



## Four Steps To A Successful Summit

*Here's How To Optimize Your Investment & Get A 10X+ ROI!*

### Make A Plan

Set measurable objectives

- Are you promoting your business, new offerings, generating leads, or introducing staff?
- Which audience segments are you trying to reach at the Summit?
  - Tourism influencers (concierge, guest services pros)
  - Groups or private events (meeting, event, or wedding planners, DMCs, hotel salespeople)
  - News or travel media
  - Social media influencers

Design your booth

- [Complete this exhibitor/sponsor form](#) promptly
- Consider booth design to reflect your brand's vibe
- Ensure your booth stands out among the others
- Plan promotional and educational materials for each audience segment you are targeting
- Bring a fishbowl to collect business cards
- Use the free QR code reader on the LinkedIn app (or other business card app) to connect with people that don't use business cards

Prepare your team

- Arrange transportation for booth setup and materials
- Assign staff to create and manage the booth
- Train 2 team members to stand in front of your booth, smile, and engage the audience to begin constructive conversations

- To optimize your investment bring 2 additional team members to work the room to find more leads. They could also rotate with your other 2 team members at the booth.

## **Stay Informed to Maximize Your Investment**

- Read through [this exhibitor toolkit](#), found on the HTSC.co
- Meet deadlines and complete required forms promptly
- Familiarize yourself with sampling rules if offering food or drinks
- Reach out to show managers for assistance:

## **Maximize The Marketing Opportunity**

- Explore [branding opportunities](#) for greater visibility. Contact your Ateema representative for more information.
- Spread the word about your involvement before, during and after the Summit by using your:
  - Company website
  - Social media
  - Email and newsletters
- Check out the [social media toolkit](#) for ideas and inspiration

## **Follow Up! THE MOST CRITICAL STEP!**

- Many high-quality prospects can help your business at the trade show. If you collect their contact information, and follow up repeatedly, strategically, and systematically over the coming year, you will get a major return on your investment.
- Develop a robust follow-up plan for the leads you collected
- Make sure someone is accountable for executing the plan
- Prioritize hot leads and strategize follow-up frequency
- Pre-write 8-10 emails to use for 11 months post-Summit
- Plan phone calls, visits, and meetings as needed
- Tailor follow-up strategies for each audience segment targeted