

# EXHIBITORLIVE

America's Largest Audience of Trade Show and Corporate Event Buyers

**ENGAGE BUYERS. IMPACT YOUR RESULTS.**



## **EXHIBITORLIVE's Quick Guide to Promotional Marketing Opportunities:**

- ▶ Free Promotions
- ▶ Awards
- ▶ Sponsorships and Advertising
- ▶ Important Deadlines

# FREE PROMOTIONAL TOOLS FOR EXHIBITORLIVE EXHIBITING COMPANIES

**"66%**

**of buyers plan their  
EXHIBITORLIVE**

**exhibit hall  
shopping experience  
in advance  
of the show." \***

## **FREE FAST PASS FOR CUSTOMERS AND PROSPECTS**

Invite your customers and prospects to EXHIBITORLIVE as your special guest. Exhibitor Media Group will provide your company a personalized courtesy URL (PURL) which you can use to ensure your contacts receive a complimentary Exhibit Hall FAST PASS (A \$200 value). They save money. You look like a hero.

EXHIBITORLIVE FAST PASS Free PURL's will be issued to Exhibitors in November.

## **THE PRESS ROOM AND OFFICIAL EXHIBITORLIVE NEWS SITE**

Free publicity. Exhibitor Media Group encourages all exhibiting companies to submit press releases for inclusion in ExhibitorOnline.com's News Section and the Official EXHIBITORLIVE Online Update Newsletter. Submit your news here: <https://www.exhibitoronline.com/news/submitnews.asp> or contact John Pavsek, cmo, Exhibitor Media Group at [jpavsek@exhibitoronline.com](mailto:jpavsek@exhibitoronline.com) 888.235.6155 or 507.424.4867.

## **THE EXHIBITORLIVE CONCIERGE**

The Concierge Shopping Experience comes after listening to our attendees, who told us that they are looking for ways to quickly identify a "short-list" of exhibitors in order to make better-informed purchasing decisions. Make sure you've registered your five main categories with our show management partner, Hall-Erickson. For more information email [EXHIBITORLIVE@heexpo.com](mailto:EXHIBITORLIVE@heexpo.com) or call 800.752.6312 or 630.434.7779.

To view how attendees will use this tool to create their shopping list, go to [EXHIBITORLIVE Exhibitor List](#).

\*According to Exhibit Survey's Inc. 2019  
EXHIBITORLIVE Attendee Survey

**QUESTIONS?** Please call or e-mail ELIZABETH THEDENS at EXHIBITOR magazine:  
(PHONE) 507.424.4885 • (FAX) 507.289.5253 • (E-MAIL) [adinfo@exhibitoronline.com](mailto:adinfo@exhibitoronline.com)

**EXHIBITORLIVE**

# AWARDS

All EXHIBITORLIVE exhibitors will be judged by a panel of corporate exhibit managers during day one of the exhibition. Awards will be presented at the Tuesday EXHIBITORLIVE Award Ceremony (immediately following the closing of the exhibit hall).



## BUYERS CHOICE AWARDS

All New Product Showcase entries receive eligibility for one of six Buyers Choice Awards. Winners are selected by a team of industry buyers and announced onsite.

More info: [New Product Showcase](#)

## BEST NEW EXHIBITOR

An award recognizing first-year exhibitors based on the criteria for Best of Show.

## BEST OF SHOW

Two Best of Show awards (200 sq ft or less and more than 200 sq ft) will be evaluated on five criteria equally weighted:

- **Corporate ID** – Can you tell at a glance who the company is and what it does?
- **Layout** – Is the layout functional and accessible? Clean and orderly?
- **Design** – Is the booth inviting and attractive?
- **Graphics** – Graphics well placed and easy to read? Product features and benefits addressed?
- **Presentation** – Product or service clearly identified?  
Is the presentation memorable?

## BEST BOOTH STAFF

A single Best Booth staff award is awarded for outstanding booth staffing, based on the following criteria:

- **Booth etiquette** – No sitting, eating or talking on the phone, etc.
- **Active engagement** – Staff ready to engage passing attendees? Appropriate greeting and eye contact?
- **Conversation Starters** – Do they acknowledge your presence in the booth? Ask open-ended questions?
- **Adequate staff** – Sufficiently staffed to accommodate show traffic?
- **Qualifying techniques** – Staff asking questions? Do they respond/access before launching into a sales pitch?
- **Knowledge/helpfulness** – Can staff answer questions? Do they take advantage of resources in the booth (other personnel, literature, displays)?

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**EXHIBITORLIVE**



# SPONSORSHIP AND ADVERTISING

EXHIBITORLIVE offers a full-suite of Integrated Marketing Opportunities, Expanded Sponsorships, Partnerships and Brand Activations design to help you connect with and engage decision-makers. To learn more and see the complete sponsorship document, contact your ad rep at [adinfo@exhibitor magazine.com](mailto:adinfo@exhibitor magazine.com).



## MARKETERS

We're constantly reviewing and researching new and innovative ways for you to connect with EXHIBITORLIVE buyers. If you have a creative idea for a sponsorship, let us know! We'll work with you to develop a cost-effective, custom solution. Exhibitor Media Group, 888.235.6155 or 507.424.4864 [adinfo@exhibitor magazine.com](mailto:adinfo@exhibitor magazine.com)

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**EXHIBITORLIVE**

# CHECKLIST

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## AUGUST/SEPTEMBER

- Call the EXHIBITOR magazine ad sales department at 888.235.6155 or 507.424.4864 or email [adinfo@exhibitormagazine.com](mailto:adinfo@exhibitormagazine.com) to discuss how sponsorships and advertising can fit your show objectives and provide increased brand and image goals at [EXHIBITORLIVE](http://EXHIBITORLIVE).

## OCTOBER

- Exhibitor Registration/Hotel Reservations Opens Online! **LIVE - OCTOBER 1, 2019**
- Review the show sponsorships – are you missing any valuable opportunities? Early Bird Pricing ends Nov. 1, 2019.
- Submit a completed application and accompanying materials for the New Product Showcase. Inclusion in the March Show issue of EXHIBITOR magazine and online at [EXHIBITORLIVE](http://EXHIBITORLIVE). **DEADLINE DECEMBER 2, 2019**

## NOVEMBER

- Early Bird Pricing for Sponsorship Opportunities ends Nov. 1, 2019.
- Call the EXHIBITOR magazine ad sales department at 888.235.6155 or 507.424.4864 to discuss how sponsorships and advertising can fit your show objectives and provide increased brand and image goals at [EXHIBITORLIVE](http://EXHIBITORLIVE).
- Submit a completed application and accompanying materials for the New Product Showcase. Inclusion in the March Show issue of EXHIBITOR magazine and online at [EXHIBITORLIVE](http://EXHIBITORLIVE). **DEADLINE JANUARY 6, 2020**
- Advertise online at [ExhibitorLive.com](http://ExhibitorLive.com).

## DECEMBER

- Review the show sponsorships – are you missing any valuable opportunities? Call your Advertising Representative. **CHOOSE FROM OVER 30 OPTIONS**
- FREE FAST PASS Exhibit Hall Registration – Email or mail your customers and prospects with your personalized FAST PASS registration pass.
- Reserve your ad placement for the show in the March issue of EXHIBITOR magazine. **DEADLINE JANUARY 14, 2020**

## JANUARY

- Begin planning your direct mail program for February & March.
- Reserve your ad placement for the show in the March issue of EXHIBITOR magazine. **DEADLINE JANUARY 14, 2020**
- Place ads in the Official Show Directory; include your booth number and invite attendees to stop by. **DEADLINE JANUARY 17, 2020**
- EXHIBITOR Preview Pack – Contact your sales representative for more information on this exclusive pre-show card pack mailing from Exhibitor Media Group. **DEADLINE JANUARY 17, 2020**

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# CHECKLIST

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## JANUARY CONTINUED

- Final entry date for New Product Showcase at EXHIBITORLIVE. Submissions received on this date will be posted online at ExhibitorLive.com. Return your New Product Showcase application, fee, product description, and photograph along with any sales literature or product brochures. **DEADLINE FEBRUARY 3, 2020**
- Send news releases to all the major trade publications and local business publication announcing what you plan to feature at EXHIBITORLIVE.
- Forward releases to John Pavek; announcing new programs and/or products you plan to introduce at EXHIBITORLIVE. (507.424.4867 or email [jpavek@exhibitormagazine.com](mailto:jpavek@exhibitormagazine.com)).

## FEBRUARY

- Reserve post-show ads in EXHIBITOR magazine. Thank the attendees with post-show promotions in the April issue. **DEADLINE FEBRUARY 11, 2020**
- Finalize arrangements for any social functions you plan during EXHIBITORLIVE and mail invitations to your guests.
- Conduct a telemarketing campaign to your best customers to confirm their Show attendance and set-up appointments.
- Send direct mail, pre-show broadcast email blast to all EXHIBITORLIVE registrants. Call your Advertising Representative or email [adinfo@exhibitormagazine.com](mailto:adinfo@exhibitormagazine.com).
- Promote your booth with tweets from EXHIBITORLIVE using #exhibitorlive.

## MARCH

- Prepare 25 Media Kits with information on your company, products, and services for placement in the Press Room at EXHIBITORLIVE.
- Post any last-minute news release on the EXHIBITORLIVE website; ExhibitorLive.com
- Schedule time to visit the Exhibitor Media Group booth and the Ad Sales Team while you're at EXHIBITORLIVE.
- Send direct mail, pre-show broadcast email blast to all EXHIBITORLIVE registrants. Call your Advertising Representative or email [adinfo@exhibitormagazine.com](mailto:adinfo@exhibitormagazine.com).

## APRIL

- Follow-up on the leads you collected at EXHIBITORLIVE. Schedule meetings, send programs or product information, make personal phone calls.
- Send direct mail, post-show broadcast email blast to all EXHIBITORLIVE registrants. Call your Advertising Representative or email [adinfo@exhibitormagazine.com](mailto:adinfo@exhibitormagazine.com).
- Send news releases to all the major trade publications reporting on how your program was received at EXHIBITORLIVE and your success as a result of exhibiting.
- Have a great testimonial for the Show? Call your Advertising Representative.