

## **INCREASE YOUR VISIBILITY**

**Publicity is a very powerful marketing tool when used to its full potential. We encourage you to work closely with the show's press relations staff in developing a strong PR campaign before, during and after EXHIBITORLIVE.**

### **PRE-SHOW PROMOTIONAL TOOLS**

Buyers come to EXHIBITORLIVE with a pre-set agenda of companies to visit. Utilize the following pre-show promotion tools and information to assure that your company is on the "must see" list of exhibitors.

### **FREE VIP EXHIBIT HALL REGISTRATION**

Invite your customers and prospects to visit EXHIBITORLIVE as your special guest. Simply forward your customers and prospects your personalized URL (PURL) and they'll be invited to attend the exhibit hall with your compliments.

Your customers and prospects simply enter your VIP code to waive the \$75.00 fee when they register online. You will receive your unique VIP code in November. If you have questions, contact [ExhibitorLive@heexpo.com](mailto:ExhibitorLive@heexpo.com).

### **DIRECT MAIL TIPS**

Direct mail is the most important element you can use to attract buyers to your booth. Consider the following elements when planning your direct mail program:

- Objectives – Decide what you want to accomplish with your direct mail campaign.
- Target Audience – Mailing lists of your best customers, prospects, and the media are obvious audiences, as are those who have expressed interest in your product during the last year. You can also focus on specific segments of the EXHIBITORLIVE audience by request.
- Content – What is your message?
- Frequency – For optimal results, plan to send three separate mailings spaced at two to three-week intervals.
- Make it easy for your customers to find you. Remember to highlight your booth number and location in the exhibition. Always include the name, dates, and location of EXHIBITORLIVE. It will increase the likelihood that your message will be read.

#### FREE PRE-SHOW PUBLICITY

- News Releases are posted to the *EXHIBITORLIVE* web site.
- If you have a special event or a new product release planned for the Show, be sure to notify John Pavek at [jpavek@exhibitormagazine.com](mailto:jpavek@exhibitormagazine.com)
- The online Press Room provides exhibit and event marketers with up-to-the-minute Show news. Take advantage of additional exposure before the Show to promote your exhibit and products on the web – Free! News releases are posted daily in the online Press Room.
- Prepare 25 Media Kits with information on your company, products and services for placement in the Press Room at *EXHIBITORLIVE*.

#### FREE AT-SHOW PUBLICITY

- Promote your booth with tweets from *EXHIBITORLIVE* using #exhibitorlive

#### FREE POST-SHOW PUBLICITY

*EXHIBITORLIVE* press relations team also works with media after *EXHIBITORLIVE* closes, to facilitate:

- Wrap-up stories
- Provide final attendance figures
- Best of Show Award winners
- Best Booth Staff Award winners
- Buyers Choice Awards
- Floor survey information

If you have a special story to tell after *EXHIBITORLIVE* about how your product or service was received by attendees, and your success as a result of exhibiting, be sure to contact John Pavek at [jpavek@exhibitormagazine.com](mailto:jpavek@exhibitormagazine.com)