

Vision Expo East offers an all-inclusive package that creates value to ensure a positive Return On Investment and experience at Vision Expo East.

- ✓ Dedicated new exhibitor ambassador to help with all questions leading up to and at Vision Expo East
- ✓ Dedicated web page on Vision Expo East website to access important information, deadlines and FREE marketing programs
- ✓ Exhibitor Referral Program
  - New companies to provide Vision Expo a list of their top 5 customers/prospects - Vision Expo will invite these customers/prospects as VIP Attendees on behalf of the exhibiting companies.
- ✓ Social Media Announcements
  - Promote specific messaging utilizing Vision Expo's already well established following on; Twitter, Facebook, LinkedIn, and YouTube.
- ✓ Customer Invitation Program
  - Free personalized invitations can be sent to customers/prospects inviting them to Vision Expo on exhibiting company's behalf. These attendees will receive free registration compliments of specific exhibiting company.
- ✓ Show Specials and What's New
  - Vision Expo will promote your company's Show Specials. Anything from contests or raffles, show only discounts, special events, new licenses, technological advances, etc.
- ✓ Opportunity to Post Press Release
  - Share will press and housed on website.
- ✓ Mention in Attendee Countdown to Show Newsletters
- ✓ "New" Icon Next to Company Name on Vision Expo Promotions
  - Online
  - Event Guide
  - Mobile Directory
- ✓ Opportunity to Schedule Press Conference at Vision Expo
  - Tool to help create buzz around a product launch or other newsworthy announcements.
- ✓ Company Name and Booth Number Listed Onsite
  - Show signage
  - Registration handout
- ✓ New Exhibitor Booth Decal Designation Onsite
- ✓ Exhibitor Announcements Including:
  - New Product Launch
  - Booth Demonstrations
  - On-site Technicians
  - After-hours events
  - Contests
- ✓ Company Name Listed on Dedicated New Exhibitor Page
  - Online
  - Event Guide
  - Mobile Directory

## Meet Your New Exhibitor Ambassador—Mary Parks



Your dedicated New Exhibitor Ambassador is Mary Parks. She can help you with all your questions and needs.

Contact Mary at [mparks@reedexpo.com](mailto:mparks@reedexpo.com)  
or 203-840-5689

\*All of the above is in addition to the contents chosen in booth package