

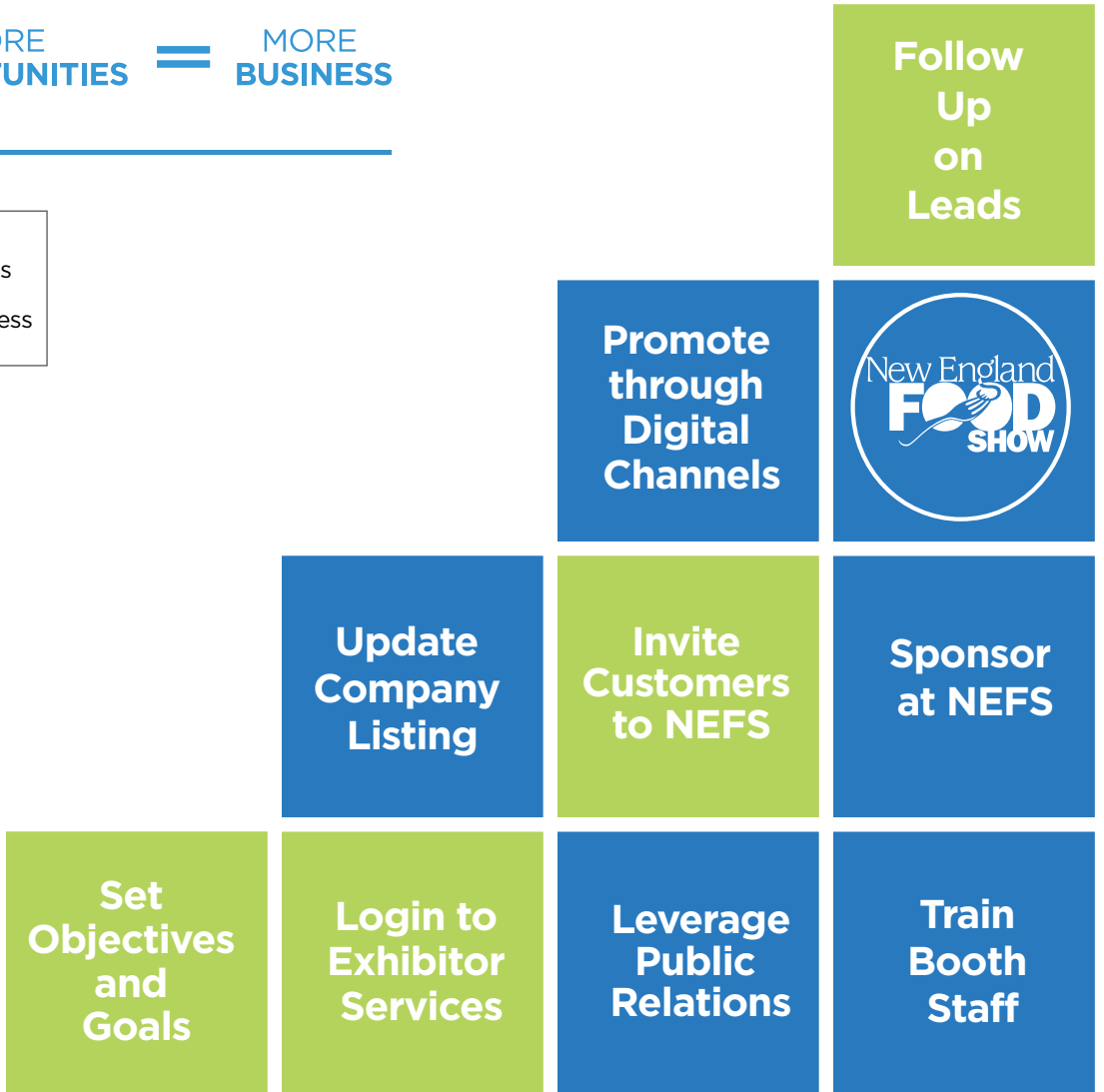
ROI CENTER CHEAT SHEET

FOLLOW THESE STEPS TO A SUCCESSFUL
New England Food Show



MORE QUALIFIED BUYERS + MORE OPPORTUNITIES = MORE BUSINESS

Activity critical to success
 Activity to enhance success



BE PREPARED AND CAPTURE THE COMPETITIVE ADVANTAGE.

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PLAN

■ SET OBJECTIVES AND GOALS

- Determine your target audience, competitive advantage and market position.
- Use the [Objectives Worksheet](#) to build your framework.
- Define measurable goals.

■ UPDATE COMPANY LISTING

The more robust your listing in the NEFS Show Guide, website and the mobile app, the more potential customers will know about you. Log in to [Exhibitor Services](#) and update your listing in a variety of ways:

- Update your Company Listing.
- Review and update your product categories.
- Create additional exposure by uploading individual products. Add descriptions, photos, and labels.
- Drive traffic to your booth by adding a NEFS Special to attract attendees to your booth (such as 10% off orders taken at NEFS, free shipping, etc.).

■ TRAIN BOOTH STAFF

- Make a plan to energize your staff and sales team.
- Review your NEFS goals and procedures to get them invested in your strategy. ([Staff Training Tips](#))
- Order lead retrieval through [Exhibitor Services](#) to help your booth staff capture leads onsite.
- Familiarize yourself with the [Attendee Badges](#) to identify your target audience.

PROMOTE

■ MARKETING MATERIALS & INVITES

- Utilize NEFS marketing materials. Download general marketing collateral such as web banners, logos, and more to update your website and email signature, tell customers you'll be at NEFS.
- Use the personalization marketing tool, Feathr to use customized digital marketing materials to invite your customers to your booth. Tools include: customized email invite, banner ads, and landing page to share with and invite your customers.
- Engage with NEFS attendees via social media on [Facebook](#), [Twitter](#) and [Instagram](#) by tagging NEFS and using the official show hashtag #NEFS19.
- Your customers can register for a free NEFS badge by using your custom promotional code. Invitation templates can be found in [Exhibitor Services](#) and printed invitations will be mailed to your primary booth contact starting in January.

■ INVITING CUSTOMERS TO NEFS

- Download a contact list for customers that use your promotional code, available via the NEFS registration website. Refer to the list for pre-show marketing and to remind your customers to stop by your booth.
- Rent the attendee list and invite prospective customers. Available in the [Registration Services section of Exhibitor Services](#).

■ SPONSOR AT NEFS

- Consider sponsorship opportunities to increase your on-floor exposure
- [Ask our sales team](#) how sponsorship opportunities can increase your NEFS exposure and drive traffic to your booth.

■ PUBLIC RELATIONS

- Write a press release and add it to your company listing in Exhibitor Services for press and attendees to access it. ([Press Release Tips](#))
- Create press kits. ([Press Kit Tips](#))
- Download the 2019 registered press list from [Exhibitor Services](#) and send your kit out in advance of the show.

POST-SHOW

■ FOLLOW UP ON LEADS

- Pursue those leads while they are hot. Organize your leads and reach out within two weeks post-NEFS.
- [Rent the Attendee List after NEFS](#) and send a follow-up to all attendees in your target to thank them for coming. Attach sales information in case they missed your booth.

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Log into [Exhibitor Services](#), where you'll find many of the tools listed here.