



Complimentary Tips to Promote Your Brand

We're very excited that you will be exhibiting at Automate 2019. Your presence is what makes Automate an outstanding resource for companies actively looking to enhance their processes and their competitive edge. In order to help you get the most opportunities out of your exhibitor experience, we offer you these 7 complimentary tips to promote your brand. They represent current best practices for connecting and communicating with your targeted audience via a few popular channels. Remember to check out the additional Exhibitor Resources on the Show website. We're here to help. So please feel free to call us at (734) 994-6088 or email us at exhibitors@automateshow.com.

Sponsored by:



1 Optimize Your Profile Page



Let people know why they need to come and see you at the show. Give them a reason beyond what your business does or offers. Tell them what they'll experience, who they'll get to talk with, what equipment they can see in action, what they can get, or some other motivating bit of information that clearly states what makes it worth it for them to visit your booth.

2 Leverage Your LinkedIn

Let your network know you will be exhibiting at the Automate Show. Share an Update or even Write an Article relevant to why you are exhibiting at the Automate Show that also demonstrates your thought leadership so they are intrigued to come to visit you at your booth. Include a call-to-action that reminds them to register for their free Show pass and provide a link directly to your exhibitor page on the Automate Show website.



3 Promote On Social Media



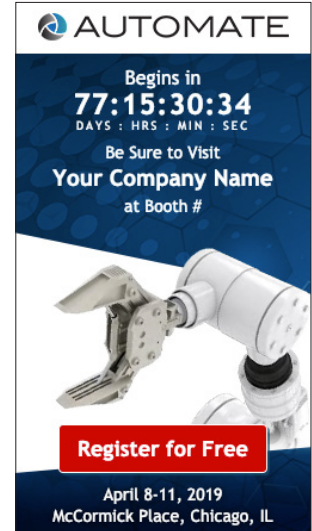
Let your network of Friends and Followers know you will be exhibiting at the Automate Show. In your first post, tell them you are exhibiting and let them know why they should attend. For example:

Visit us at Automate 2019. See the speed of our new widget sorter in action. Learn more & register for free pass. [[link to your exhibitor page](#)]

As in the above example, include a call-to-action to *learn more* that links directly to your exhibitor page on the Automate Show website. Every week post a reminder with additional motivating info, like: Come speak with our senior engineer. Keep it short and intriguing. Always end with a call-to-action to *learn more* that links directly to your exhibitor page on the Automate Show website. As it gets closer to the show, you can increase the frequency of reminders.

4 Promote On Your Website

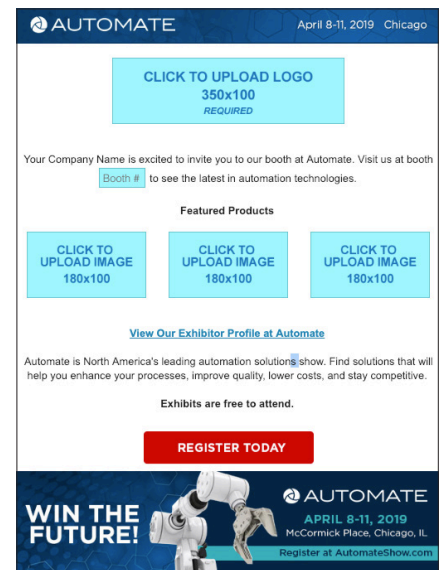
Add the free Automate Show widget to your home page and your events page.



5 Email Marketing

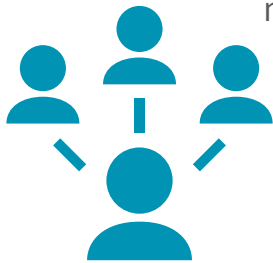


Segment your list and send a concise personalized message to invite clients and prospects to come to your booth at the show. Customize your message for each segment so they know you understand who they are, what they need, and why this is relevant to them. Tease them just enough about what they'll get by attending so they'll click the link to go to your exhibitor page on the Automate Show website. Include a call-to-action that reminds them to register for their free Show pass that links directly to your exhibitor page.



6 Internal Memorandum

Let your staff know you will be exhibiting at Automate 2019 and encourage them to spread the word via their social media and other online and offline



networks. They are centers-of-influence so remember to provide them with the kind of intriguing information about your booth that they can easily share with others. Include a call-to-action that reminds them to invite their colleagues and clients to register for the conference and provide a link directly to your exhibitor page on the Automate Show website.

7 Exhibitor Spotlight Video

Free Video Promotion Opportunity for Automate Exhibitors! Take advantage of this unique opportunity to reach the extensive social audience of Automate Show and the A3 member organizations to promote your presence at Automate.

EXHIBITOR SPOTLIGHT
YOUR COMPANY

BOOTH 1234