



June 27-29, 2010
George R. Brown Convention Center
Houston, TX

PRE-EXPO PROMOTIONS MARKETING OPPORTUNITIES

The following are suggestions to boost your ROI!

SHOW SPECIALS

A Show Special is something your company offers **ONLY** at the show. Examples include: A baker's dozen, buy one get one **FREE**, 10% off discount, etc.

DIRECTORY LOGO UPGRADE

Use your logo to stand out. Your company logo will be placed by your company information in the official 2010 Southwest Foodservice Expo Program & Directory.

WEBSITE LINK FROM OUR SITE TO YOURS

Drive traffic to your booth - Great Exposure - **FREE**

FREE PASSES

FREE Passes are available to you to hand out to key clients for **FREE** on-line registration. You can distribute these passes in person or by mail. Please use the order form located in Tab E.

POST-IT STICKERS

Make your presence known in 2010. TRA will provide you with **FREE** post-it stickers for your use on invoices, statements, sales flyers, or any other marketing materials you send to your **current or potential customers**.

Post Cards

Send out Expo post cards with your own customizable message reminding your current or potential customers your company will be showcasing their product the Southwest Foodservice Expo.

EXPO LOGO

For those exhibitors who want to use the Expo logo on their promotional materials, please visit our website at www.swfoodexpo.com where you can download our logo for **FREE**.

HELPFUL HINTS FOR SAMPLES AND HANDOUTS

Determine the number of presentations you can make in an hour. Multiply that by the number of hours your goods will be on display. Multiply the result by the number of booth workers. Cut the total in half.

OTHER IDEAS FOR PROMOTION

- Press releases;
- Show biz or sports personality in your booth;
- Company newsletter distributed to customers;
- Redeemable gift cards at your exhibit booth;
- Phone call blitz just prior to the show inviting key customers.

LEAD MANAGEMENT

The Southwest Foodservice Expo offers a variety of lead recording products through its official lead retrieval provider. Please refer to Tab B for the Lead Retrieval Form. Make sure you take advantage of the discount deadline date to save time and money!

EXPO PROGRAM & DIRECTORY

Reach attendees year-round! Your company name and contact information will be listed in alphabetical order. In addition, you can list up to 10 product categories giving you an opportunity to increase your visibility. To list your company in the Expo Program & Directory, go to www.swfoodexpo.com. Click on the Expo button then the Exhibitor button. If you have questions, call the Expo Department 800-395-2872.

THE EXPO DEALCENTER

A meeting spot on the show floor designed to promote face-to-face interaction between foodservice professionals and exhibitors. The private, conference room-styled area is available to all exhibitors to help them maximize networking opportunities with attendees. If you have a particular restaurant, chain or company you want to meet with at the Expo, Show Management can arrange advance appointments for you.

POST EXPO FOLLOW-UP

One of the keys to a successful show is getting new customers. Follow-up after the show is critical if you plan on retaining new business. Plan your post-Expo sales agenda ahead of time! Exhibitors can purchase mailing lists online by going to www.swfoodexpo.com. Click on the Exhibitor button/Exhibitor Forms/Promotion & Marketing. Download the form located in this section. Follow up is crucial. Don't let your leads go cold!

SUCCESSFUL TRADESHOW MARKETING TIPS