



Calgary Show

2022 Expo & Conference

MAY 11-12, 2022

MARKETING TIPS

Prior to the Show

Set measurable goals for your presence at the ISA Calgary Show. Is it to scope out competition? Is it to get new leads? Be specific on how you will evaluate your experience at the Show and set realistic expectations.

Check out the list exhibitors and conference speakers. Do your research and find out who's coming to the Show, who's your competition and who you'd like to meet at the event - then reach out to them!

Provide us with your company's story. Update your company profile in the Exhibitor Zone with your company logo, describe what makes your company unique, showcase your products, share corporate videos and submit press releases.

Create an irresistible pitch. Create a unique environment (such as a great demo!) to drive leads to your booth. With 200+ exhibitors, you need to make your space stand out.

Engage with us on social media. Get extra exposure by tagging #ISACalgary on social media and tagging the ISA Calgary Show. We share posts to increase the likelihood of others to find your posts following the hashtags.

Promote your participation at the ISA Calgary Show. Use your booth number in your marketing materials to allow prospects to easily find you. Send out customized invitations to your clients and utilize the social media banners and email signatures found in the Exhibitor Zone.

Take advantage of our customized client mail invite service. Send 500 or more clients/prospects in Canada and/or US with full mailing addresses personalized invites at no cost to you. Send your invite list to the ISA Calgary Show Marketing Team at yycmarketing@dmgevents.com

During the Show

Bring your best staff. As the face of the company to 5,000+ attendees, the first impression is essential to potential customers.

Schedule meetings using the Global Meetings Program. As an exhibitor, you can schedule unlimited meetings with attendees, other exhibitors and conference delegates.

Engage with us on social media. Post directly from your booth letting your audience know of live demos, promotions or talk about your experience at the Show. If you can't live post from the event, use a tool such as Hootsuite to schedule your messages and post automatically.

Network with your neighbours. Create relationships with other exhibitors, attendees and conference delegates. You never know where your next lead will come from.

Keep your leads organized. Use an external tool or develop a system to keep track of your leads from the Show.



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After the Show

- **Promptly follow up with your leads.** Maximize your new contacts to the best of your ability. Make sales, close deals and develop partnerships.
- **Connect via LinkedIn.** Continue building relationships by connecting on LinkedIn. Take it to the next level by endorsing their skills, commenting on their posts and liking their articles.
- **Ask for feedback.** Ask questions from the people you met at the Show. How their experience at the booth was, what hurdles may be in this type of product or service, what is the most helpful thing your company could offer them. If they aren't able to purchase your product, don't hesitate to ask if they know of anyone who could benefit from your company.
- **Evaluate your time at the Show.** Discuss with your on-site team what worked, what didn't and what you would do differently the next time you exhibit.
- **Fill out the Post Show Exhibitor Survey.** Help us learn from your experience at the Show. Let us know how we can improve your future experience.

What to Avoid

- **Bringing un-engaged booth staff.** Booth staff sitting on a phone or computer and ignoring people as they walk by is not a good representation of your company.
- **Soliciting services outside of your booth space.** Booth staff must stay inside your company's booth staff when selling services and products.
- **Leaving your booth empty.** Potential leads are unlikely to stop at your booth when company representatives are missing from the booth.
- **Packing up before the Show officially ends.** For the safety of attendees and other exhibitors, don't start tearing your booth apart until 4 p.m. on day 3.
- **Starting a conversation without finding out who you're talking to.** Always find out a person's name, role in their company and reason for being at the Show before launching into a conversation. Not only will it help you cater to their needs, but it will also prevent you from revealing too much about your business to someone who may be your competition.
- **Bad mouthing the competition.** By spending time trying to convince a prospect of your competitor's inferiority, you're actually projecting insecurity on your part. Talk about your own products and services, and explain why they're great.