

podiatryexpo

August 12th & 13th

We've created this *handy dandy* checklist to help you get the most out of your exhibitor booth or sponsorship.

Important Dates

Deadline to register as a Sponsor: July 14, 2020

Deadline to register as an Exhibitor: July 21, 2020

Deadline to receive all deliverables: August 4, 2020

Exhibitor Deliverables

- Logo*
- Color Codes (Hex & RGB)*
- Show Special – make it a good one! At least 19% off in some way!*
- Product images – up to 6 with corresponding descriptions and links
- Video content – 2-3 videos to embed in your booth page
- Headshots of your “familiar faces” with names
- Welcome messages from your “familiar faces”: 30 second m4a format
- BINGO prize valued at \$50+, not one of your products or services, think techy or a gadget (you will ship to the winner after the Expo)*
- Valuable content item to include in our “virtual swag bag” for attendees*
- Event promotion to your customers and exhibitor colleagues using your marketing channels
- Agree to respond to our requests during booth development in a timely manner (ideally within 24-36 hours)*

**denotes required deliverable*

Ideas for your Virtual Swag Bag contribution: downloadable resource, coupon for samples or discounts, templates, forms, protocols, eBooks, consultations, software trials, Gift cards to Fandango/iTunes/amazon, workbooks

Sponsor Deliverables

- Everything in exhibitor list plus*
- A reliable internet connection with adequate bandwidth
- A door prize for your webinar attendees, valued at \$100 or more, not a product or service*

**denotes required deliverable*

Please email all deliverables and any questions to

Ann & Sarah at beheard@podiatrymeetings.com.

Note: you may need to use a file sharing service to send some of the larger image and video files.