

EXHIBITOR MARKETING CHECKLIST



- ☐ Schedule Meetings Now! Find other exhibitors or reach out to potential clients to coordinate schedules during the week of 8 March.
- ☐ Add the World ATM Congress banner to your email signature or website to promote your exhibitor status. Download them [here](#).
- ☐ Email your existing clients and let them know you are attending World ATM Congress. Ask your partners if they have any suggested contacts for you.
- ☐ Invite current or potential business contacts from the EU, China, UAE, Japan, and the US. These countries send buyers and interested personnel to World ATM Congress.
- ☐ Prepare and print business cards for your staff to hand out while networking at the event.
- ☐ Collect visitors' business cards at your stand. Draft an email to them NOW that thanks them for visiting and follows up about a future meeting. You can edit and personalize this at the event before sending. If needed, rent a scanner for lead retrieval on-site.
- ☐ Know your deadlines: Are you sponsoring at the show or advertising in the newspaper to build name recognition? Don't miss the print or web deadlines – they're listed [here](#).
- ☐ Craft and memorize your company's "elevator speech" — a quick description of your mission and the services you offer. If all team members are prepared, you will retain more visitors at your stand, especially when several visit at once.
- ☐ Rethink your printed materials. These should be concise and direct. Make sure they will capture the attention of passersby.
- ☐ This is a well-informed group of attendees. Many have a plan when visiting the Exhibition Hall; make sure you have one too!