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EXHIBITOR MARKETING PLAYBOOK:

9 WAYS TO SUPERCHARGE YOUR IMPACT AT AUTOMATE

www.automateshow.com



EXHIBITOR SUCCESS STARTS NOW

Automate is your platform to showcase your solutions and expertise, connect with key decision-makers, and drive industries forward. Our attendees are actively looking to enhance their processes and competitive edge with automation. This year's show offers unprecedented opportunities to elevate your brand and engage with these professionals in an exciting and inspiring environment.

To help you reach the right leads and key decision makers, we've put together some best practices. Find resources to amplify your presence, including templates, digital assets, and strategic planning tools on our [Exhibitor Resources page](#).

If you have any questions, please don't hesitate to email us at events@automate.org.



REMINDER

Don't forget to register your team and booth staff before the event. Early preparation is key to maximizing your Automate experience!

AUTOMATE IS BROUGHT TO YOU BY:



Want to stand out even more? Become an Automate sponsor!

[Download our Sponsorship Kit](#) for details, pricing, and availability.

1. OPTIMIZE 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
- Who they'll meet
- What equipment they can see in action
- What they can expect to receive
- And more!

[Update your profile here.](#)

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. You can also share posts from Automate to your own feeds to keep your followers informed. Be sure to use the Automate hashtag: **#Automate2025** in your posts.

- [Facebook](#)
- [LinkedIn](#)
- [X \(formerly Twitter\)](#)
- [Instagram](#)
- [TikTok](#)
- [YouTube](#)
- [Threads](#)

Need help crafting your first social posts? Download and customize our social post templates on the [Exhibitor Resources page](#).



Social post templates available for download.

3. USE EMAIL MARKETING

Segment your list and send a concise, personalized message that invites clients and prospects to visit your booth at the show. Customize your message to demonstrate a deep understanding of each audience segment's unique challenges and opportunities.

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, be sure to add value. Provide a tease of what attendees can learn from you or include 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. KEEP YOUR TEAM INFORMED

Make sure your employees know you will be exhibiting at Automate and encourage them to spread the word via social media channels, networking events, etc. 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](#).

6. ELEVATE YOUR PRESS STRATEGY

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](#).

7. 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.

8. GET SHOW READY

When it comes to showtime, make sure you have everything you need for a successful event. From setup and teardown to booth and team essentials, we've pulled together some helpful packing reminders to ensure your experience goes as smoothly as possible.

Find our ultimate [exhibitor packing list here](#).

9. STAY IN TOUCH AFTER THE EVENT

Success at Automate doesn't end when the show floor closes. Turn your event participation into a strategic business opportunity. Consider lead tracking, develop a comprehensive follow-up strategy, nurture high-quality connections, and so on. You can even repurpose event content across multiple channels, turning booth presentations into ongoing thought leadership that extends your company's visibility and expertise well beyond the show floor.

Be sure to use the Automate hashtag: **#Automate2025** in your posts for added exposure!



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!

Shared and engaged on social media?

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

Used email marketing?

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

Posted video content?

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

Showcased my presence?

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

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.

Alerted the media?

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