



JUNE 26-28, 2018
EDUCATION JUNE 25-27
MANDALAY BAY, LAS VEGAS, NV, USA



Marketing Checklist

Follow this calendar and checklist to stretch your promotional dollars and maximize your impact at SuperZoo. Find essential marketing tools, email drafts, logos, banner ads and other helpful resources at: <http://www.superzoo.org/partners-in-promotion/>

December

- Sign up for sponsorships to increase your brand exposure. You can find a list of sponsorship opportunities here: <http://www.superzoo.org/sponsor/>
- Add the SuperZoo logo and “See us at Booth #0000” signature to your outgoing email.

January

- Use SuperZoo logos and your booth number in company ads and promotional literature.
- Look out for an email from SuperZoo calling for new product launch information for a chance to have your new product featured in an email to the ENTIRE SuperZoo attendee database.
- Incorporate social media into your SuperZoo marketing plan. Be sure to leverage the SuperZoo Facebook, Instagram and Twitter pages by following and posting product information and updates.

February

- Place a banner ad on your website promoting your presence at SuperZoo.



JUNE 26-28, 2018
EDUCATION JUNE 25-27
MANDALAY BAY, LAS VEGAS, NV, USA



March

- Advertise in the Show Program. Buyers will use the directory onsite and as a resource until the 2019 event. Make sure to confirm that your company listing is correct for the Show Program by updating your full exhibitor profile on the website. The following items will be included in the Show Program: company name, address, phone, website, bio (50 word max) and booth location.

April

- Look out for an email from SuperZoo calling for information on your show specials for a chance to have your special featured in an email to the ENTIRE SuperZoo attendee database!

May

- Email buyer invitations to your current customers and prospective clients. Send as is or customize with your unique message, including new product launches, giveaways, demonstrations and more that will be featured at your booth.
- Submit press releases to the SuperZoo digital pressroom highlighting new products or services you'll be exhibiting at the show to Jessie at jstevens@marketingdesigngroup.com. Be sure to include any limited time offers, celebrity appearances or other events happening at your booth to be included in the schedule distributed to media prior to the show. **The deadline to submit a release is May 30!** For helpful tips, visit: <http://www.superzoo.org/media-toolkit/>

June

- Amp up your social presence to get your prospects ready to engage with you at the show. Have any show specials happening? A specific hashtag you want to utilize at the show? Let your audiences where you'll be and when so they can engage with you onsite and online.



JUNE 26-28, 2018
EDUCATION JUNE 25-27
MANDALAY BAY, LAS VEGAS, NV, USA



Onsite

- Place media kits in the onsite pressroom for editor review. The pressroom is open to exhibitors on Monday, June 25 from 12:00 p.m. to 3:00 p.m. **ONLY**.
- Consider using live video on Facebook, Twitter or Instagram to highlight anything specific happening at your booth like a product reveal, press conference or celebrity appearance.

Post-Show

- Send follow-up materials to attendees and product information to editors who attended the show.