



## Marketing Kit

Updated for the 2020 show, the new, user-friendly marketing kit will allow a quick and easy way for exhibitors to find the right product. The new *Guide Me* feature allows simple identification of products through its new tile system approach, allowing quick access to products best suited for them. Along with its new set-up, the marketing kit also provides users **free** print, postage, and mailing up to 2,000 pieces.

### Available Items

Promote your presence at the show using the following customizable items.

- Banner Ads
- Emails
- Letters
- Logos
- Postcards
- Social Media Graphics

### How to Access

All exhibitors will be able to access the marketing kit through the [Exhibitor Dashboard](#). Once signed-in, exhibitors will locate the marketing kit through the 'Promote Your Booth' tile.

### Launch Date

The CONEXPO-CON/AGG and IFPE marketing kits will be available Monday, September 2.

### Media Relations

Be sure to include media relations in your show promotion and marketing plan. See the [News & Publicity Tips form](#) in the show Exhibitor Services Manual.