



Maximize Your Investment

Exhibitors should actively promote their participation in an event to maximize their return on investment and to achieve their business objectives. A well-executed marketing strategy ensures you get the most out of your investment. As the saying goes, *“the effort you put into something determines the results you receive”*.

Developing a plan and promoting your participation in advance of an event ensures:

1. Increased Booth Traffic
2. Brand Awareness
3. Enhanced Lead Generation
4. Stronger Customer Relationships
5. Differentiate Yourself from Competitors
6. Maximizes Your Investment

Impact of Pre-Event Promotion on Lead Generation

- Exhibitors who actively promote their participation can generate 30-50% more booth traffic than those who rely solely on walk-ins.
- Leads can increase by 25-50% when pre-show marketing efforts are effectively executed.
- 70% of attendees plan their visits in advance, meaning exhibitors who market themselves early are more likely to be on their must-see list.

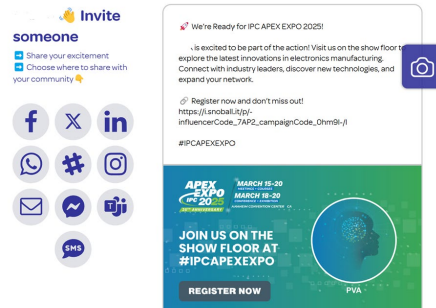
Key Factors That Influence Lead Growth

- Email Campaigns: Targeted email outreach to customers and prospects can increase booth visits by 20-40%.
- Social Media Promotion: Engaged exhibitors see an average of 2-3X more online engagement leading up to the event.
- Appointment Setting: Booking meetings in advance can result in 50-75% more qualified leads compared to relying on organic foot traffic.

Introducing Snoball!

Last month IPC launched a new social media sharing platform for exhibitors to promote their presence via multiple social media platforms. This is a complimentary service for our exhibitors, yet **only 8% are utilizing it**—giving them a significant advantage over non-users. Perhaps you missed the original email? Not to worry, another email went today – so check your inbox!

Click on either of the links within the email, to access the screenshot below, then simply select the network to share it to – it’s that simple!



VIP Passes

Quickly and easily invite individual prospects and clients to IPC APEX EXPO with a special complimentary Event Essentials Admission.

Now you can readily invite individual customers through the "Invite a Customer" feature via your company’s [registration portal](#) with a downloadable VIP Pass, Customizable email already written for you or via a promotional link unique to your company!

Once your customers have registered using your company's unique promotion code/link, you'll have real-time access to this information, allowing you to set appointments, and make special product offers in advance of the show.

Complimentary Marketing Materials

To help you promote your presence at IPC APEX EXPO via social media (X, Facebook, LinkedIn, and Instagram), we have created sample social media posts for you to use. [Download the Social Media Toolkit](#) for these sample posts, or feel free to create your own posts and be sure to use the hashtag: #IPCAPEXEXPO!

Banner Ads

We welcome exhibitors to download and use any of the email and [website banner ads](#) available on the marketing materials page to promote your presence at IPC APEX EXPO.

Registration Lists

Exhibiting companies have exclusive access to order a copy of the pre-registered and post-show verified attendee lists. [Reserve your list now!](#)

Complimentary Technical Conference Registration

Each exhibiting company is eligible to receive one [complimentary Full-Conference registration](#) – a valuable benefit you can use for your own team or, even better, offer to a key customer! **Over 300 exhibitors have not yet taken advantage of this benefit.**

Exhibitor Badges

Avoid long lines and delays by registering your booth personnel in advance! Ensuring your team is pre-registered will provide them with quick and easy access to the show floor. Don't wait until the last minute—[register your booth staff today](#) for a smooth and hassle-free check-in experience!

Agenda Planner

Get the most out of your time at IPC APEX EXPO 2025 and make your show experience more productive and efficient than ever before with the agenda planner! It's an easy way to schedule and keep track of your activities at the show. Update your profile in just a few minutes to see attendee matches to maximize your networking.

Log in to your [personal agenda planner](#) and start adding events, meetings, appointments with customers and much, much more.

Using the **My APEX EXPO Agenda Planner** you can:

- Export your planner/schedule to your calendar or use the app
- Find other attendees with similar interests
- Schedule appointments with other attendees
- Save time - use your personalized schedule as your trip report
- View your itinerary of free and paid activities
- Navigate the floor plan and plan your booth visits
- Contact attendees directly before the show

Official Show App Now Available!

Download Today – available for IOS and Android users!

