

# TECHEXPO

## TWO THOUSAND EIGHTEEN

### WHY EXHIBIT?

- 1. BOOST**  
*federal sales*
- 2. PENETRATE**  
*inaccessible federal agencies*
- 3. MEET AND NETWORK**  
*with senior leaders*
- 4. GENERATE**  
*quality leads from a targeted audience*
- 5. CULTIVATE**  
*relationships and partnerships*
- 6. BUILD**  
*trust and confidence*
- 7. GROW**  
*brand awareness*
- 8. LAUNCH**  
*new products and services*

### WHAT'S INCLUDED?

- Exemplary customer service and on-site assistance
- Company listing in event program guide
- Post-event attendee demographic information via email
- Display space with table, chairs, and electricity
- Access on-site with no preexisting clearance required
- Coordination of pre-event marketing and logistics

### AVERAGE ATTENDANCE:

200+ ATTENDEES, WITH 10+ VIPS ON THE SENIOR LEADERSHIP TOUR

### HOW ARE THE EVENTS ADVERTISED?

We work hand in hand with government sponsors to promote each event to technology-oriented units and directorates on-site. Events are open to all personnel on the installation. We focus our promotional efforts on organizations whose missions utilize the types of products and services displayed during the events.

#### ON-SITE MARKETING EFFORTS INCLUDE:

- Face-to-Face meetings with top leadership to spread the word within their organization
- Personal phone calls to all leadership and past attendees
- Flyers sent through the main mailing room to all personnel
- Posters in high traffic hallways
- Banners hung from prominent locations on the installation
- Table tents placed at key locations, reaching thousands as they dine
- Radio and TV Spots
- Base paper ads
- Digital signage for in-building marketing

#### ONLINE MARKETING EFFORTS INCLUDE:

- Past attendee invitations
- Installation-wide announcements via email
- Message boards
- Daily Digests/Newsletters
- Calendar reminders set to pop-up on the day of the event
- Website advertising
- Social media outreach via Facebook, LinkedIn, Twitter, etc.
- Exhibitor marketing tools