

# Booth

By organizing a booth, the expenses to participate an event can increase by a few thousands of euros depending on the size of the booth. Although costly, they have high potential to increase visibility with the scientists and other communities. Shared (joint) booths with strategically important collaborators can decrease the expenses and increase the booth visitors and the visibility of each RI. The booth should be in-line with the RI's branding and all handed (leaflets, flyers) and shown (from screen, tablet, roll up, posters) materials should support the RI's visual identity.

**Advantages:** Possibility to meet potentially crucial people from the RI scene in the location. Joint booths can bring more visibility for individual RI. Jointly the RIs attract more audience, they can demonstrate their collaboration and been seen as a part of a larger community, and the booth can serve as a meeting place for the entire RI community. The RIs do not necessarily need to send their manpower to the event, even though it is preferable that each RI has a professional capable to explain more complex scientific questions present. Booth can act as a "centre of operations" for other communication and dissemination activities in a conference.

**Challenges:** To have an inviting booth in a good location and get event participants to visit the booth. Choosing the right events and right way of approach in inviting people to visit. Time consuming to organize, at least when doing it for the first time. Joint booths need a talented coordinator to plan and organize the booth so that each participating organisation is satisfied with the end results. Additional booth programme (e.g. speeches) require further planning.

**Resources:** The cost of booth depends on the event and venue. For example in EGU conferences the price has been around 3000 to 4000 €, in AGU even higher but for example, in ICRI 2016, the booth was free of charge. Participation to joint booth can cut the expenses from thousands euros as low as 750 €. In addition to the cost of the booth, there are the expenses from planning the booth, planning and producing the handed materials, and traveling. It can be several months work to plan and coordinate a booth.

**Recommendation:** Joint booths together with other RIs to lower the cost and need of man bower and to increase the visibility. Train the booth personals on the subject so that they deliver consistent message and they know how to take the best out of the booth materials (promotional materials, tablets and screens). Use creativeness in planning the booth, what could be done differently, how to take advance of technology, what would be the trick ior hot topic to get participants attention. Develop a strategy for approaching user communities (see examples boxed).

**EURO-Argo had a small booth in EOOS Conference 2018 "Evolving the European Ocean Observing System - Connecting communities for end-to-end solutions", held in November 2018 in Brussels, Belgium. The event was organized by EMODnet, European Marine Board and EuroGOOS Secretariats in close collaboration with wider stakeholder community and with financial support from the European Commission. It brought together the full breadth of ocean observing stakeholder from the scientific community, public authorities, industry and civil society. Euro-Argo had their 2 m-height demonstration float to attract people to start conversation with them and they had printed materials to be handed out in the booth.**



**BOOTH in ICRI 2016. COOP+ was present in a joint booth in International Community for Research Infrastructures (ICRI2016) conference in Cape Town, South Africa in October 2016. The joint booth of COOP+ and ENVRIplus was next to the ICOS booth. Roughly 50 visitors visited there during 1,5 days. In general, the amount of visitors by the booth was limited, which indicates that booths are more appropriate dissemination method in scientific conferences than in global level decision makers and global RI representatives. However, just counting the number of visitors can be misleading metric on determining the success of a booth.**

**ENVRI Booths.** ENVRI community has organized several joint community booths at different conferences, with EGU being on the top when it comes to organizational efforts and resources. In 2018, 20 RIs have participated in the joint booth at EGU. Even though the total costs were high (16 000 €), the cost per RI were actually quite minor considering the visibility they gained. The EGU booth was well-located combination of two booths with a total size of 18 square metres, which gives a space that would not be affordable by a single RI. One speciality in ENVRI booths are so called lunch-talks organized around different grand challenges (e.g air quality - Atmospheric RIs, food security - Ecosystem/Biodiversity RIs, etc.). These lunch-talks offered RIs a great opportunity to present their mission, data and services, in addition to gain more visibility.



Tablets were also tested in COOP+ participating booths as a visual and information aid. They can be used to show the booth visitors presentations (e.g. via Prezi) containing so information about all the participating RIs, reducing the need of paper material. ENVRI community has found that showing the information on iPads is more cost effective and often better received than renting the screens from the local organizers. The iPads used in the booth at EGU 2018 were later reused again in the booth at GEO week 2018.

