three things to remember when it comes to building your event floor plan are to: create detailed floor plans with monetization options; be flexible by providing self-service options and make your floor plan and maps mobile friendly.

**Create detailed floor plans with monetization options:** When it comes to creating an event floor plan, having the right details is key. It's more than just displaying information; by making it organized, interactive and visually appealing, your attendees will turn to it again and again throughout their event experience.

For example, if you're mapping your exhibit hall, consider color coded booths by industry type and special labels for premium sponsors. The latter can also be an add-on for sponsorship packages,

as the increased visibility will help drive traffic to those booths.

To keep your floor plan simple and clean, make it so only names and/or booth numbers are displayed, and the rest of the important information can be seen at a clickable link and/or can be previewed by hovering over the booth with a mouse.

## Be flexible by providing self-service options:

Self-service options are almost always preferred by tech-savvy attendees and sponsors, so why not add such features to the floor plan or seating chart planning process? By allowing attendees to seat themselves for a dinner or banquet or for sponsors to select their own booth space, it not only gives them a sense of control over their preferences, but it also frees up your time as an event planner to focus on other more important details.

If you're concerned with giving too much freedom, look for software that lets you set permissions and restrictions to prevent users from making the wrong selection. For example, you could block off VIP areas near a stage during an awards ceremony dinner or make certain exhibit hall booths only available for top sponsors.

## Make your floor plan and maps mobile friendly:

While your attendees will frequently use your floor plan on your website to help plan out their event experience and agenda, they will most likely be turning to them onsite to explore your exhibit hall. This is why it's crucial to not only add any floor plans to your event mobile app, but to also take the extra steps to make sure they're

mobile friendly on a variety of devices. Take the time to test that they are quickly accessible, readable and easy to navigate. Attendees will appreciate having the ability to check your floor plan whenever and however they need it.



## remember to:

1. Create detailed floor plans with monetization options
2. Be flexible by providing self-service options
3. Make your floor plan and maps mobile friendly

## event floor plans should be:

1. Robust
2. Flexible
3. Mobile friendly

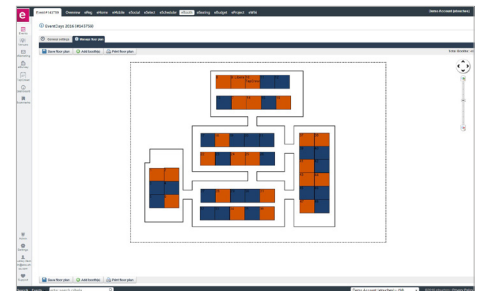
Managing exhibition floor plans or seating charts for your events can be an overwhelming process, but it's still crucial to make sure your attendees can find their way throughout your event. The etouches platform includes all the tools you need to ease the pain of managing these floor plans, while offering your attendees the best experience possible.

## 1. build your exhibition floor plan

Floor plans should have the right balance of a having a simple design, while providing all the important information. Luckily doing that is super easy with etouches.

- In your event, click on the booth module tab (available only for "PRO" clients)
- In the "general settings" section, define the size of your exhibition space and upload your exhibition floor plan (either a .jpg, .png or .gif file)
- In the "booth type" tab, create your booth type according to its size and category and assign them a color
- Click the "booth" tab to define what exhibitor information can be seen by attendees when hovering over a booth
- Then, click on "manage floor plan" to add and place your booth on the floor plan
- Use the "floor plan" widget in the website module to share it with attendees


 You can even allow exhibitors to pick their own booth! To know more about this feature check out our [Sponsorship Cheat Sheet](#).

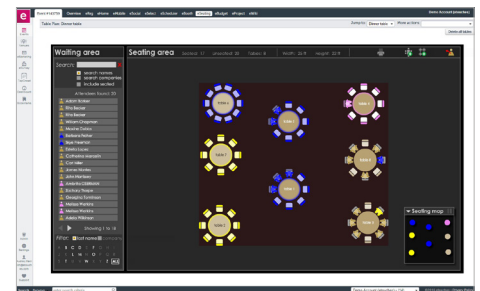


## 2. allow attendees to pick their own seat

By allowing attendees to pick their own seat, you will save a lot of time not having to seat them yourself or deal with last minute changes.

- In your event, click on the seating module (available only for "PRO" clients)
- If you wish to restrict table access per registration category, click on the "table categories" tab and create one table type per category by naming it exactly like the registration categories
- Click on the "table plan" tab to define the settings of your seating plan, such as which attendee categories can pick their seats, what type of information is displayed on the seating plan, etc.
- Finally, click on the "manage" icon of the table plan to build your seating plan and add tables and define the layout using the drag & drop functionality


 Save time! When duplicating your event, all your seating settings can be duplicated too so that you don't have to do the job twice.



## 3. in-app floorplan

Adding your exhibition floor plan to your app will be greatly appreciated by your attendees, as it will help them quickly find their way to the exhibitors they most want to meet.

- Click on the "manage app" tab and select your app by clicking on the edit icon
- In the module list, activate the "floor plan" module
- Click on the "add item" button to create your floor plan
- Give a name to your floor plan and upload an image of your floor plan
- Use the menu above the floor plan preview to add exhibitors & session location
- You can also create sub-floor plans or indoor routing if necessary

 Monetize your exhibition floor plan! You can offer your gold sponsors the opportunity to have their logo appear on your floor plan as an added bonus.

