

ROI CENTER CHEAT SHEET

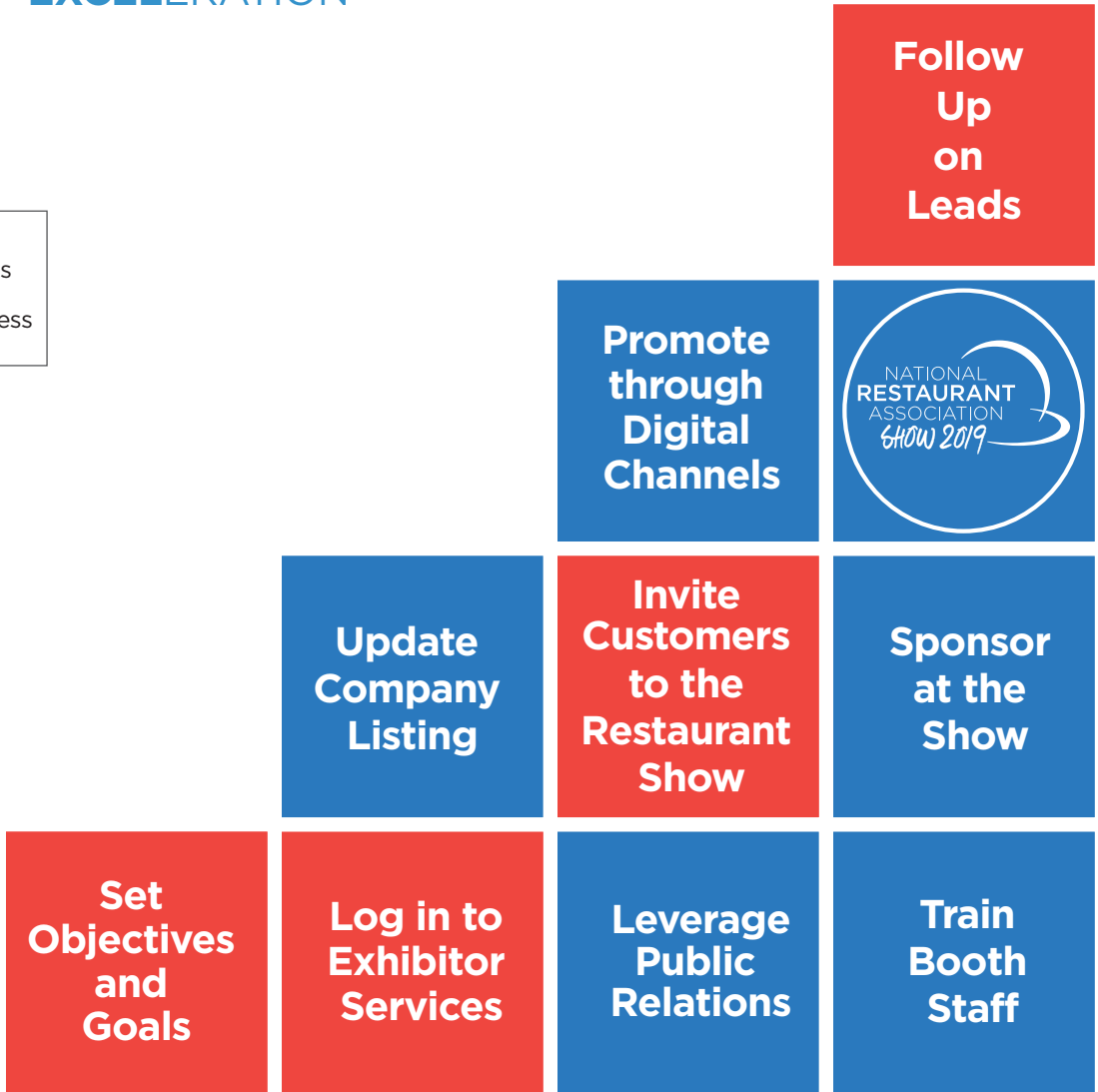
FOLLOW THESE STEPS TO A SUCCESSFUL

NATIONAL RESTAURANT ASSOCIATION SHOW



YOUR MOMENT OF EXCELERATION

■ Activity critical to success
■ Activity to enhance success



BE PREPARED AND CAPTURE THE COMPETITIVE ADVANTAGE.



CELEBRATE 100 YEARS

For 100 years, the National Restaurant Association Show is where attendees have come to hear it, see it, and taste it, first. We're excited to have you as a part of the biggest party of the century. Cheers to 100 more years of shaping the industry!

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Start by logging in to [Exhibitor Services](#), where you'll find many of the tools listed below.

PLAN

■ SET OBJECTIVES AND GOALS

- Determine your target audience, competitive advantage, and market position.
- Use the [Objectives Worksheet](#) to build your framework.
- Define measurable goals.

■ UPDATE COMPANY LISTING

The more robust your listing in the *Exhibit Guide & Program*, the National Restaurant Association Show website, and the mobile app, the more potential customers will know about you. Log in to [Exhibitor Services](#) and update your listing in a variety of ways:

- Update your company listing.
- Review and update your product categories.
- Create additional exposure by uploading individual products. Add descriptions, photos, and labels.
- Drive traffic to your booth by adding a Show Special to attract attendees (such as 10% off orders taken at Show, free shipping, etc.).

■ TRAIN BOOTH STAFF

- Make a plan to energize your staff and sales team.
- Review your Show goals and procedures to get them invested in your strategy. ([Staff Training Tips](#))
- Order lead retrieval through [Exhibitor Services](#) to help your booth staff capture leads on site.
- Familiarize yourself with the [Attendee Badges](#) to identify your target audience.

PROMOTE

■ MARKETING MATERIALS & INVITES

- Utilize Show marketing materials. Download general marketing collateral such as web banners, logos, and more to update your website and email signature, tell customers you'll be at Show.
- Engage with Show attendees via social media on [Facebook](#), [Twitter](#) and [Instagram](#) by tagging the National Restaurant Association Show.

■ INVITING CUSTOMERS TO SHOW

- Rent the attendee list and invite prospective customers. Available in the [Registration Services section of Exhibitor Services](#).

■ SPONSOR AT SHOW

- Consider sponsorship opportunities to increase your on-floor exposure.
- [Ask our sales team](#) how sponsorship opportunities can increase your Show exposure and drive traffic to your booth.

■ PUBLIC RELATIONS

- Write a press release and add it to your company listing in Exhibitor Services for press and attendees to access it. ([Press Release Tips](#))
- Create press kit. ([Press Kit Tips](#))
- Download the 2019 registered press list from [Exhibitor Services](#) and send your kit out in advance of the Show.
- Utilize Show public relations—fill out the PR Form and tell us about unique products, special in-booth demos, celebrity appearances, etc. to include in Show promotions.
- At the Show, bring your press kit to the Show Pressroom. (Room N228, Friday, noon to 5 p.m.)

POST-SHOW

■ FOLLOW UP ON LEADS

- Pursue those leads while they are hot. Organize your leads and reach out within two weeks post-Show.
- [Rent the Attendee List after the Show](#) and send a follow-up to all attendees in your target to thank them for coming. Attach sales information in case they missed your booth.

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