



Are you a tradeshow organizer? Your exhibitors will thank you for this service.

The Context Targeted pre-show marketing increases exhibitor ROI by 100% or more. Yet, 85% of exhibitors do not do any pre-show marketing: they typically lack the expertise and time needed to analyze the tradeshow & buyer data; and often do not have the required skills in-house to create effective marketing messages that are visually appealing, trackable, and will not end up in a spam folder.

The Market Need Exhibitors, who have already spent significantly to participate in your show, but do not have the skills or the time to identify their best prospects or do pre show marketing, would welcome this service. Why? because via this service, they are much more likely to generate business. How? by being able to professionally reach out to their best prospects even if they do not have the required skills or the time, gaining competitive advantage.

The Service At no cost to you, we create the marketing package, work with your team to sell the service to exhibitors, and provide online target list creation software. Then, for each participating exhibitor, we identify the most likely buyers using our innovative software, design elegant & effective marketing messages that include show and exhibitor branding, send out the message approved by exhibitor using non-spam online services, and provide a complete report to the exhibitor.

The Business Model There are no charges to you, the show organizer. All revenues come directly from exhibitors to you. You pay the negotiated fulfillment charge per participating exhibitor to us. *Also, no software to purchase, no IT system to maintain, no hosting or license fee.*

Interested?

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