

Dear Exhibitor,

Bringing qualified buyers to your booth is the main reason for exhibiting!

Proven Tips to Increase Your Booth Traffic:

TIP - Be sure to send out your customized E-ticket invitations to increase the number of clients and prospects in your booth. Research shows that companies who send multiple pre-show invitations see 50% more traffic in their booths than companies who don't.

TIP - Create a "Show Special" that will only be available at your booth and promote it in advance.

TIP - Distribute a press release on any new product and/or service your company will be demonstrating at Itech Summit.

TIP - Add your show's logo and your booth number to your website.

TIP - Run your advertisement on websites prior to Itech Summit to generate interest in your booth.

