

Effective Pre-Show Promotion

Pre-Show Promotional Campaigns Created Uniquely For You, By You Fact Sheets

Prepare a printed fact sheet with details about the show, your company's objectives and goals. Distribute it to your outside sales force, your employees, your current and potential customers and your key media contacts. Encourage "word of mouth" publicity.

Newsletters

Newsletters and even routine correspondence such as invoices can be used to promote your participation. Include information about incentives and giveaways.

Invitations

Print formal invitations and send them to a targeted list. Devise a method of requiring a visit to the booth to get another invitation to a hospitality function.

Editorial Placement

Issue press releases to key local and industry media contacts announcing new products that will be introduced at the show.

Take advantage of pre-show newspapers and show dailies. Generate and submit newsworthy editorial materials.

Advertising

Using show-provided logos, overlay your regular ads with bullets that publicize the name of the show and your booth number.

Design your pre-show ad campaign around your theme and the events that support it.

Consider advertising in the show exhibit directory.

Develop a cooperative ad campaign that supports your distribution network.

Media Contacts

Develop a campaign that includes issuance of press advisories and letters to encourage the media to set appointments to meet with key corporate personnel during the show.