ExpoROI+™ 7 Steps to Maximizing Exhibitor ROI

PLAN

1 **Pre-event planning** CEIR Tool Kit

ATTRACT

2 **Registration lists** enable targeted pre-show marketing

3 **Message Direct™** pre-show email

or

ExpoPURL™ pre-show interactive campaigns

CAPTURE

4 **Lead Retrieval Systems**

- Mag stripe/Barcode
- Optium™/Legacy
- Custom surveys
- ExpoCard® Connect
- LeadInsight™ RFID

NOTE: Lead Retrieval can be sold as a standalone

FOLLOW-UP

5 **Attendee lists** enable targeted post-show marketing

6 **Message Direct** post-show email

or

ExpoPURL post-show interactive campaigns

MEASURE

7 **Post-event measurement** CEIR Tool Kit

Exhibiting Success!