



FEBRUARY 26-28 • ATLANTA

Exhibitor Registration, Lead Retrieval & Booth Promotions December 11, 2024



AGENDA

- **Exhibitor Registration Dashboard**
 - How to login
- **Lead Retrieval**
 - Attendee-Driven
 - Exhibitor-Driven
- **Booth Promotion**
 - Download Attendee List
 - Invite a Customer
 - Registration Widget
- **Exhibitor Marketing Tools**
 - Quick Reference Guide
 - Social Media
 - Asset Guide
 - Advertising Opportunities
 - NAFEM Show App
 - News & Insights



EXHIBITOR REGISTRATION DASHBOARD

ACCESS EXHIBITOR REGISTRATION DASHBOARD



- **Visit**
 - <https://www.thenafemshow.org/for-exhibitors/>
- **Select**
 - Exhibitor Resource Center
- **Enter Login Credentials**
 - Same as your NAFEM Member Dashboard credentials

EXHIBITOR REGISTRATION DASHBOARD



EXHIBITOR DASHBOARD

[↪ Sign out](#)

Welcome back, **A&C Glass Door LLC**

REGISTRATION TOOLS

LEAD RETRIEVAL

BOOTH PROMOTION

You have the ability to manage your company's allotment, add new booth staff and edit existing booth staff.

Exhibitors are provided five (5) complimentary Exhibitor or Manufacturer's Rep badges per 150 sq. ft. of exhibit space purchased, with a minimum of five (5) badges per company. Should a company need additional badges above the provided allotment, email your request to info@thenafemshow.org.

Registration Tools

Add Individual Booth Staff

Upload Group Registration

Edit Existing Registrations

Allotment Information

[VIEW ALL](#)

Booth Staff Allotment

Total Allotted 5 +

Total Used 0 Q

Total Remaining 5 +

The
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Show® | **25**
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LEAD RETRIEVAL

ATTENDEE DRIVEN LEAD RETRIEVAL

Why ADLR? The benefits speak for themselves!

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



ATTENDEE-DRIVEN LEAD RETRIEVAL (FREE)

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



EXHIBITOR-DRIVEN LEAD RETRIEVAL (FREE)

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



EXHIBITOR-DRIVEN LEAD RETRIEVAL (FREE)

Countdown to:
The NAFEM Show 2025
XX days

Welcome CompuSystems [Sign Out](#)



[Exhibitor Dashboard](#) > [Lead Retrieval](#)

[CONTACT US/UPGRADE MY ORDER](#)

COMPULEAD APP

- [Customize Qualifiers/Surveys](#)
- [Upload Literature/Videos](#)
- [Manage My Leads](#)
- [Explainer Video](#)
- [User Guide](#)
- [FAQs](#)

ATTENDEE DRIVEN LEAD RETRIEVAL

- [Upload Literature/Videos](#)
- [Manage My Leads](#)
- [Explainer Video](#)

The NAFEM Show Offers You (2) Two Types of **FREE** Lead Retrieval Services!

INCLUDED AT NO EXTRA COST WITH YOUR BOOTH!

Enhance your sales efforts and boost your success with these powerful, FREE tools. Designed to help you capture and qualify leads, they also allow you to distribute digital content swiftly and efficiently.

- Capture leads everywhere—on and off the show floor
- Use action codes and surveys for precise lead qualification
- Identify top prospects with our advanced lead scoring system
- Send targeted content to prospects directly from the app
- Empower attendees to capture your content with their own phones



[Watch CompuLEAD video](#)

ATTENDEE LIST (FREE)

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



INSTRUCTIONS & NEXT STEPS



Instructions and activation codes were sent to the trade show contact on December 5th

Lead Retrieval Questions?

+1.708.786.5565 or

exhibitor-support@csireg.com

Registration Questions?

+1. 224.563.3764 or

nafem@csreg.zohodesk.com



BOOTH PROMOTIONS

DOWNLOAD THE ATTENDEE LIST



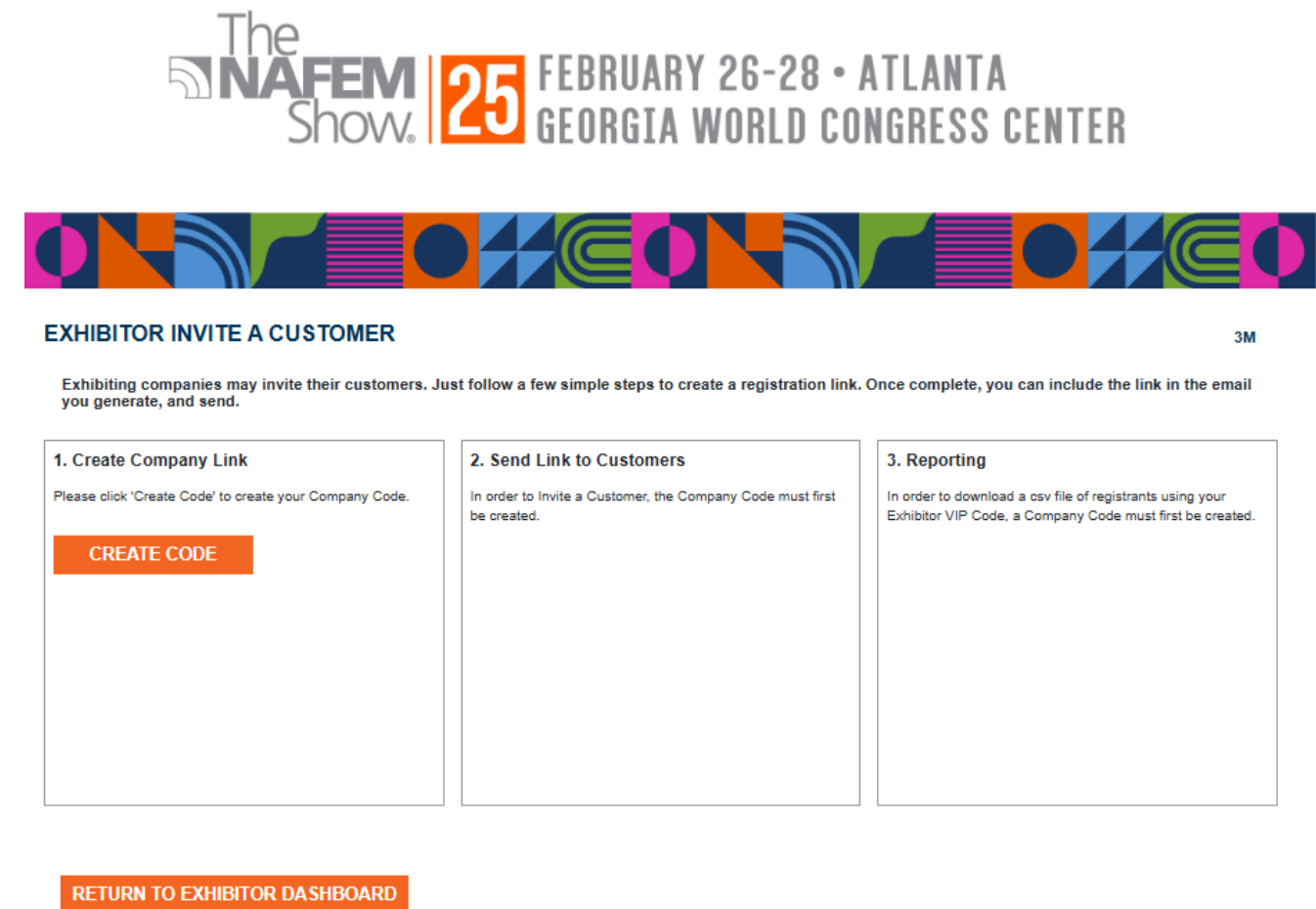
Navigation

1. Registration Dashboard
2. Select “Booth Promotion”
3. “Download Attendee List”

Available Jan. 13, 2025

BOOTH PROMOTION- INVITE A CUSTOMER

- Send one-off emails to your current and prospective customers
- Promote your presence at the show and invite them to register



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EXHIBITOR INVITE A CUSTOMER 3M

Exhibiting companies may invite their customers. Just follow a few simple steps to create a registration link. Once complete, you can include the link in the email you generate, and send.

1. Create Company Link Please click 'Create Code' to create your Company Code. CREATE CODE	2. Send Link to Customers In order to Invite a Customer, the Company Code must first be created.	3. Reporting In order to download a csv file of registrants using your Exhibitor VIP Code, a Company Code must first be created.
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[RETURN TO EXHIBITOR DASHBOARD](#)

BOOTH PROMOTION- INVITE A CUSTOMER



Live Preview of Registration Widget



THE ABC COMPANY

REGISTER NOW

- A snippet of code to promote the event and drive registrations
- Use code on your website or email signature

Booth Promotion: Pre-Show Marketing



- **Spread the word** – let your customers and prospects know you're exhibiting and invite them to attend
- **Spice up existing communications** – add the show logo and your booth number to your email signature, website, newsletters and more
- **Promote your presence at the show** – download show marketing collateral available through the Exhibitor Resource Center

A horizontal decorative border consisting of a series of colorful geometric shapes and patterns, including circles, squares, and lines in shades of blue, orange, green, and pink.

EXHIBITOR MARKETING TOOLS

EXHIBITOR MARKETING TOOLS

- [Quick Reference Guide](#)
- [Social Media Asset Guide](#)

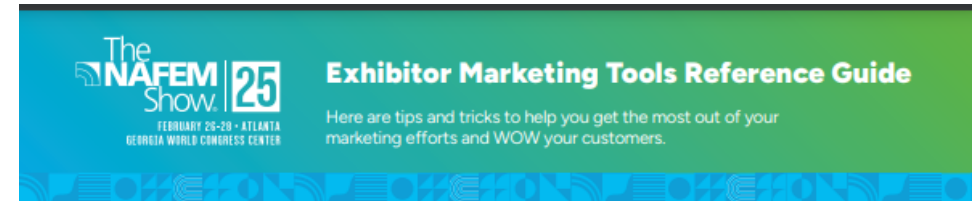


Image assets

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](#)
- Invite your customers to apply for the Hosted Buyer Program! Get a head start on your email outreach with our [referral letter template](#).



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.

SOCIAL MEDIA



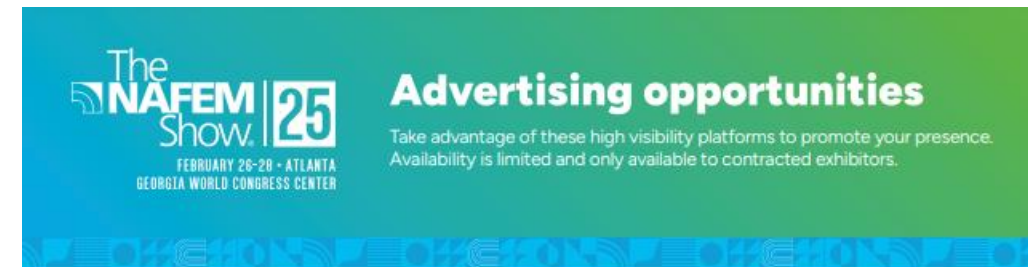
Join the conversation on social media – and stay updated with the latest show news and content.

- Follow us on:
 - Facebook: @thenafemshow
 - Twitter: @thenafemshow
 - Instagram: @nafemHQ
 - YouTube: @nafem
- Use the official hashtag #TheNAFEMShow
- Share content as it's published with your followers

ADVERTISING OPPORTUNITIES



- Take advantage of our high-visibility opportunities to promote your presence at The NAFEM Show.
- Login to the Exhibitor Resource Center and select the Advertising Opportunities tile to submit your contract now – opportunities are limited!
- [Review Advertising Opportunities](#)



Display your company's branded message outside the Georgia World Congress Center (GWCC) on one (1) of three (3) LED screens (10'x6'6") at the Building B Entrance.

- This opportunity includes:**
- One (1) static image or a 10-second video spot (note your branded asset also will rotate with content from other exhibitors and NAFEM)
- Investment:**
- \$5,000 per screen; Maximum one (1) screen per company; Three (3) screens total; No more than three (3) advertisers per screen



Reach registered attendees through The NAFEM Show app.

- This opportunity includes:**
- Targeted message designed by you, delivered through The NAFEM Show app. (Number of characters is limited.)
- Investment:**
- \$2,000 per push notification; Six (6) total available; two (2) per show day; Maximum one (1) per company, per day



Be a part of NAFEM's daily email communication to onsite attendees.

- This opportunity includes:**
- Your logo featured in NAFEM's daily email
- Investment:**
- \$6,000 per email; Three (3) total available (one per show day); Maximum one (1) per company



Highlight your live product demonstration via The NAFEM Show app.

- This opportunity includes:**
- One (1) text listing in The NAFEM Show app (must be 50 words or less)
- Investment:**
- \$250 per listing; One (1) listing per company, per show day; Companies can purchase up to three (3) total

THE NAFEM SHOW APP



- Login to the Exhibitor Resource Center to update and submit your company profile featured in The NAFEM Show App
- Exhibitors are able to update their company listing, logo, product images/descriptions, video, virtual business cards, show specials, new products and more.
- The NAFEM Show App launches Jan. 13, 2025

NEWS & INSIGHTS



Access the *News & Insights* content hub to share educational resources such as:

- Valuable trend articles
- Industry reports on commercial and non-commercial operations
- Ebooks and interactive tools

<https://www.thenafemshow.org/>

IMPORTANT DATES



- Jan. 10, 2025
 - Last day to submit contracts and company name changes
- Jan. 27, 2025
 - Freeman Discount Deadline
- Jan. 29, 2025
 - Webinar #6 – Show Features & Things to Know
- Feb. 5, 2025
 - Edlen Utility Order Discount Deadline
- Ongoing
 - [Exhibitor education webinar & video series](#)
 - <https://www.thenafemshow.org/>



Q&A

info@thenafemshow.org

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