

A GUIDE TO YOUR PARTNER MARKETING TOOLKIT

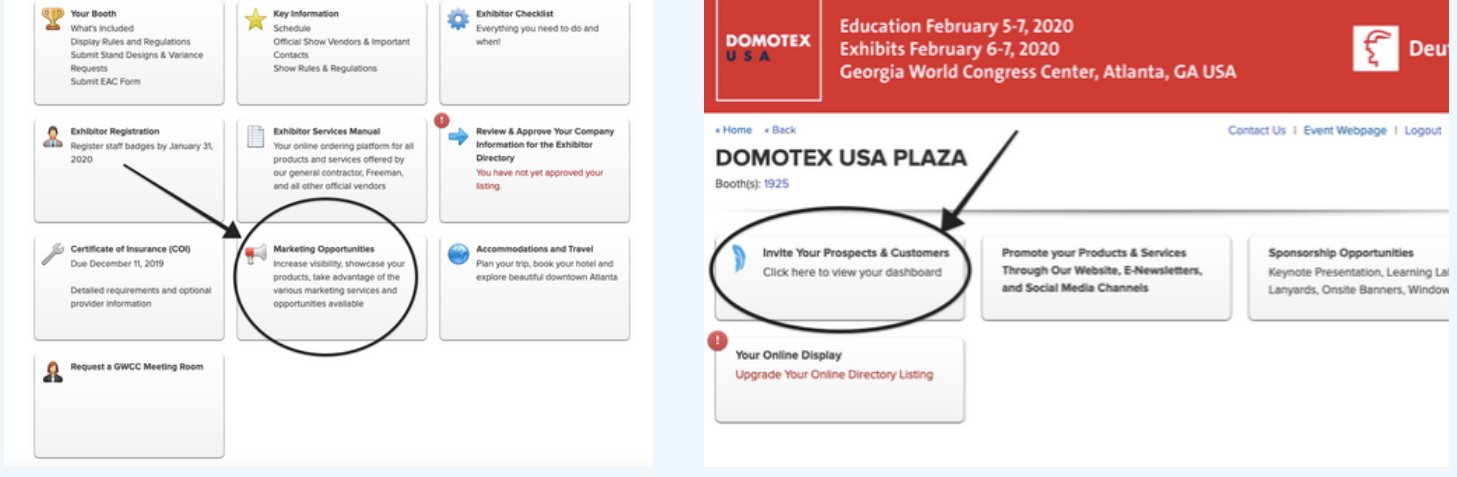
PROMOTE YOUR PRESENCE AT DOMOTEX USA 2020

Increase attendee awareness or booth traffic by promoting your presence at this event with custom, co-branded marketing collateral.

HOW TO GET STARTED

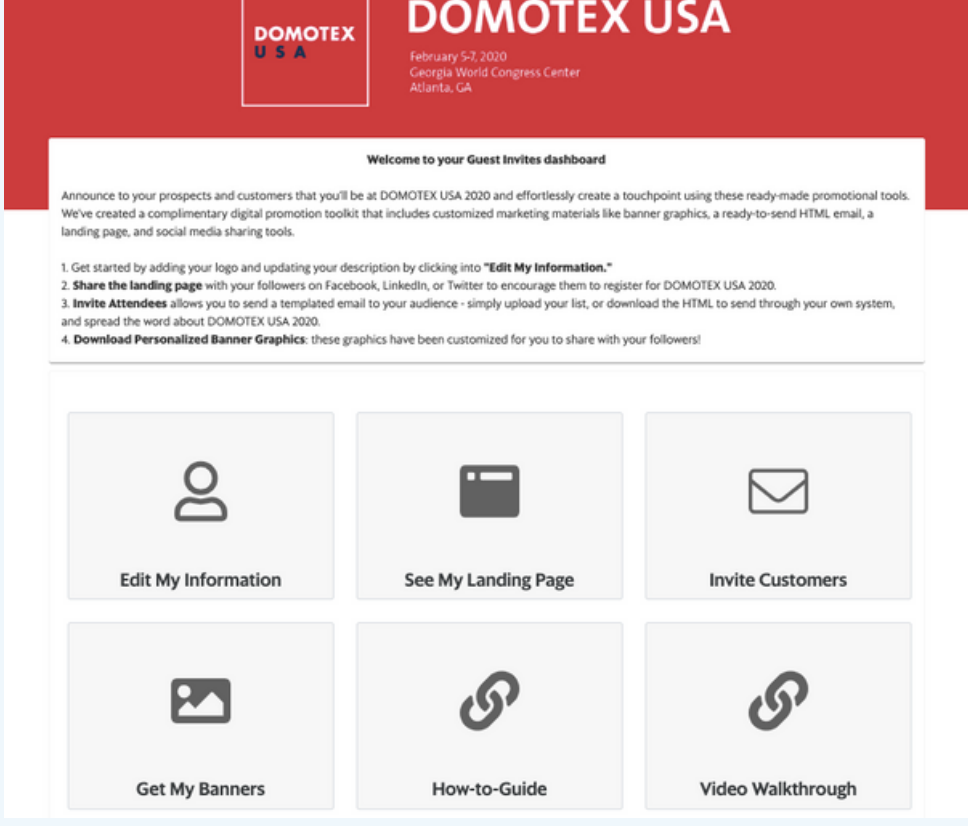
1. FIND THE FEATHR DASHBOARD IN MAP YOUR SHOW DASHBOARD

Click into "Marketing Opportunities" from your Map Your Show main dashboard. Then click on the option that says "Invite Your Prospects and Customers". This will lead you to your Feathr Dashboard



2. VISIT YOUR PARTNER DASHBOARD

You should have received your dashboard link via email from our partner, Feathr. New exhibitors will be sent their dashboard links shortly after signing up.



2. REVIEW YOUR INFORMATION

Click "Edit My Information" to review the information we have on file for you like Name, Email, and Description. Some of this information is used to create your marketing collateral.

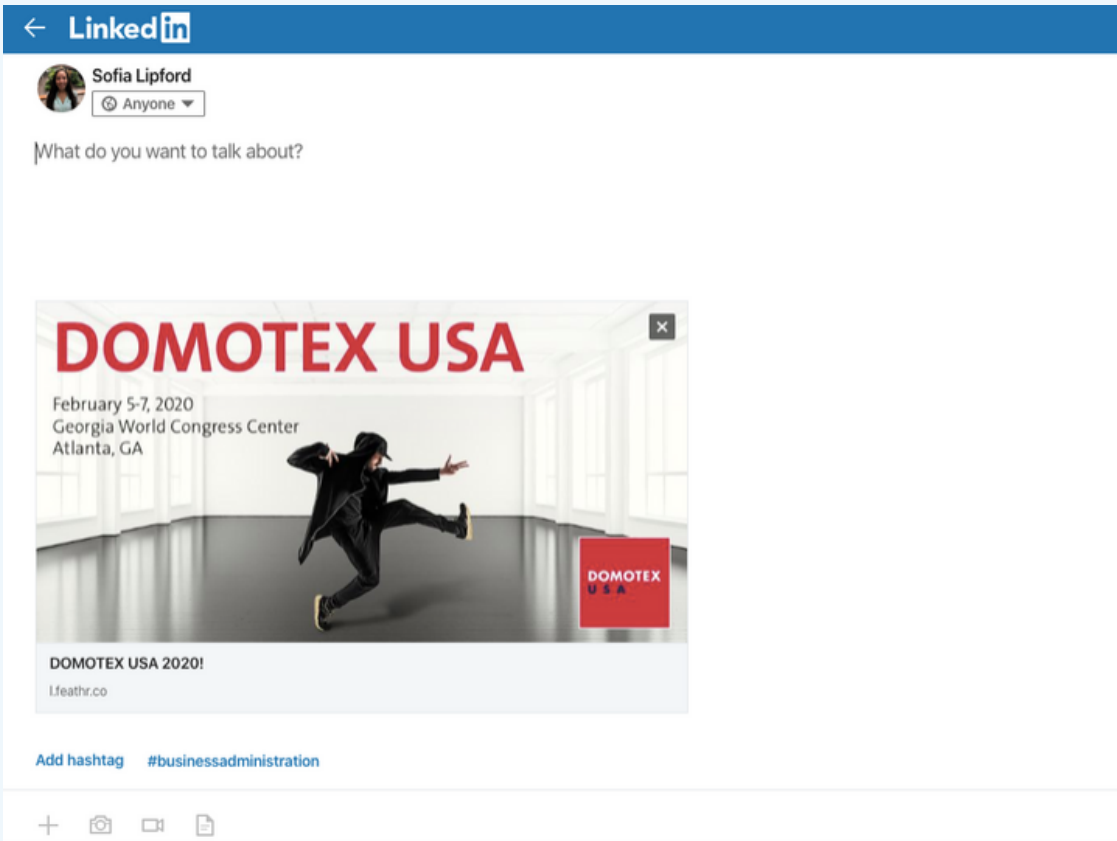
3. SHARE YOUR MARKETING COLLATERAL

You'll have access to custom, co-branded 1. landing page, 2. email invitation, and 3. banner ads that you can use to promote your presence at the event.

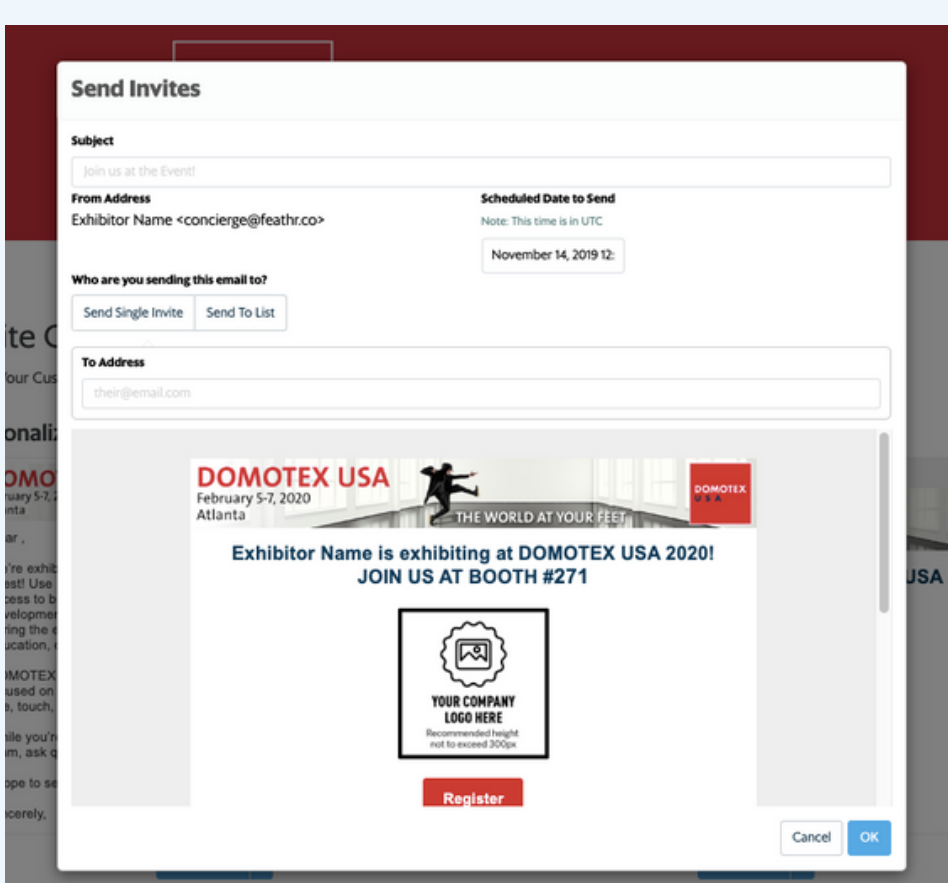
BEST PRACTICES FOR PROMOTION



Share your landing page on social networks, and directly with key contacts.



Share your email invitation with customers and prospects on your email list.



Add banners to your social media pages and your website.

Get My Banners

Option 1: Right click on the image you'd like to share and select "Save image as..." and then save the image. Please note that the banner will have no registration when using this option. Option 2: Click on the "Copy HTML to Clipboard" button and the HTML code of the banner will be copied to you and you can then paste this code on your website. The advantage of this option is that the banner will also include a link to registration.

