

ExpoCycle 2008

Marketing Tips to Ensure Attendees Visit your Booth

Excitement Mounts as ExpoCycle Gains Momentum!

Industry members are registered in advance and new registrations are pouring in daily. Proof positive that we have a winning event. Make sure that these attendees visit your booth.

1) Send a fax or e-mail

Send a fax or an email inviting your customers and prospects to visit **your booth** at the show. Be sure to include the following information to help them find the show, and your exhibit:

ExpoCycle 2008
Place Bonaventure
September 7 – 9, 2008

Show Hours:

Sunday, September 7th // 9:00am – 6:00pm

Monday, September 8th // 9:00am – 6:00pm

Tuesday, September 9th // 9:00am – 3:00pm

Free registration available until August 22nd at www.expocycle.ca. After August 22nd, you can register on-site at the show for a fee.

Visit us at booth <insert your booth number>

2) Introducing or promoting a new product, contest or show special?

- Include this information in your email or fax
- Encourage your customers and prospects to see live demonstrations
- Talk directly to the experts in your booth

The timing couldn't be more perfect!

Some helpful copy to include is:

NEW PRODUCT RELEASE

(name of product) Visit (company) in Booth # and see live demonstrations of this new addition to our product line. (Brief description of the product). Our expert staff will be on hand to answer your questions and demonstrate the benefits of (product).

WIN a (product/service/promotion). Bring this fax/email with you to our booth# and be entered into a free draw to win (product/service/promotion).

3) Include the Event on your Website

Build Traffic for Your Booth - Provide a link to the show's site so that your customers can pre-register online, for **FREE**.

4) Give your customers a Complimentary Pass! Save them \$25

Contact Sumar at s.clarke@btac.org to receive as many complimentary passes as you like to provide to your customers...compliments of you! Sumar will also send a PDF version that you can make downloadable from your website, email to customers or attach to newsletters.