

1 INVITE CUSTOMERS FOR FREE



HAVE customers enter your booth number as a promo code when they register. They'll get into the show and educational sessions for **free!**

2 START EARLY



IN most cases, exhibitors who start their marketing and planning early have the best success and return on investment at TPE. Whether you are an exhibitor or an attendee, trade shows take planning and scheduling; the more time you have to do both, the better your chances for a successful show.

3 MAKE YOUR BOOTH EASY TO FIND

Q **COMPLETE** your online profile with the products you will be displaying and selling from your TPE booth, as well as any show floor deals or discounts. There are many low-priced, pre-show, and at-show marketing opportunities to increase your presence at the show.

4 SOCIAL MEDIA



LEVERAGING your social media to connect with your customers is one of the most effective—and easiest—ways to extend your trade show presence, create new communities, share key messages, and raise awareness and business opportunities beyond the exhibit hall. It's not only a great way to announce your attendance at TPE, but it's also free. We have created digital assets for use across the social media spectrum. Get them here: tobaccoplusexpo.com/exhibitor-resources.

5 YOUR WEBSITE



UPDATE your company website with the TPE digital assets provided on our website at tobaccoplusexpo.com/exhibitor-resources. Let customers—and potential customers—know you'll be at TPE! Include your booth number and let people know to visit you at TPE, Las Vegas, February 11–13, 2019.

6 EMAIL SIGNATURE




ADD custom email signatures with your booth number to emails letting customers know you'll be at TPE with a link for them to register. Find digital assets here: tobaccoplusexpo.com/exhibitor-resources.

7 ON-SITE SIGNAGE

✦ **SMALLER** booth spaces are best served by using the back wall as a billboard. Focus on the features and benefits of your product(s) and what makes your product better than competing products. At 100 feet, customers should be able to see your logo; at 10 they should be able to see your message; and at 1 foot the customer should be experiencing a live demo of your product(s).

8 MAKE YOUR BOOTH INVITING

- 📺 **MAKE** your display stand out!
- 📺 **DEVELOP** a video or slide show presentation!
- 📺 **PROVIDE** quality giveaways!
- 📺 **PREPARE!** TPE is a selling show so be ready!
- 📺 **KNOW** your audience—and what they need to know about you, your company, and your products!



CELEBRATING
15 YEARS
TOBACCO PLUS EXPO

EXHIBITS MANAGER

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TPE19

—INTERNATIONAL—

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