



Maximize Your Return On Investment

We wish you a successful year, and we want you to have a great show to maximize exposure and to promote your company before, during and after the show. Here are some helpful tips on how to accomplish these goals at ACA's 154th Congress of Correction. For more information about services and opportunities offered, contact our sales team today!

Tips for Exhibitors

Pre-Show Promotions — things to do:

- Submit your contract and a 50% deposit as soon as possible to ensure you get a prime, high-traffic location in the exhibit hall. Booth assignments are first-come, first-served based on availability.
- Consider sponsorship as a pragmatic and low-cost way to gain additional exposure throughout the conference. The benefits of being a sponsor are numerous including advance booth selection.
- Advertise in trade show publications (Conference Planning Guide, Conference Program Book, *Corrections Today*, etc.).
- Send personal invitations to prospective and regular clients.
- Follow up with a phone call to personally invite people or to tell them about new products and services.
- Put a show reminder on ALL correspondence (electronic and physical) to make your presence known.
- Plan and train booth staff to achieve and ensure your team meets sales goals.

At-Show Promotions — things to do:

- Showcase new products and services. Display your latest innovations and technologies — make it the focus of your booth to draw people inside.
- Grab attendees' attention. Provide easily accessible information about your company's products and services such as flyers or small pocket guides.
- Demonstrate your product. Show and sell your products to potential buyers.
- Have a giveaway or a raffle at your booth to attract people.
- Use a lead retrieval scanner/machine to collect the contact information from potential clients.

Post-Show Promotions — things to do:

- Follow up on leads generated at the show. Follow-through generates more contacts and more sales.
- Send a post-show mailing — personalize it to make the person feel like a valued customer.
- Schedule a post-show evaluation meeting. Analyze what works for your continued "high performance" at future shows.
- Provide feedback to show organizers, so that your problems/concerns can be voiced and problems can be resolved.