

# A LITTLE BIRDIE TOLD ME



# AUGUST 20-22 2019

EDUCATION AUGUST 19-22  
**MANDALAY BAY**  
LAS VEGAS, NV, USA

It is our mission to ensure that your participation at SuperZoo 2019 provides you with the greatest exposure for you and your business. To accomplish this, we have developed a series of tools that accompany this checklist in order to help you promote your participation in the event to your network of contacts. Follow this calendar and checklist to stretch your promotional dollars and maximize your impact at the show. Utilize our [essential marketing tools](#), email drafts, logos, banner ads and other helpful resources.

## JANUARY

- Reach out to SuperZoo's sales team to sign up for sponsorships and increase your brand exposure at the show. You can find a complete list of [sponsorship opportunities here](#).
- Add the SuperZoo logo and "See us at Booth #0000" signature to your email and encourage everyone in your business to do the same.

## FEBRUARY

- Use SuperZoo logos and your booth number in company ads and marketing materials to inform current and prospective clients about your attendance at the show.
- Incorporate social media into your SuperZoo marketing plan. Use the sample social media posts provided to get started! Be sure to leverage the SuperZoo [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [YouTube](#) pages by following, posting product information and updates leading up to the show. Don't forget to tag SuperZoo so we can follow along!

## MARCH

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

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## APRIL

- ❑ Advertise in the Show Program and Mobile App. 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 Number
  - Website URL
  - Company Bio (50-word max)
  - Booth Location

## MAY

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

## JUNE

- ❑ Email buyer invitations to your current customers prospective clients. Use the Exhibitor Email Invite as a template or customize it 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 that you'll be exhibiting at the show. Please send to [alex@mdg.agency](mailto:alex@mdg.agency). 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.
- ❑ Need help writing a press release? Use the SuperZoo [press release guidelines](#) to craft your perfect press release and make sure to submit by July 30th!

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## JULY- ONE MONTH TO GO!

- 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 know where you'll be and when, so they can engage with you onsite and online.
- Get your onsite marketing plan ready! 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 appearances. Don't forget to tag SuperZoo so we can follow along and feature you on our page too!

## ONSITE—AUGUST 19-22, 2019

- Place media kits in the onsite pressroom for editor review. The pressroom is open to exhibitors on Monday, August 19<sup>th</sup> from 12 p.m. to 5 p.m. ONLY.
- It's your time to shine! Enhance your social presence to let your current and prospect clients know you're at the show. Social media is a great way to announce show specials and discounts, showcase any special guests at your booth and share your show experience in Las Vegas! Don't forget to tag SuperZoo for a chance to be featured on our channels!

## POST-SHOW

- Send follow up materials to new leads and contacts you met with at the event.
- Send the provided customizable follow up email to new leads and contacts you met with at the show.
- Send product information to editors who attended the show for inclusion in their post-show news articles and summaries.