

EXHIBITOR MARKETING CHECKLIST

Your Roadmap to Expo Success

1. PLANNING YOUR BOOTH

- Stand Out!**
Make your booth pop with on-brand graphics and/or cool products to display.
- Get Your Swag On**
Consider handing out merchandise or premium items to create a lasting impression.
- Choose the Right Staff**
Choose the right people that will best represent your brand to work the booth.

2. PRE-SHOW PROMOTION

- Direct Mail**
Make note of your hottest prospects and send them a postcard, or something similar, letting them know you'll be at the Expo.
- Email Marketing**
Get the word out by sending an email to your prospects and invite them to attend the Expo.
- Social Media**
Tweet about the Expo to attract more attendees. Use the hashtag #MIEGExpo2017.
- Download the Expo Display Ad**
Click here to download a free Expo display ad. Add it to your website, email signature lines, and social media.

3. SET UP YOUR BOOTH

Here is a list of items you may want to bring:

- Extension Cord
- Scissors
- Power Sources
- Packing Tape
- WiFi Hotspot
- Pens/Pencils
- Phone Chargers
- Business Cards

4. POST SHOW

- Add Contacts to Your Sales Database**
Enter all new prospect info to your database for future reference and outreach efforts.
- Follow Up!**
Be sure to reach out within 48 hours.
- Get Connected**
Connect on LinkedIn and send them a personal note, thanking them for stopping by the booth.



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