

## How to Market your Booth at CEDIA EXPO

CEDIA EXPO is one of your greatest annual opportunities to define or redefine your company. If you start planning now, you can ensure that every possible marketing angle is covered and reap the maximum return on your tradeshow investment.

1. **Make a list of your goals for attending the tradeshow.** Are you seeking new distributors? Do you need to establish relationships with key industry reporters? Are you launching new products? Think of three to five goals, write them down and secure buy-in from your company leadership and those attending CEDIA EXPO.
2. **Complete all of the marketing-related forms in your exhibitor manual.** The PR Summary Form is particularly important because the CEDIA Marketing and Public Relations Team utilize this form to promote your company and the industry to the media.
3. **Use the pre-registered media list to arrange interviews and booth tours.** Begin contacting editors at least three weeks before the show. Make sure you have something interesting and newsworthy to share.
4. **Consider making your web site a tradeshow resource.** Let visitors know that you are a CEDIA EXPO exhibitor. Post information about what you will be doing at the show, and make show-related press materials available. As an exhibitor you have access to the 2008 EXPO logo for marketing materials as well. This can help your marketing efforts before, during, and after the show.
5. **Submit press releases to publications doing special pre-show issues.** CEDIA will notify you of some of these opportunities. Check with your key media contacts for additional pre-show coverage.
6. **Make sure the CEDIA Marketing and Public Relations Team knows about your new products and technologies.** We interact with all media attending the show and may be able help steer reporters to you if we know about your news.
7. **Include CEDIA EXPO 2008 and your booth number in all press releases.** This helps media identify you as an exhibitor and will make it easier for them to find you on the show floor.
8. **Make sure your press kit has the right information.** You want to share everything that is relevant, but you do not want to make the kit so large that editors do not want to carry it. Include only the most important and timely information in your press kit.
9. **Use the Virtual Press Office and newswire services.** Posting your press releases, company fact sheets, backgrounder and other information online is a great way to make your news accessible to the media before, during, and after CEDIA EXPO. Visit [www.cedia.org/expo](http://www.cedia.org/expo) to learn how.
10. **Advertise in the CEDIA Daily or onsite Show Directory.** The CEDIA Daily and the onsite show directory are two key advertising opportunities for exhibitors to get their products and booth numbers in front of the attendees.

11. **Consider hosting a press conference.** If you have a truly revolutionary new product or if you are making an acquisition or merging with another company, for example, a press conference would be a good way to share the news with everyone at one time. If you know you will be hosting a press conference at CEDIA EXPO 2008, contact Joshua Hall at (317) 639-5135 or [joshua.hall@publicis-usa.com](mailto:joshua.hall@publicis-usa.com) to arrange a date and time.
12. **Take advantage of paid advertising and sponsorship opportunities.** Most CEDIA EXPO sponsorships sell out early. If you are even considering buying a sponsorship package, contact Tom Bewsey today at (317) 328-4336 or [tbewsey@cedia.org](mailto:tbewsey@cedia.org).
13. **Create a list of key messages and talking points.** This document will not only aid you in speaking with the media, but it will prepare your booth staff and executives as well.
14. **Make sure a media-trained spokesperson is always at your booth.** Many editors and reporters stop by booths unannounced.
15. **Regularly check in with the press room at CEDIA EXPO.** Make sure you have not run out of press kits and see if there are any media exposure opportunities for your new products, etc.
16. **Follow-up with key media and media that visited your booth.** Contact each media representative personally and make sure they are updated regularly about new products and technologies, etc.
17. **Participate in CEDIA's SmartBooth program powered by BD Metrics.** Sponsor keywords to direct attendees to your product through targeted search results.
18. **Participate in CEDIA's Manufacturers' Excellence Awards.** Enter your product in any one of three categories to gain exposure for your newest releases. Visit [www.cedia.org/awards](http://www.cedia.org/awards).
19. **Participate in the Pre-Show Product Showcase.** Your products will be displayed at the CEDIA EXPO website.

#### **CEDIA Media Relations Contacts:**

Jamie Antcliff, CEDIA  
Director of Public Relations and Marketing  
E-mail: [jantcliff@cedia.org](mailto:jantcliff@cedia.org)  
Phone: (317) 328-4336 ext. 119

Joshua Hall, Publicis  
Account Supervisor  
E-mail: [joshua.hall@publicis-usa.com](mailto:joshua.hall@publicis-usa.com)  
Phone: (317) 639-5135 ext. 116

**Note:** Joshua Hall should be your first point of contact for most EXPO press room and media relations questions or requests.