

## Promote Your Exhibit

Updated for the 2019 show, the new, user-friendly marketing kit will allow a quick and easy way for you to find the right product you're looking for. The new **Guide Me** feature allows simple identification of products through a tile system approach, allowing quick access to the products best suited for you. Along with its improved functionality, the kit has new offerings, such as customizable social media graphics, banner ads, postcards, letters and emails. [Check out the new and improved features today!](#)

### Free Marketing Kit Tools

- **Customizable Email Campaign**  
We provide you with an official World of Asphalt email template and software that can get through tough firewalls and spam blockers. Simply set up your email campaign with your customized message and information your customers and prospects need to attend World of Asphalt 2019. Be sure to add your **promo code** to save your customers and dealers over 35% off registration at no cost to you. [Start Your Campaign Now!](#)
- **Direct Mail Postcard Campaign**  
Send direct mail postcards that are customized with your message, logo, product images and booth number. We cover free print, postage and mailing up to 2,000 pieces. Add your **promo code** to save your customers and dealers over 35% off registration at no cost to you. [Order Today!](#)
- **Customizable Show Logos & Banners**  
Drop these in your ads, on your website, and anywhere else your current or potential customers may see you're exhibiting at World of Asphalt 2019. [Get Show Logos and Web Banners Here!](#)

### Online Exhibitor Directory Tools

- **Update Your Exhibitor Listing**  
Attendees are already researching which exhibitors to visit at the show. [Update Your Listing!](#)
- **Promote Your New Products Now**  
Let attendees know about your newest innovations through the New Products and Technologies page within the online exhibitor directory. [Upload Your New Products!](#)
- **Social Tips & Pre-Drafted Posts**  
Use the Exhibitor Social Media Toolkit for tips and pre-drafted posts for your social platforms to help tell your customers they can meet you face-to-face at World of Asphalt. [Get Social Now!](#)
- **Media Relations Support**  
Providing press kits to the editor newsroom, as well as seeking editorial coverage can be an effective way to supplement your marketing and promotional efforts. Additional information regarding press kits and various media relations opportunities can be found on the [Media Services](#) page.

**Questions?** Please contact our Exhibitor Engagement Team, who are happy to assist: Aaron Sova or Alejandra Anderson (Tel: (800)-867-6060 or email: [customerservice@worldofasphalt.com](mailto:customerservice@worldofasphalt.com))