TRAFFIC BUILDING TIPS FOR EXHIBITORS

By including a booth at Response Expo as part of your marketing plan, you and your company gain access to a highly-qualified attendee base that is 75% decision makers. Now, maximize your exposure to these influential people and companies by including traffic-building tools as an important part of your show activities. You'll see results!

BEFORE THE SHOW

BECOME A SHOW SPONSOR. Maximize your marketing efforts by sponsoring one of the many activities or events scheduled throughout the show. Or customize your own!

INVITE CUSTOMERS TO SHOW. Send out mailing inviting customers to visit you at the show.

EMAIL CUSTOMERS. Tell your customers you'll be at the show and encourage them to attend the show and visit your booth.

INCLUDE YOUR BOOTH NUMBER IN OUTGOING CORRESPONDENCE. Include a "P.S." in your outgoing mail.
Example: "We'll see you at Response Expo! April 2-4 in San Diego! Visit us at booth # _____."
This lets your customers know you'll be there and reinforces it when they open your mail.

PLAN A CONTEST. Develop a contest with an entry form that customers have to drop off at your booth. Include it with your pre-show mailings. The prize doesn't need to be expensive. Try an item of your merchandise, dinner for two, or tickets to a San Diego attraction.

HOST A BUYER. Want to make sure your top current or potential customer is at the show? Invite them to meet with you at the show and pick up their expenses. The goodwill you create in doing so increases potential.

ADVERTISE. Promote your presence, not just in the mailings, but in your ads. In your January, February and March ads, invite your customers to visit you at Response Expo and add your booth number.

MAKE APPOINTMENTS IN ADVANCE. Contact customers and prospects ahead of time to make a personal appointment to meet you at the show.

POST A FREE SHOW LOGO OR BANNER AD advertising your presence at Response Expo. Ready-to-post graphics can be downloaded from the show Web site. See artwork below.
Visit www.ResponseExpo.com → click EXHIBITORS tab → click MARKETING RESOURCES tab.

AT THE SHOW

ADVERTISE IN THE SHOW PROGRAM to impact buyers planning their time at the show.

PLACE INFORMATION KITS IN THE PRESS ROOM for media exposure.

RENT AN ELECTRONIC LEAD RETRIEVAL SYSTEM to efficiently handle all of your leads.

NETWORK at our special events, receptions and golf tournament.

AFTER THE SHOW

FOLLOW-UP, FOLLOW-UP, FOLLOW-UP! Send follow-up materials to attendees and media using your own lists or the show attendee list.

Drive traffic to your booth with these banner ads on your website