



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

- 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 **target move-in time**

# 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

## Why ADLR? The benefits speak for themselves!

- ✓ Capture every sales opportunity with ease.
- ✓ Expand your reach further



# 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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The  
**NAFEM** Show<sup>®</sup> | **25**  
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2

## CompuLEAD<sup>®</sup> 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



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

## 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](mailto:nafem@csreg.zohodesk.com)

# EXHIBITOR MARKETING TOOLS

- [Quick Reference Guide](#)
- [Social Media Asset Guide](#)
  
- Registration Dashboard
- Mobile App

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### 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.

- Image assets**  
Use [The NAFEM Show logo](#) and your booth number in all your promotional materials.  
[Download images from the 2023 show.](#)
- PR**  
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](#).
- Email**  
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 photo assets](#).
  - 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.
- Social media**  
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](mailto:info@thenafemshow.org)

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