

ROI CENTER CHEAT SHEET

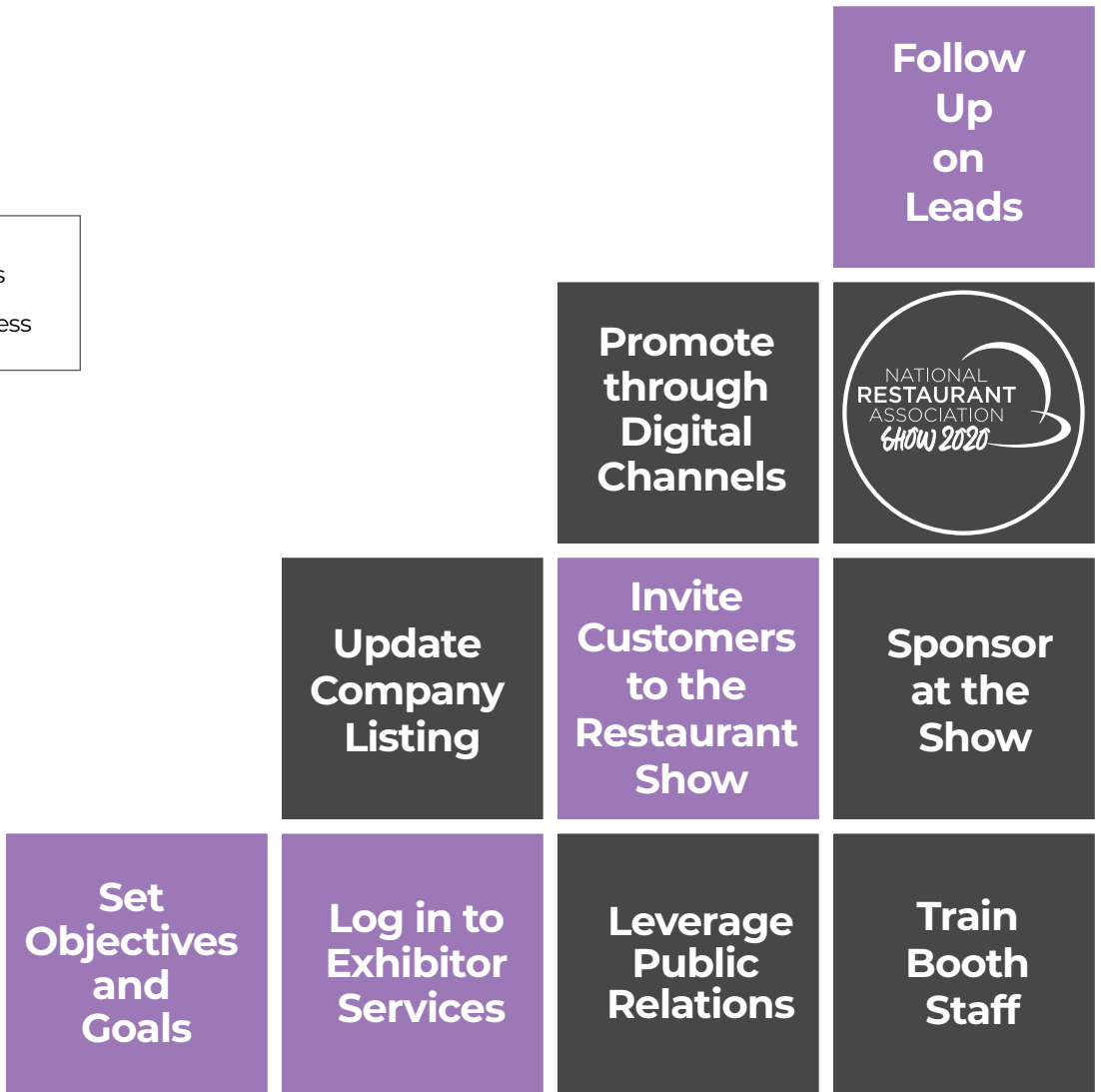
FOLLOW THESE STEPS TO A SUCCESSFUL

NATIONAL RESTAURANT ASSOCIATION SHOW



YOUR MOMENT OF EXCELERATION

Activity critical to success
 Activity to enhance success



BE PREPARED AND CAPTURE THE COMPETITIVE ADVANTAGE.



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Start by logging in to [Exhibitor Dashboard](#), 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 SMART goals. Learn more about how to set them in our webinar.

■ 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 Dashboard](#) and update your listing in a variety of ways:

- Update your company listing.
- Review and update your product categories.
- Did you know you can upgrade your exhibitor listing? Review the package options in the "Select Your Online Display". Upgrading to the silver or gold packages allows you to upload images, new products, or even video to your listing.

■ 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](#))
- Familiarize yourself with the [Attendee Badges](#) to identify your target audience.

■ ORDER LEAD RETRIEVAL

- Capturing leads while you're on the Show floor is one of the most effective ways to make a return on investment. Order lead retrieval machines or Experient's [app here](#).

PROMOTE

■ MARKETING MATERIALS & INVITES

- Utilize Show marketing materials in the [Partners in Promotion](#) toolkit such as web banners, logos, and more to update your website and use in other outreach.
- Engage with Show attendees via social media on [Facebook](#), [Twitter](#), [LinkedIn](#), and [Instagram](#) by tagging the National Restaurant Association Show and using #Restaurant2020 along with these [social media banners](#). Include your booth number in all social posts so customers know where to find you.
- Promote your presence early and often! Most exhibitors start promotion in the two weeks leading up to the Show. Don't get lost among the noise and start promoting earlier. It's never too soon!
- Rent the [attendee list](#) to let your customers know you will be at the Show and what they can find at your booth.

■ INVITING CUSTOMERS TO SHOW

- Invite customers using your complimentary allotment or purchase at the current attendee rate. Available in the Registration section of the Exhibitor Dashboard.

■ 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.
- Explore current availability in the Sponsorship section of your Exhibitor Dashboard.

■ 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 Template](#))
- Create a press kit. ([Press Kit Tips](#))
- Download the 2020 registration press list. Available February 2020.
- 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 N226, 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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