



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 to connect with people that don't have 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 www.thesummitchicago.com

Meet deadlines and complete required forms promptly

Familiarize yourself with sampling rules if offering food or drinks

Reach out to show management for assistance:

Jennifer Davidson

Maximize The Marketing Opportunity

Explore [sponsorships](#) or [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.

When you go fishing, the fish will not jump in the boat - you need to reel them in! Similarly, our successful clients all have one thing in common - they "reel in" the prospects by executing a solid follow-up plan.

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