

FEBRUARY 26-28 · ATLANTA

Everything You Need to Know as a First Time Exhibitor November 6, 2024



AGENDA



- Show Opportunities
 - Specialty Features & Programs on the Show Floor
 - Networking Opportunities
- Operations
 - Exhibitor Resource Center
 - Cost Saving Tips
 - Onsite Tips
 - Exhibitor Driven Lead Retrieval
 - New this year! Attendee Driven Lead Retrieval
- Marketing
 - Marketing Tools
- · Q&A

SPECIALTY FEATURES & PROGRAMS ON THE SHOW FLOOR



- @CenterStage
- What's Hot! What's Cool!™
- US Culinary Open
- Show Floor Lounges
- The NAFEM Booth
- Training Time

NETWORKING OPPORTUNITIES



- The Kick-Off Party (GWCC, Hall B1)
 - Tuesday, Feb. 25, 2025, 6:30 8:30 p.m.
- The NAFEM Party (Mercedes-Benz Stadium)
 - Thursday, Feb. 27, 2025, 7:00 11:00 p.m.
- Show floor receptions
 - Wednesday, Feb. 26, 2025, 3 5 p.m.
 - Thursday, Feb. 27, 2025, 3 5 p.m.
 - Food and alcohol are permitted
- Show floor lounges

EXHIBITOR RESOURCE CENTER NAFEM 25 Show FEBRUARY 26-28 · ATLANTA

· When in doubt, go to your Exhibitor Resource Center

COST SAVING TIPS



- Order by the deadline date(s)
- Pay attention to shipping deadlines
- Order labor on straight time
- Send hanging signs to the advance warehouse
- Be sure your carrier arrives on time
- Know your <u>target move-in time</u>

ONSITE TIPS



- First thing...go to your booth, check everything has arrived
- Obtain empty stickers from Freeman Exhibitor Service Desk
- If ordered labor, check in with Freeman Exhibitor Service Desk
- Bring all tracking numbers and order confirmations
- Wear comfortable shoes
- Look for your onsite concierge team (NAFEM, Freeman and Edlen) for assistance

EMPTY RETURN PLAN



Review Empty Return Floor Plan once available

ATTENDEE DRIVEN LEAD RETRIEVAL



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Why ADLR? The benefits speak for themselves!



Unlock 3 FREE Lead Retrieval & Promotion Tools to Maximize Your NAFEM Success!

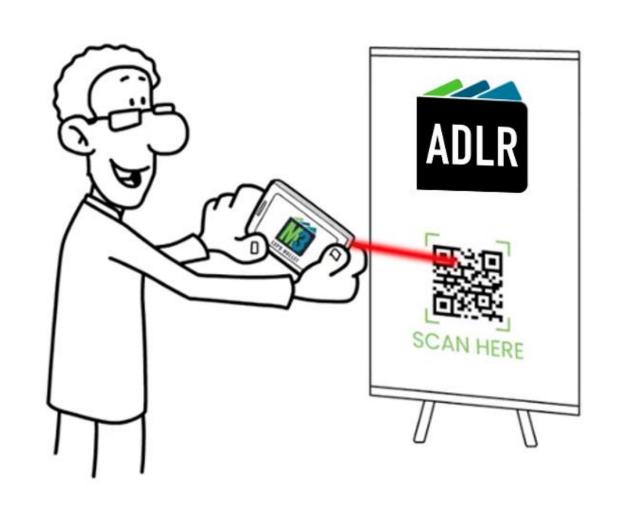


1

ADLR (Attendee-Driven Lead Retrieval)

Empower attendees to capture your digital content using their smartphones. By displaying custom QR codes throughout your booth, attendees can scan and instantly receive your content.

- Collect passive sales leads
- Streamline content delivery
- Save money on printing and shipping costs





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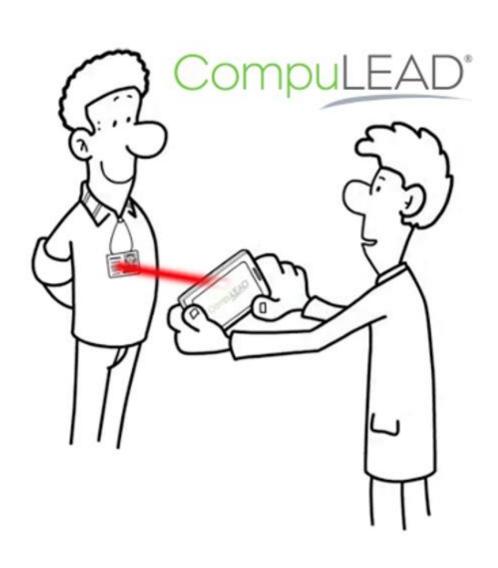


2

CompuLEAD® App (Exhibitor-Driven Lead Retrieval)

Maximize your sales connections with attendees on and off the show floor. Download the app on **unlimited devices**, allowing your entire team to participate in lead retrieval.

- Use action codes & surveys for lead qualification
- Identify top prospects with lead scoring
- Send targeted content to prospects from the app
- Import your leads into your CRM quickly and easily





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3

TrafficMax® (Complimentary Attendee List)

Increase booth traffic with TrafficMax®, an online attendee list rental and marketing tool. Connect with the right audience, generate more leads, and maximize your impact!

- Select a targeted list of show registrants
- Use the list for direct mail promotion
- Unlimited downloads
- For an additional charge, send a broadcast email to the list you select





EXHIBITOR DRIVEN LEAD RETRIEVAL



 Instructions and activation code will be sent to trade show contact on Dec. 6

- Questions?
 - CompuSystems
 - +1.708.786.5565 or nafem@csreg.zohodesk.com

EXHIBITOR MARKETING TOOLS



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Quick Reference Guide

- Social Media Asset Guide
- Registration Dashboard
- Mobile App



Exhibitor Marketing Tools Reference Guide

Here are tips and tricks to help you get the most out of your marketing efforts and WOW your customers.



Use The NAFEM Show logo and your booth number in all your promotional materials. Download images from the 2023 show.



Use this boilerplate description of The NAFEM Show in your PR efforts:

The NAFEM Show is brought to you by the North American Association of Food Equipment Manufacturers (NAFEM), a trade association of 500+ foodservice equipment and supplies manufacturers providing products for food preparation, cooking, storage and table service.

Additional approved content and messaging can be found on the media page.



Promote The NAFEM Show in your emails to customers and prospects. Here are some ideas:

- · Place The NAFEM Show Logo, the official NAFEM exhibitor badge or The NAFEM Show email signature graphic below your regular email signature. Be sure to include your booth number.
- · Mention The NAFEM Show and your booth in your regular e-news communications or send a series of dedicated emails. Don't forget to include:
 - · Booth number and product highlights, especially new product reveals
 - In-booth training opportunities
 - General show information (see our sample emails)
 - · Links to news and insights from NAFEM



Website & owned content (blogs, articles, etc.)

Your website and/or owned content is a great place to post information about your company's show presence. Here are some suggestions:

- Place the official NAFEM exhibitor badge in a visible area on your site and post on social media channels.
- · Publish an article or press release.
- Add a show-related slider or module to relevant website pages and use our show-branded
- · Create a landing page with information about your presence at the show. Use it as the destination for all paid media traffic, email click-throughs, etc.



Our social media guide provides tips for each channel and sample posts and images.

IMPORTANT DATES



- . Nov. 8
 - Detailed floor plans due for exhibitors occupying an island, split island, peninsula, or modified peninsula booth; manufacturers of walk-in coolers, refrigerators and/or freezers; or those with written booth violation notices from 2023
 - · Hanging signs are permitted to a maximum height of 20' to the top of the sign.

IMPORTANT DATES



- · Dec. 11
 - Webinar #5 Exhibitor Registration, Lead Retrieval and Booth Promotions
- · Jan. 10, 2025
 - Last day to submit contracts and company name changes
- Jan. 27, 2025
 - Freeman Discount Deadline
- Feb. 5, 2025
 - Edlen Utility Order Deadline
- Ongoing
 - Exhibitor education webinar & video series
 - https://www.thenafemshow.org/



Q&A

info@thenafemshow.org





THANK YOU

