

## New and Notable at the IMSA 2018 Forum & Expo

You asked, and we listened! The SEAG has worked closely with IMSA staff to provide you with more opportunities to interact with attendees:

- All sponsors have a designated time & space to present a demo on Monday or Tuesday in the exhibit hall.
- In addition to the popular Sunday evening Opening Reception, there is a reception in the Exhibit Hall on Monday from 2-3:00pm. It is open to all attendees and food/drink tickets are included with General, Exhibitor, Student and Companion registrations.
- All student and general registrants receive a Continuing Education Unit (CEU) booklet. Exhibitors have stickers to give to those who visit your booth and spend time talking with you so they can receive continuing education credit. They will also get CEUs for attending Sponsor demos and Technical Sessions.
- New Exhibitor opportunity: Increase visibility and booth traffic by participating in the Lead Generation Package opportunity which enables you to scan leads for raffle prizes in your booth. The Lead Generation Package includes a lead scanner (facilitated and supported by supplier including on-site technician), ability to 'Pick a Winner' amongst scanned leads (no more need for a bowl of business cards!), a conference bag insert (supplied by exhibitor) and one-time use pre-registration list.

"IMSA sponsorship provides a unique opportunity to drive brand awareness and to position ourselves as a key supplier to the traffic community. It has proven to be an outstanding event to showcase FLIR products to the decision makers attending." - *National Sales Manager, North America, FLIR- ITS*

### High-profile sponsorships still available

Platinum, Gold, Silver, and Bronze sponsorships all help bring more attendees to the exhibit hall during the Monday Afternoon Reception and scheduled breaks in the Technical Sessions and Certification Seminars on Monday and Tuesday. This will allow us to provide refreshments in the exhibit hall during these times, and sponsors will have the opportunity to have snacks/beverages in or near their booth. Please contact us if you are interested -- the more sponsors we have, the better we can make the experience in the exhibit hall for your prospective customers!

### Diamond, Platinum and Gold Sponsorships include:

- Inclusion in Spinner Program -- all attendees scanned at your booth will be entered in an IMSA-sponsored and promoted prize draw
- Lead Generation Package (lead scanner facilitated and supported by supplier including on-site support technician)
- 20-minute live product presentation in exhibit hall theater
- Pre-registration list for one-time use
- Logo on exhibit hall entrance graphic

### All booths include:

- Two booth staff registrations per 10x10 space (plus \$100 for each additional booth staff registration).
- Each booth staff registration includes: Sunday Exhibit Opening Reception, Monday Afternoon Exhibit Hall Reception, Lunch on Monday and Tuesday in the Exhibit Hall
- Discount on Networking Event and Annual Banquet tickets
- Post-event registration list for one-time use

# Exhibitor Tips and Tricks

Courtesy of the IMSA Sustaining Exhibitors Advisory Group (SEAG)

## Before

- Direct mail campaign – postcard, letter on company letterhead, flyer, etc. ([here is a flyer you can use with your invitations](#))
- Email blast to customers including:
  - Teaser on what you're going to be showcasing. Send at least 2, possibly 3 of them at varying times leading up to the show
  - Advantages IMSA brings to our industry and related products or services your company will be displaying
  - Individual company raffle (include details on the prizes)
  - Specific demo times in your booth
  - Pre-marketing announcement – new product or solution being shown
- Make follow-up phone calls to personally invite key customers and prospects
- Set appointments
- Utilize social media -- some type of social media “game” can help, for example: selfie pictures with specific hashtag
- Advertise your participation on your web site, in email signatures and on electronic communications (use the [event logo](#))
- Send a press release
- Create a list of “pick-up lines” to help your booth staff easily initiate conversation
- Take advantage of [sponsorships](#) to increase your brand visibility
- Day Passes will be available soon



## During

- In-booth incentives such as giveaways and raffles -- be sure to utilize the Lead Generation Package
  - Something unique and useful
  - A “good” prize (tablet, scooter, etc....) – you may want to require the attendee to participate in a demo to be entered into a drawing to win the “good give-away”
- Creative food/drink: coffee bar, smoothies, snacks (included with Platinum, Gold, Silver and Bronze Sponsorships)
- Entice attendees with a game – ex: if they spin a wheel they get a prize (which could be big or small)
- Set appointments for meetings with interested prospects
- Stand close to the aisle to engage with attendees as they walk by
- Be a charging station or Wi-fi hot spot
- Have good, clear signage
- Keep good notes on leads



“Iteris has been a long-time supporter and exhibitor of the annual IMSA Forum & Expo. By adding an exclusive sponsorship to our effort, we’ve ensured maximum presence and exposure at the conference, which has helped drive booth traffic and ultimately generated sales. Thanks to IMSA for the additional opportunities to reach our customers!” -Adam Lyons, Director of Marketing, Roadway Sensors, Iteris

## After

- Organize your new contacts right away and prioritize
- Follow up with all customers and prospects