

Exhibitor Tips and Tricks

Courtesy of the IMSA Sustaining Exhibitors Advisory Group (SEAG)

Before

- Direct mail campaign – postcard, letter on company letterhead, flyer, etc. ([here is a flyer you can use with your invitations](#))
- Email blast to customers including:
 - Teaser on what you're going to be showcasing. Send at least 2, possibly 3 of them at varying times leading up to the show
 - Advantages IMSA brings to our industry and related products or services your company will be displaying
 - Individual company raffle (include details on the prizes)
 - Specific demo times in your booth
 - Pre-marketing announcement – new product or solution being shown
- Make follow-up phone calls to personally invite key customers and prospects
- Set appointments
- Utilize social media -- some type of social media “game” can help, for example: selfie pictures with specific hashtag
- Advertise your participation on your web site, in email signatures and on electronic communications (use the [event logo](#))
- Send a press release
- Create a list of “pick-up lines” to help your booth staff easily initiate conversation
- Take advantage of [sponsorships](#) to increase your brand visibility
- Encourage use of Day Passes for non-registrants
- Consider the Lead Generation Package benefits



“Iteris has been a long-time supporter and exhibitor of the annual IMSA Forum & Expo. By adding an exclusive sponsorship to our effort, we’ve ensured maximum presence and exposure at the conference, which has helped drive booth traffic and ultimately generated sales. Thanks to IMSA for the additional opportunities to reach our customers!” -Adam Lyons, Director of Marketing, Roadway Sensors, Iteris

During

- In-booth incentives such as giveaways and raffles
 - Something unique and useful
 - A “good” prize (tablet, scooter, etc....) – you may want to require the attendee to participate in a demo to be entered into a drawing to win the “good give-away”
- Creative food/drink: coffee bar, smoothies, snacks
- Entice attendees with a game – ex: if they spin a wheel they get a prize (which could be big or small)
- Set appointments for meetings with interested prospects
 - Stand close to the aisle to engage with attendees as they walk by
 - Have good, clear signage
 - Keep good notes on leads



After

- Organize your new contacts right away and prioritize
- Follow up with all customers and prospects