



EXHIBITOR MARKETING KIT

Increase Your Booth Traffic and Sales

Let Show Management help you achieve your pre-promotion campaign goals with the Exhibitor Marketing Kit. The kit is available online at no cost to all CONEXPO-CON/AGG 2011 and IFPE 2011 exhibitors.

FREE Direct Mail Materials: Drive traffic to your booth with professionally-designed direct mail pieces that can include your company name, logo and booth number.

FREE Show Logos: Tell your customers and prospects that you will be at the show. Add the "Exhibitor At" and/or the "Visit Us At" show logos to your website and print and/or electronic communications.

FREE Online Exhibitor Listings: Update them right away! Every day that your listing is empty, you miss opportunities to be added to an attendee's agenda.

FREE New Product and Technology Program: The New Product and Technology pages are consistently the most visited pages on all show sites. If you want your innovation found, you want it on these pages.

FREE Technical Experts Program: Attendees want to speak with your technical experts. Promote your experts pre-show and onsite!

FREE Exhibitor Education: Receive access to educational information to help maximize your ROI. Visit www.aem.org/webcasts for more details.

Sponsorship Opportunities: Build brand awareness throughout the show with attention-grabbing marketing opportunities.

All of these programs, along with information on reserving meeting space, ordering show photography, renting attendee lists and more, are all key elements to maximizing your trade show ROI.

ORDER YOUR MARKETING CAMPAIGN MATERIALS TODAY!

www.conexpoconaggkit.com or www.ifpekit.com