



May 6–9, 2024 • McCormick Place • Chicago, IL

# MAXIMIZE YOUR EXHIBITOR IMPACT

7 game-changing tips for showcasing your brand at Automate

[www.automateshow.com](http://www.automateshow.com)



# GET THE RIGHT PEOPLE TO YOUR BOOTH

Automate is an outstanding resource for attendees actively looking to enhance their processes and their competitive edge with automation—and this year's show will be your largest opportunity yet.

With a Chicago venue that's **25% larger** than last year's, attendees will see more demos, more exhibitors and more speakers. To help you engage with the right leads and key decision makers, we've put together some best practices for connecting and communicating with your targeted audience via today's most popular channels.

Find everything you need to promote your presence, including social media posts, dynamic videos, email templates and more, on our [Exhibitor Resources page](#). Also, don't forget to [register your team and booth staff](#) before the event.



**OUR TEAM IS  
HERE TO HELP**

Questions? Email us at  
[events@automate.org](mailto:events@automate.org).

**AUTOMATE IS BROUGHT TO YOU BY:**



**Want to supercharge your impact? Become an Automate sponsor!**

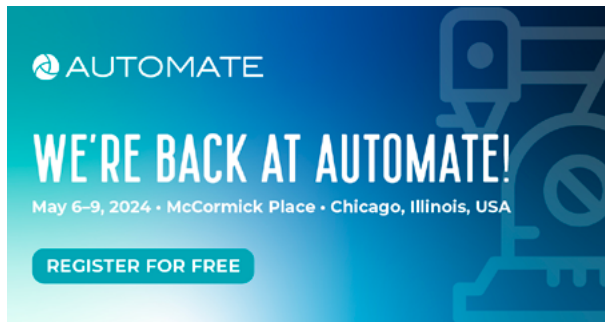
Learn about the opportunities in our [2024 Exhibit Sponsorship guide](#).

# 1. MAKE THE MOST OF YOUR EXHIBITOR PROFILE PAGE

Let people know why they need to see you at the show beyond what your business offers. In addition to your unique automation solutions, you have an opportunity to share motivating information that clearly states the value of visiting your booth, such as:

- What they'll experience
- How much they'll learn
- Whom they'll get to talk with
- What equipment they can see in action
- What they can expect to receive
- And more!

Update your profile [here](#).



*Social post images available for download.*

# 2. SHARE AND ENGAGE ON SOCIAL MEDIA

Social media is one of the most powerful and cost-effective ways to get your audience hyped for your presence at Automate. Let your network know you'll be exhibiting and regularly leverage all forms of social media to drum up excitement about the show. For more detailed advice and examples of the best uses for each platform, check out [our social media guide](#).

Be sure to follow the Automate channels, so you don't miss a post, and share posts from Automate to your own feeds to keep your followers informed.

[!\[\]\(4fe57c3593bf1b21d272ae7ac8dfaf77\_img.jpg\) Facebook](#) [!\[\]\(67b4b7a7e28d2fb85c0437cda45ea068\_img.jpg\) LinkedIn](#) [!\[\]\(5f992809aed8ba67de57ee25efabc58b\_img.jpg\) X \(Formerly Twitter\)](#) [!\[\]\(7718084c82eb3bfd8c77246a8b8ed6a2\_img.jpg\) Instagram](#) [!\[\]\(3be286a7b51442bf1be083fbc52ad861\_img.jpg\) TikTok](#) [!\[\]\(dec2d020b363095d8aacd9d0aa30062c\_img.jpg\) Threads](#)

Lastly, don't forget to leverage the Automate hashtags **#AutomateShow** and **#Automate2024** in your posts so your audience can quickly get to the show page for more information.

Download Automate post copy and images to use on your social media channels on our [Exhibitor Resources page](#).

## 3. USE EMAIL MARKETING

Segment your list and send a concise, personalized message that invites customers and prospects to visit your booth at the show. Customize your message for each segment so they know you understand who they are and why this is relevant to them.

Create intrigue around what they'll get by attending and drive them to your exhibitor page on the Automate website for more information and to register for their free show pass. Don't just send an email to send an email, offer some value, a tease of what attendees can learn from you or useful information about when and where to find you at the event.

You and your colleagues can also use a designed and customizable email signature as a signoff in your company's email communications. You can download it [here](#).

Find an email template on our [Exhibitor Resources page](#).

## 4. POST VIDEO CONTENT

Drive awareness of the show and encourage attendance with promotional videos created just for Automate. Share these short, dynamic videos across social media, your website and more to help generate excitement and invite your network to register for the show.

Video links are available on our [YouTube channel](#).

You can also find video files to download on the [Exhibitor Resources page](#).



*Promo videos available for download.*

## 5. SHOWCASE YOUR PRESENCE

Let your audience know that you will be exhibiting at Automate with the official Exhibitor Badge! This badge can be included on emails, press releases, social posts, etc. We included versions for both light and dark backgrounds. These badges can be found on the [Exhibitor Resources page](#).



*Show Exhibitor badge available for download.*

## 6. KEEP YOUR TEAM INFORMED

Make sure your employees know you will be exhibiting at Automate and encourage them to spread the word via their social media and other online and offline networks. They are centers of influence so provide them with intriguing information about your booth that they can easily share with others.

Include a call to action that reminds them to invite people to register for the show and provide a link directly to your exhibitor page on the [Automate website](#).

## 7. ALERT THE MEDIA

Share the news about your presence at the show externally with a press release. Add in details like your booth number, events, launches and anything else you'll be showcasing.

Find the template on the [Exhibitor Resources page](#).



# EXHIBITOR CHECKLIST



The show's coming up. You're packing up your booth. But before you head off to Automate, ask yourself these questions.

## HAVE I...

### **Made the most of my exhibitor profile page?**

This landing page holds details about your business, your offerings and more!

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### **Shared and engaged on social media?**

Get serious reach with bite-sized updates that drum up excitement. Post on every platform!

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### **Used email marketing?**

Send highly targeted, custom messages to each sector in the industry.

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### **Posted video content?**

Short, dynamic videos are a perfect way to show off your solutions in action!

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### **Showcased my presence?**

Your Exhibitor Badge is a simple, eye-catching way to reiterate event details across every marketing venue.

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### **Kept my team informed?**

Give your employees a full understanding of what you'll bring to Automate and encourage them to share that info with their own personal networks.

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### **Alerted the media?**

Take advantage of the reach you can get through prominent media channels. Include details!

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