

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 – NCEA Convention & Expo.

SHOW DIRECTORY LISTING DEADLINE

As an NCEA exhibitor, you receive a free listing in the online exhibitor directory as well as the printed NCEA Show Directory. 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 Show Directory. The deadline for inclusion in the printed NCEA Show Directory is **Friday, February 2, 2018**.

SPONSORSHIPS

Information on available sponsorships and advertising opportunities can be found by calling NTP at 703-683-8500 or by email at NCEAsales@ntpevents.com.

INVITE YOUR CUSTOMERS

Inviting customers to NCEA Convention is a POWERFUL way to thank your best customers for their support and an added opportunity to meet face-to-face with them. Each NCEA exhibitor is offered 25 complimentary 1-day Expo Only Passes. Be sure to capitalize on this value-added marketing opportunity and drive traffic to your booth! As an exhibitor please sign-up your customer as a part of the exhibitor registration process (separate tab) FOR FREE. Please note: Expo Only Passes are for the exhibit hall only and cannot be used for entry to the professional development sessions.

LEAD RETRIEVAL

Convention Data Services is the official and exclusive lead retrieval supplier for **NCEA 2018**. Their X•Press Leads equipment includes the X•Press Connect software app and the X•Press Connect Plus wireless handheld scanning device (optional printer available). Both solutions allow exhibitors to electronically capture complete attendee contact information upon scanning, and enter custom notes into the lead record. Files are then available for the exhibitor to download for instant lead follow up.

Online Ordering Site: <https://www.xpressleadpro.com> or see the Lead Retrieval Form also in this section of the ESM.

Important 2018 Badge Barcode information: Exhibitors who use non-CDS lead retrieval equipment will need to purchase the X•Press Data Conversion Service or the Event API to receive attendee's full contact information either post show or real-time onsite. Without one of these services, a 3rd party scanner will only capture first name, last name, and company.

Please contact **Amy Thrasher**, Sr. Exhibitor Services Account Manager to discuss the data conversion service and other lead retrieval options via phone **508-743-0186** or email athrasher@cdsreg.com.

ATTENDEE LISTS

NCEA is excited to offer exhibitors the opportunity to purchase pre-show attendee mail lists. This marketing tool allows you to get into the heads of registered attendees and drive traffic to your booth onsite. Today's attendee plans ahead of time and often maps out their onsite itinerary in advance; marketing your company's presence pre-show allows you to get on their agenda.

Lists will be available in February 2018 all exhibitors will receive an email communication with ordering information at that time. To order, see the Attendee List Order Form also in this section of the ESM.

SOCIAL MEDIA TIPS

Social media is a great way to promote your participation in NCEA! Stay connected with the industry using the simple tips in this section.

Twitter

Use your company's Twitter profile to share information about NCEA 2018, your booth, product or service news, and other activities. Include the **#NCEA18** hash-tag on all tweets to participate in the conference conversation.

Make your Twitter posts conversational and informal. Encourage discussion with questions, polls, and "Did you know" posts. Whenever possible, include links and photos. Re-tweet messages from other handles that relate to NCEA 2018 and use the hash-tag.

Some sample Tweets:

- See you at #NCEA18 on April 3-5 in Cincinnati! <link: <http://www.ncea.org/>>
- We'll be announcing new products/services at #NCEA18. Check it out: <link for more info>
- Visit us during #NCEA18 at booth # for <information, giveaways etc.>

Facebook

Use your company's Facebook profile to make announcements about NCEA 2018, promote products or services, reveal information about your booth, and share news about your NCEA 2018 plans. Customized Facebook posts with more information and visuals are better. Always include an image. Treat them like mini-blog posts to differentiate from Twitter messages. Share and connect with attendees on NCEA's event Facebook page at NCEAorg.

Sample posts:

- We're visiting Cincinnati on April 18-20 for the NCEA 2018 Convention & Expo. <Details on booth, activities> Will you be there? (link: <http://www.ncea.org/convention>) <Image of product>
- We're announcing new products/services at NCEA 2018. Learn more: <link for more details> <Add teaser details about benefits of product, image of product>

Other Platforms

Use other social media tools when appropriate. For example, outreach to bloggers about your new products/services. Publish posts on LinkedIn. Post videos on YouTube. Incorporate video and image links on Twitter and Facebook. Use the tools and voice that matches your company's persona.

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USEFUL LINKS AND SOCIAL MEDIA HANDLES:

NCEA Convention & Expo 2018 — <http://www.ncea.org/convention>

NCEA Facebook — www.facebook.com/nceaorg

NCEA Twitter — @NCEATALK

NCEA Pinterest — www.pinterest.com/nceapins

NCEA Flickr — www.flickr.com/photos/ncea