

## **FREE Exhibitor Marketing Services**

### **Helps Generate Industry Booth Traffic, Leads and Industry Exposure**

#### **BEFORE THE SHOW**

- **On-line Buyer/Exhibitor Matching Service** – Provide Exhibitors with list of visitors that have expressed interested in their company or type of products before the Show
- **Countdown to the Show E-News** - Free one-time insertion of your company's product news e-mailed to registered Show attendees and prospective attendees
- **Listing in the On-line Product Locator** – visited by over 50,000 CPI professionals pre-Show
- **Product Photo and Description included in The Chem Show Preview** – Mailed to 60,000 CPI professionals
- **Personalized Pre-Show Post Card** - Printed and mailed to your best prospects - up to 1,000 – at no cost to you!
- **Personalized E-mail Invitation (E-VITE)** – Sent to your customers and prospects inviting them to visit you at the Show
- **VIP Printed Invitation Tickets** - Imprinted with your company's name and a two-line sales message – good for complimentary Show admission
- **Chem Show Pamphlets** – Flyers containing a list of exhibitors (including your company name if contracted before printed) and information helpful to visitors
- **"See Our Exhibit" Web Buttons and Stickers** – post web version on your Website and e-mail correspondence and Printed Stickers to place on your printed materials

#### **AT THE SHOW**

- **Exhibitor New Product Presentation** – Opportunity to make a presentation in the New Product Theater on the exhibit floor (Space is limited: call Show Management for details)
- **Press Kit Distribution** from the professionally staffed Show Press Room
- **Press Conference** – Opportunity to hold a press conference publicized at the Show
- **Lead Retrieval Equipment with Electrical Hookup** included with your booth space

#### **AFTER THE SHOW**

- **FREE List of Attendees** – Receive a Mailing List of attendees with interest in your products for post-show follow up