



BETTER / TOGETHER

JULY 25-27, 2017 | CONFERENCE JULY 24-26

Follow this calendar and checklist to stretch your promotional dollars and maximize your impact at the show. Find essential marketing tools, email drafts, logos, banner ads and other helpful resources at <http://www.superzoo.org/partners-in-promotion/>

- **January:** Sign up for sponsorships to increase your brand exposure. You can find a list of sponsorship opportunities here: <http://www.superzoo.org/sponsor/>
- **January:** Add the SuperZoo logo and “See us at Booth #0000” signature for your outgoing email.
- **February:** Use SuperZoo logos and your booth number in company ads and promotional literature.
- **February:** Look out for an email from SuperZoo calling for new product launch information for a chance to have your new product featured in an email to the ENTIRE SuperZoo attendee database!
- **February:** Incorporate social media into your SuperZoo marketing plan. Be sure to leverage the SuperZoo Facebook, LinkedIn, Google+, Pinterest and Twitter pages by following, posting product information and updates.  
*\*\*\*EXPERT TIP: Inviting colleagues to the show via the official Facebook Group is a great way to get the conversation started!*
- **February:** Place a banner ad on your website promoting your presence at the event.
- **March:** Advertise in the Show Program. Buyers will use the directory onsite and as a resource until the 2018 event.  
*\*\*\*EXPERT TIP: Make sure to confirm that your company listing is correct for the Show Program by updating your full exhibitor profile on the website. The following items will be included in the Show Program: company name, address, phone, fax, website, bio (50 word max) and booth location.*
- **April:** Look out for an email from SuperZoo calling for information on your show specials for a chance to have your special featured in an email to the ENTIRE SuperZoo attendee database!
- **May:** Email buyer invitations to your current customers prospective clients. Send as is or customize with your unique message, including new product launches, giveaways, demonstrations and more that will be featured at your booth.



BETTER / TOGETHER

JULY 25-27, 2017 | CONFERENCE JULY 24-26

- **May:** Submit press releases to the SuperZoo digital pressroom highlighting new products or services you'll be exhibiting at the show to [carly@marketingdesigngroup.com](mailto:carly@marketingdesigngroup.com). Be sure to include any limited time offers, celebrity appearances or other events happening at your booth to be included in the schedule distributed to media prior to the show.  
*\*\*\*EXPERT TIP: Use the SuperZoo press release guidelines to craft your perfect press release, make sure to submit by June 30<sup>th</sup>!*
- **June:** Amp up your social presence to get your prospects ready to engage with you at the show, have any show specials happening? A specific hashtag you want to utilize at the show? Let your audiences where you'll be and when so they can engage with you onsite and online.  
*\*\*\*EXPERT TIP: Consider using live video on Facebook, Twitter or Instagram to highlight anything specific happening at your booth like a product reveal, press conference or celebrity appearance.*
- **Onsite:** Place media kits in the onsite pressroom for editor review. The pressroom is open to exhibitors on Monday, July 24<sup>th</sup> from 12:00 p.m. to 3:00 p.m. ONLY.
- **Post-Show:** Send follow up materials to attendees and product information to editors who attended the show.