

# 2011 BUSINESS EXPO

## Promoting Your Exhibit



- Because of the type of organization that we are, we cannot *buy* advertising to promote this or any event or program.
- We rely on donations from local TV, radio and print media as well as our own website, publications and mailings to promote the event as best we can.
- We need your help too!
  - Create an invitation letter to your clients and vendors asking them to visit your booth at the show. Make it exciting, include some attention-grabbing reasons for them to come and see you –a contest, game, special give-away.
  - Use your outgoing voicemail message, company website and newsletters to promote your participation.
  - Have members of your exhibit staff travel around the exhibit hall as walking billboards!
- Do you have ideas on how we can further promote the event? Please share them with us by contacting Kim Dale at 251-431-8649 or [kdale@mobilechamber.com](mailto:kdale@mobilechamber.com)!