

Events

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5 Tips for Expo Success

1. Plan Your Booth Ahead of Time

- Know what your booth package includes and order services weeks in advance. Ordering electricity, Internet, audio/visual equipment, and furniture on the day of the show is expensive and adds stress.
- Review and understand your Exhibitor Service Manual which includes order forms, rules and regulations, and instructions for exhibiting.
- Strategize your display. Don't wait until the last minute for printing. Rushing printing and shipping can double your costs!
- Plan and allow extra time for loading, unloading, and handling of booth materials.

2. Get Creative to Drive Booth Traffic

- Use a fun theme or interactive display at your booth. Have your sales team dress as the Blues Brothers and give away concert tickets, or dress as a baseball team and pass out peanuts. Get creative!
- Host mini events like product demonstrations, contests, or giveaways. Use mobile alerts to let attendees know when your events are happening. *Ask our sales team how to include this in your package.*
- Have interactive technology at your booth. Provide attendees with iPads to access your landing page and website, or get attention with video displays.

3. Promote Your Booth Prior to the Expo

- Notify your followers on social media pages where you'll be exhibiting.
- Help your sales team entice prospective clients by promoting special offers on the day of the event.

4. Use Social Media During the Expo

- Create a Twitter hashtag for the event and sponsor a trivia contest or game to get attendees tweeting and retweeting all day.
- Offer an incentive for people who like your Facebook page
- Include social media links on all of your marketing efforts.

5. Target Your Marketing to Increase Leads

- Sponsor a booth contest or giveaway to capture new sales leads.
 - Create a landing page for your special offer. When people visit the page they will be prompted to enter their information. Landing pages allow you to track your booth's performance after the show and integrate with Salesforce and other CRM's. Here are a few companies that can get you started: HubSpot, LanderApp, Instapage.
 - Keep it simple by collecting business cards.
- Plan an event the week after Expo. Invite new warm leads to a fun event where they can learn more about your company. This is a great way to cement a new relationship while your name is still fresh in their minds.