

PROMOTE YOUR PRESENCE

If you are not the person who handles your exhibition marketing, please provide this entire section to the person who does – this information is extremely valuable and time-sensitive!

In this section, you will find important information and deadlines so you can effectively promote your company's presence at the largest private-education association gathering in the nation – SpaceCom Conference and Exposition.

SHOW DIRECTORY LISTING DEADLINE

As an exhibitor, you receive a free listing in the online exhibitor directory as well as the printed Official SpaceCom Conference and Exposition Show Guide. Some information about your company is already listed in the online exhibitor directory, but you need to update and complete your listing information for the printed directory. The deadline for inclusion in the printed SpaceCom Show Guide is **Friday, September 29, 2017**. Please refer to the following page in this section of the exhibitor services manual for directions on updating your company information for the Show Guide.

After the close of business on September 29, your company information will be downloaded directly from the website for inclusion in the printed directory, which will be distributed to all attendees at the show.

SpaceCom exhibitors are responsible for the accuracy of ALL the information contained within their exhibitor profile. If you are having problems accessing your exhibitor profile, please contact Razak Kadiri at rkadiri@ntpshow.com or 1.703.683.8500 x 244 or 1.800.687.7469 (US residents only).

SPONSORSHIPS

Information on available sponsorships and advertising opportunities can be found here: [Sponsorship brochure](#)
For sponsorship assistance, please contact us at tchase@spacecomexpo.com or 800-687-7469.

INVITE YOUR CUSTOMERS

SpaceCom is providing **free** personalized partner landing pages to all 2017 SpaceCom exhibitors, allowing you to invite your guests and clients to meet with you in Houston! Pages will be sent directly to you. Questions? Contact Whitney Bell at wbell@ntpshow.com.

TIPS FOR EFFECTIVE EXHIBITING

Check out the tips included behind this tab for helpful ways to ensure you get the most out of your exhibiting dollars.

SOCIAL MEDIA TIPS

Social media is here to stay! Stay connected with the industry using the simple tips in this section.

PUBLIC RELATIONS TIPS

Learn how to effectively communicate your company's presence and products/services to the local and national media. Plus, check out the handy list of "do's" and "don'ts" when working with the media.

PRESS RELEASE SAMPLE

Use this press release sample to create your own company press release about the products and services you will be showcasing at SpaceCom 2017.



PUBLIC RELATIONS (PR) TIPS

Promote your presence at the 2017 SpaceCom Conference and Exposition. Some important ways you can do this are:

1. Issue a press release (use the sample press release in this manual as a guide to create your own) to industry publications, local media in your area and in the Houston area ideally 10 to 12 weeks before the show on a new product or service you will be announcing at the show.

Some Tips:

- Use product innovations to capture attention of the press
 - Send a “media advisory” prior to the show announcing your presence at the show
 - Have high-quality, media-ready photographs of your products or services
 - Keep headers short, but dynamic – use action words
 - Include a quote from your CEO or division manager
 - Include a contact name with email and phone so reporters can get a hold of you for questions or more information
 - Include a short company bio at the end of your press release, including your website
2. Create a press kit that includes contact information and important company and product information. Put your press kits on CD as this is the preferred format for the media, but keep some traditional kits with you as well.

Your Press Kit should include:

- Press releases about your company and/or products
 - Include recent articles on your company and/or products
 - A company brochure and/or company fact sheet
 - Brochure, fact sheets, information on specific new product and service launches
 - Photographs and company logo sheets
 - Booth location & cell phone number of the on-site company press contact
 - Make sure someone in your booth is appointed to speaking with press and that everyone in your booth knows of this individual’s designation
3. Make sure your releases and high-resolution product shots are also available on your website.

BOILERPLATE FOR SAMPLE PRESS RELEASE:

About SpaceCom

[SpaceCom](#) (the Space Commerce Conference and Exposition) convenes December 5-7, 2017 in Houston and is the nexus between space innovation and your industry. The event is produced in collaboration with [NASA](#)

[Johnson Space Center](#), [Center for the Advancement of Science in Space \(CASIS\)](#), [Greater Houston Convention and Visitors Bureau \(GHCVB\)](#), [Houston First Corporation](#), and [National Trade Productions](#). For more information, visit www.spacecomexpo.com.

NAME
TITLE, COMPANY
EMAIL
PHONE

FOR IMMEDIATE RELEASE

ACME Technology to Launch a New, Heat-Resistant Textile at SpaceCom 2017

City, State (DATE) — ACME Technology, the leading supplier of advanced manufacturing technologies, will launch its new heat-resistant textile during SpaceCom 2017, the Space Commerce Conference and Exposition, December 5-7, 2017 at the Georgia R. Brown Convention Center in Houston, Texas.

“There was no question that SpaceCom would be where we would launch our newest product”, said John Doe, Vice President of Business Development, ACME Technology. “It is our best opportunity to engage a large number of aerospace and NASA executives along with a new audience of non-space leaders from across the advanced manufacturing, communications, energy, transportation and medical industries. We are looking forward to a fantastic show.”

[Insert more information on your company and the product(s) and/or service(s) you provide. This is a great opportunity to capture the attention of a reporter. Keep it short.] ACME Technology will be located in Booth #1234 at SpaceCom 2017.

For more information on the new, heat-resistant textile or ACME Technology, visit www.acmetechnology.com or call 800.555.1234.

About ACME Technology

For more than 10 years, Acme Technology has been the leading supplier of advanced manufacturing technologies to the ever-growing marketplace. For product demonstrations or questions, please contact Jane Smith, Vice Presented of Sales, at 987.555.1234 or jsmith@acmetechnology.com.

About SpaceCom

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Official SpaceCom Conference and Exposition Show and Floor Guide Deadline: Friday, September 29, 2017

As a SpaceCom exhibitor, you receive a free listing in the online exhibitor list as well as the printed SpaceCom Conference and Exposition Show Guide. Some information about your company is already displayed in your online exhibitor listing. To ensure accuracy and inclusion in the printed directory, please update and complete your listing no later than **Friday, September 29, 2017**.

Some of the information you provide in your online exhibitor profile will be printed in the SpaceCom Conference and Exposition Show Guide, which is distributed to all registered attendees. If you do not update your listing, we will assume you did not need to make changes, and information displayed in your online listing will be printed in the Show Guide. Please note that some of the items you provide online are **not** included in the printed Show Guide. We cannot guarantee inclusion in the printed show directory after **Friday, September 29, 2017**.

SUBMIT YOUR INFORMATION

1. Go to the [Exhibitor Portal](#)
2. Login with the password that was sent to you in your booth confirmation email and invoices.
3. Under "Edit Booth Info" click on the "Edit" link.
4. Fill in all blank fields and verify all existing information.
5. Check boxes next to your company's product categories, selecting a maximum of 5 product categories.
6. When complete, click "Save" at the bottom of the page and scroll to the top to check for any errors.

Note: Your company description in the print guide is limited to 500 characters or less (about 75 words).

Remember: Information printed in the *SpaceCom Conference and Exposition Show Guide* will be taken directly from your online listing!

UPGRADE YOUR ONLINE PROFILE

SpaceCom offers the ability to upgrade your listing in the online exhibitor search to include your logo, product photos, show specials, press releases, videos and "pop-to-the-top" search features. Attendees looking for specific products will find you more easily and add you to their personal planner for the event.

QUESTIONS?

Email Razak Kadiri, SpaceCom's Sales Coordinator, at rkadiri@ntpsshow.com or 703-683-8500, ext. 244 for assistance.

NOTE

After **Friday, September 29, 2017** you can update your online exhibitor listing, however, the printed SpaceCom Show Guide will be closed for changes. SpaceCom and NTP reserve the right to edit copy.

Congratulations on your decision to exhibit at the 2017 SpaceCom Exposition. You've made a wise investment that can pay your company significant returns — if you execute properly. Your Exhibitor Services Manual contains much of the information you need to execute the logistical aspect of your exhibit. Please read it carefully.

Executing logistics only helps ensure that your exhibit and products show up. It doesn't ensure you will get any meaningful results. Here are 10 strategic tips to help you get more from your investment.

1. Get Buy-In and Support

Communicate with your management, sales, product development and marketing departments at least three months before show time to identify what *specifically* they would like to accomplish through your exhibit.

2. Set Specific Show Objectives

Encourage each department to convert reasons like "capture leads" to goals like "capture at least 25 qualified leads" and then to develop an action plan of what they need to do to make it happen. Lead retrieval units can be ordered to help you organize and track your leads. This form is in the *Utilities & Additional Services* section of the manual.

3. Identify Your Target Audience

Ask sales/marketing to identify your ideal visitor by type of organization, job function/title and geography. Then, assemble target visitor lists using internal sources and invite them to the show.

4. Use High-Impact Pre-Show Marketing

Create a highly visible, multi-pronged marketing campaign to touch your ideal visitors at least three times before the show opens. The goal is to get on their agenda or "*must-see*" list.

5. Create an Exhibit Experience

The average attendee will only visit select exhibits; will your exhibit be one of them? Make sure it is by answering this question: "*What do you want your ideal visitor to experience at your exhibit?*" Then, design an exhibit that is eye-catching, open and inviting. Make it comfortable. Make it interactive versus static. Create an experience worthy of an attendee's time.

6. Prepare and Train Your Staff

The difference between a show as an investment or expense is the people staffing your exhibit. Prepare your staff in advance by communicating show goals and plans. Give them pre-show assignments. Always conduct a pre-show meeting at the venue. And, consider providing exhibit staff clear goals before arriving at the venue.

7. Measure Your Progress Daily

Create a simplified scorekeeping system to measure and record your results. Do it daily and report to your team each day and then again at the end of show.

8. Capture Better Leads

Design a custom lead form that helps your exhibit staff elicit and capture the best information from visitors. Not just general contact information, but opportunity and sales advancing information. Then, integrate the

form with your lead retrieval app.

9. Create Follow-Up Accountability

An *Expo Trends* study found that 87% of leads are never followed up. Design and implement a "closed-loop" lead management system that provides an easy lead progress reporting procedure.

10. Measure and Report Results

For each specific show objective set, determine in advance the metrics you will use to measure results. Then be sure to report the progress you made to people who need to know about it!

Social media is an effective and FREE way to promote your presence at the 2017 SpaceCom Exposition. A strong presence helps build your opt-in marketing lists, be on the list of 'must-see' companies, create product awareness, generate buzz around new products, drive sales leads, identify your company's brand champions, accelerate the sales cycle and deepen your relationship with customers.

Start with outlining the goals for your social media marketing efforts and identify the metrics of success. With specific goals defined, you can leverage social media to expand your tradeshow marketing efforts.

- **Join Facebook**

Facebook offers a very powerful platform on which to build a presence. If you're not already active on Facebook – get started. Create a business page for your company. This allows proponents of your business to interact and to "like" your company — expanding the presence of your business. Once you're on Facebook, "like" and post on the SpaceCom page, <https://www.facebook.com/SpaceComExpo>, and promote your presence to the hundreds of fans.

- **Join Twitter**

If you haven't already, sign up for Twitter and create an account for your business. Search for the names of your competitors to learn how they're using it. And don't forget to search for your business name – your customers may already be tweeting about you! Tweet about your booth at SpaceCom using the #SpaceComExpo hashtag and follow SpaceCom on Twitter @SpaceComExpo

- **Join LinkedIn**

LinkedIn encourages your customers, clients or vendors to give you a "recommendation" on your profile. Recommendations are useful because they'll make you and your business more credible with new customers. Create LinkedIn groups that focus on topics of interest in your industry.

- **Blogs**

Blogs start with great content. Decide on a focus for your blog and write interesting content that your customers will enjoy. Participate on other blogs by commenting or asking questions. Blogs allow you to build a reputation and establish your credibility to new audiences.

- **Practice What You Preach**

If you are going to work with social media, be involved in social media. Get engaged so you understand the culture, tone, best practices and protocol.

- **Be Yourself**

Readers can see through marketing talk. Be passionate about what you do and let that show through your personality. Let people see you as a person, not a mouthpiece.

- **Post Frequently**

It's a lot of work, but do not post to your blog or Twitter page then leave it for two weeks. Readers won't have a reason to follow you on Twitter or check your blog if they can't expect new content regularly.

- **Add Value**

Share tips, tricks, show specials and insights. Everyone's time is precious. Make listening to you worth a current or prospective customer's time.

- **Respond**

Answer questions; thank people, even if it's just a few words. Make it a two-way conversation.