

Dear NCBA Exhibitor,

This marketing doc was created exclusively for use by NCBA Trade Show Exhibitors. It is designed to be a useful tool that helps make your exhibiting experience a success!

The marketing information provided will help you promote your company to the next level at the NCBA Trade Show. This guide will walk you through important order deadlines, exhibitor-exclusive offers designed to maximize your participation, and ROI at the NCBA Trade Show.

Exhibiting at The NCBA Trade Show is an investment. Make sure you are getting your money's worth!

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Trade Show Promotion Countdown Checklist

Use this handy schedule and checklist as a guideline to maximize your participation at the NCBA Trade Show.

Six Months Prior

- o Begin design of your trade advertisements
- o Begin planning sponsorship opportunities
- o Begin planning ideas for social opportunities
- o Begin planning social media advertisements

Four Months Prior

- o Confirm Sponsorship Opportunities
- o Begin the development of your direct mail program
- o Send direct mail to all your present, past and potential customers, along with an incentive to stop by your booth
- o Send news releases to all the major trade publications announcing what new programs and/or products you plan to introduce at the Trade Show
- o Finalize any arrangements for social functions you plan and mail invitations to your guests.
- o Submit your company listing in the *Beef Resource Guide*
- o Select product categories

Three Months Prior

- o Order small giveaways for attendees visiting your booth
- o Order Pre-Registered attendee mailing list
- o Reserve Advertising in *Beef Resource Guide*
- o Visit top sales accounts and encourage them to attend the NCBA Trade Show
- o Join NCBA as an Allied Industry Member
- o Post updates and advertisements on social media platforms and create event/group invites on social media. Be sure to use the hashtag #CattleCon19 in your social media posts about the Trade Show

One Month Prior

- o Prepare media kits with information on your company, products, and services for placement in the Media Press Room
- o Mail literature on your products and services to your customers reminding them to visit you at the NCBA Trade Show
- o Conduct a telemarketing campaign to your best customers to confirm their attendance and set up appointments
- o Continue to post updates and advertisements on social media platforms
- o Send new releases to beef-related publications announcing what you plan to feature
- o Mail discounted invitations utilizing your unique promo codes to your customers and prospect lists

Onsite

- o Reserve booth space for 2021 Cattle Industry Convention & NCBA Trade Show in San Antonio, TX
- o Post to social media accounts and utilize the NCBA Snapchat Geo-Filters that will be available on-site

Immediately after the show

- o Follow-up on leads you collected at the Show with services and/or production information and a personal phone call
- o Send news releases to trade publications reporting on how your exhibit was received and your success as result of exhibiting



Trade Show Marketing and Publicity Tools

NCBA has put together several useful tools for exhibitors to use as you promote your participation at the show.

A list of Pre-registered Attendees - The pre-registration list is available to NCBA exhibitors for a small fee. Please use the order form found in the Exhibitor Kit to purchase the list. Use the list to invite attendees to your booth. Contact Lorie Liddicoat at 303-850-3330 or lliddicoat@beef.org.

Facebook Event – Stay up to date on all things Convention! Interact with other exhibitors and virtually meet attendees prior to the show! Mark that you're "going" to the Cattle Industry Convention and NCBA Trade Show on the Facebook Event!

Twitter Chats – Join NCBA for pre-planned Twitter Chats! Interact with potential clients and attendees and learn the ins and outs about Convention. Dates and times TBD – check the exhibitor newsletters for updates.

Feathr Marketing Tools – A set of customized marketing collateral via a personalized landing page, banners, and emails created specifically for each exhibiting company to promote their participation in the event to their audience. An opportunity to encourage attendance and have face-to-face time with potential clients. Review the how-to tutorial [here](#). Contact Tiana Schneider at **303-850-3390** or tschneider@beef.org.

Logos and Advertisements - NCBA has designed a trade show logo and advertisements for exhibitors to use to help promote the show. Visit the [2021 Cattle Industry Convention & NCBA Trade Show Marketing Portal](#)

Banner Ads - NCBA has designed several different sizes of banner ads for placement on your website. These can easily be found at [2021 Cattle Industry Convention & NCBA Trade Show Marketing Portal](#)

List of Media Contacts - A list of media contacts and tips on how to work with the media are available. Contact Lorie Liddicoat at **303-850-3330** or lliddicoat@beef.org.

Countdown to the Show Newsletter - This electronic newsletter is a great way to get the word out about what you are doing at the convention to attendees and thousands of potential attendees. Contact Tiana Schneider at **303-850-3390** or tschneider@beef.org.

E-Postcard - NCBA has designed an e-postcard for exhibitors to send out to their current and potential customers attending the Trade Show via email. Create a custom greeting to send along with the post card directing individuals to your booth space. Contact Tiana Schneider at **303-850-3390** or tschneider@beef.org.

Video Promotions - NCBA has created a convention promo commercial. You can access the link on the NCBA website or download from [2021 Cattle Industry Convention & NCBA Trade Show Marketing Portal](#)

Customized Post Cards – Send out a direct mail piece and customize the NCBA postcards with your company information & booth location. Contact Tiana Schneider at **303-850-3390** or tschneider@beef.org.

Snapchat Geo Filters –Snapchat is a great way for your customers to keep up with you! NCBA will be providing Snapchat Geo Filters to use on-site. You can save these filtered photos and then upload them onto other social media platforms for continued promotion. Contact Tiana Schneider at **303-850-3390** or tschneider@beef.org.

Hashtag Promotion- Be sure and use the hashtag **#CattleCon21** when you post to social media. By using the hashtag symbol (#) in front of a word or phrase it turns the word into a clickable link allowing you to see a feed of public posts that have also used the hashtags. This will allow more people to connect with your product/company on social media. For example, by using **#CattleCon21** in your social media posts about the NCBA Trade Show, you will allow other social media users who follow that link to see your promotion and advertisement.

Promotion Codes & Weblinks - Don't forget to take advantage of the **FREE** Promo Codes. Create that extra incentive to get customers to visit your booth at the show! Each exhibiting company has a personalized promo code for \$50 off a full registration and \$20 off a Trade Show Only registration. For more information on promotion codes Contact Tiana Schneider at **303-850-3390** or tschneider@beef.org.

Opt-in to Text Alerts – Stay ahead of the game on all things Trade Show! Text **TRADESHOW** to 25827 and receive text message updates on important deadlines, announcements, and exhibitor news and marketing opportunities.



Sample Social Media Post – Join us as we Tune in to Tennessee for the Annual Cattle Industry Convention and NCBA Trade Show! **#CattleCon21** will be held at The Gaylord Opryland Resort & Convention Center on February 3-5, 2021 in the beautiful Nashville, Tennessee! [Insert company name] will be showcasing our newest products and services at the NCBA Trade Show. Get ready for 3.5 days of education, networking, business, and a whole lot of fun! Come check us out at [insert booth name and number] to see what [company name] has to offer!

#NCBA #Nashville #TuneInToTennessee #CattleCon21

NCBA Trade Show LinkedIn Group- Connect with other NCBA Trade Show Exhibitors and stay up to date on important topics and deadlines on our [LinkedIn Page](#).

Official Logos - Official Logos for the 2021 Cattle Industry Convention & NCBA Trade Show can be found in the [Marketing Portal](#).



Media

Making use of the media, particularly trade publications, is an important part of your overall exhibit and product promotion plan. Cattle industry trade publications have a natural interest in the NCBA trade show and the companies that exhibit. The NCBA Trade Show offers the press a chance to learn more about new equipment, technologies, strategies, and solutions in the industry.

The challenge for the exhibitor is to separate your product and exhibit from other exhibitors by providing interesting and newsworthy information, before, during and after the show. If you are new to or inexperienced in publicity and public relations, this media guide provides the basic tools you need to plan and execute an effective strategy to receive as much editorial coverage as possible. Even if you are a veteran you may find new ideas or approaches for the information presented in this guide.

What are you trying to achieve?

Your ultimate goal is to maximize the publicity for your product, service, and company. Make that known to your audience by using the media. The best part is... publicity is **FREE!**

Your objectives are to create knowledge, understanding, confidence and good will about your company and its specific products and services.

Use publicity to:

- Build awareness
- Enhance your company image
- Educate customers, prospects, and the media about your company

As an exhibitor at the 2021 NCBA Trade Show you have an invaluable opportunity for media exposure. More than 150 members of the press will be in attendance and there are many ways you can reach them!

We strongly encourage you to publicize your participation in the 2021 NCBA Trade Show. The complete list of press from trade publications is enclosed. Press releases sent in advance will increase the likelihood of hosting members of the press in your booth.

To help facilitate exhibitor media coverage a fully equipped and staffed media room will be set up exclusively for the working media (reporters, editors, photographers) of trade publications, consumer/business publication and the electronic media.

The Media Room will make exhibitor press kits available for all attending press to use. EACH EXHIBITOR SHOULD DELIVER A SUPPLY OF PRESS KITS TO THE PRESS ROOM NO EARLIER THAN **Monday, February 1, 2021**. The Media Room has limited storage we cannot store large quantities of press kits. Please check the Media Room throughout the show to make sure we have an adequate supply of your materials.

Some important Tips:


- Use product innovations to capture attention of the press
- Send out a "media advisory" prior to the show announcing a new products or services
- Have high quality, media-ready photographs of your new product
- Make sure someone in your booth is appointed to speaking with the press and that everyone in your booth knows of this individual's designation.
 - To help the media find your exhibit on the show floor, always display your booth number in the upper right-hand

corner of all press materials.

Helpful hints to include in your press kit:

- Past press releases about your company, add photographs and company logo sheets.
- Insert a company brochure or FAQ sheet.
- Include any articles on your company or new products.
- Add in press releases on new products.
- Incorporate a one-page company bio sheet:
 - Corporate structure, executive staff charts, sales figures, etc.
- Press release with customer testimonials.
- Key contact(s); at the show, regional offices, and headquarters.





TUNE IN TO Tennessee

**CATTLE INDUSTRY CONVENTION
& NCBA TRADE SHOW**
FEBRUARY 3-5, 2021 | NASHVILLE
GAYLORD OPRYLAND RESORT & CONVENTION CENTER

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