



# The Digital EDUCATION SHOW Asia 2016

## EXHIBITOR CHECKLIST

### YOUR CHECKLIST TO PROMOTE YOUR PRESENCE AND INCREASE INTERACTIONS ONSITE WITH NEW AND CURRENT CLIENTS

You've booked your stand and now it's time to make sure that you get the most from your participation at Digital Education Show Asia 2016.

This exhibitor toolkit will help you make sure that you meet the right people at the show and spread the news about your participation. We can help you with any of these activities as part of your package.

#### **Send personalized invitations**

Identify the 10-20 key contacts that you really want to visit your stand at the show and get your team to invite them via email or telephone.

This is the most effective way to make sure that key industry executives visit your stand before your competitors.

**Timeline: Before 4 April 2016**

#### **Send mass email invitations**

This is the best way to make sure everyone on your email database knows that you are participating in the event, and to invite them to visit your stand.

Don't have time to create a HTML email?

We can make one for you and even send it to your data to make things really easy. Email

[Justine.williams@terrapinn.com](mailto:Justine.williams@terrapinn.com) to request your email.

**Timeline: Before 25 March 2016**

### **Add the event banner to your email signature**

A quick and easy way to let everyone know you're exhibiting at the show is to add the event banner on to your email signature and get your team to do the same. We can also send you one with your stand number on it.

Get the event banner from <http://bit.ly/exhibitor-toolkit>

Email [Justine.williams@terrapinn.com](mailto:Justine.williams@terrapinn.com) to request your personalized banner.

**Checklist: Before 25 March 2016**

### **Use social media**

Announce you're exhibiting at the show on Twitter using #desa16 or mention us on Facebook 'Digital Education Show Asia 2016'

### **Send a press release**

Are you launching a new product at the show? Do you have something exciting to tell the media about? Then make sure you send your media contacts a press release around the show so they know about it.

Download a sample press release from <http://bit.ly/exhibitor-toolkit>

Extra tip: Send us your press release so we can include any exciting launches in our pre-event marketing.

**Checklist: Before 1 April 2016**

Your marketing contact is Justine Williams – call +65 6322 2719 or email [Justine.williams@terrapinn.com](mailto:Justine.williams@terrapinn.com) for help with any of the above activities.