

# Pittcon<sup>®</sup>

## Conference and Exposition

### Pittcon 2023 Exhibitor Marketing Resources

Promotion is an integral part of a successful tradeshow exhibition. It places your company in the minds and on the maps of thousands of Pittcon attendees, increasing traffic to your booth and creating leads that yield revenues for years.

Universal tradeshow statistics prove that **pre-show**, **in-show**, and **post-show marketing** is both a valuable exhibitor resource and an integral and expanding representational aspect of a complete tradeshow promotional suite.

Pittcon offers a variety of resources designed to assist exhibitors with their promotional strategies, and to help them **stand out in a competitive scientific market**. The tools in this kit are available so that your company will be able to get the most out of your Pittcon 2023 attendance:

#### Access Marketing Tools

- Attendee Lists
- Banner Advertisements
- Publication Advertisements
- Press Conferences
- Press Lists
- Press Releases
- Sponsorship Opportunities

#### Increase Engagement

- Marketing & Promotion
- Measurement & Evaluation
- Exhibiting Strategies
- Exhibiting Checklist
- Exhibiting Webinars
- Exhibiting Blogs
- Ask an Expert

**Marketing Tools**

*Click Here*

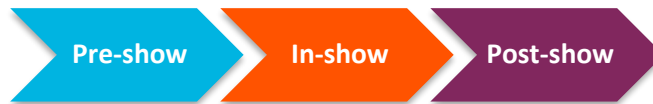
**Exhibitor Success Center**

*Click Here*

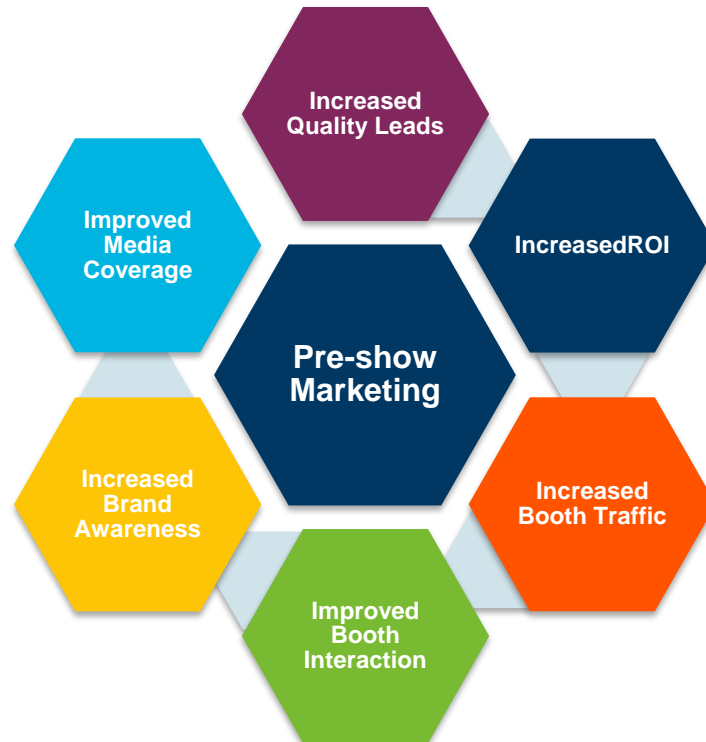
Exhibitors like you are encouraged to **use these tools** to inform customers about the benefits of visiting your booth – **increase traffic, quality leads, and ROI**.

Pittcon also works with a select group of partners in order to offer a more dynamic marketing suite that coincides with a complete, local promotional campaign. These partners include industry publications/websites and the Philadelphia Convention & Visitors Bureau, the Pittcon 2023 host city's official tourism organization.

## Pittcon 2023 Exhibitor Marketing Timeline



**Pre-show Marketing** opens Pittcon exhibitors like you to greater promotional opportunities, increasing brand awareness, booth traffic, and leads. The benefits of pre-show marketing efforts are significant:



Currently, the Pittcon exhibitor pre-show marketing space is abundant with opportunity, as only approximately 5% of Pittcon exhibitors engage in pre-show marketing tactics, compared to an average of 20% at other shows:

The following are pre-show marketing opportunities provided by the Pittcon Marketing department:

- Attendee Lists
- Banner Advertisements
- Publication Advertisements
- Press Lists
- Press Releases
- Sponsorship Opportunities

**In-show Marketing** reaches beyond the booth, providing Pittcon attendees with a positive, lasting experience when they interact with your exhibition staff and product experts. Such marketing tactics are proven to enhance the overall effect of booth-based exhibition communication and interaction, yielding an improved quality of leads and increased return on investment.



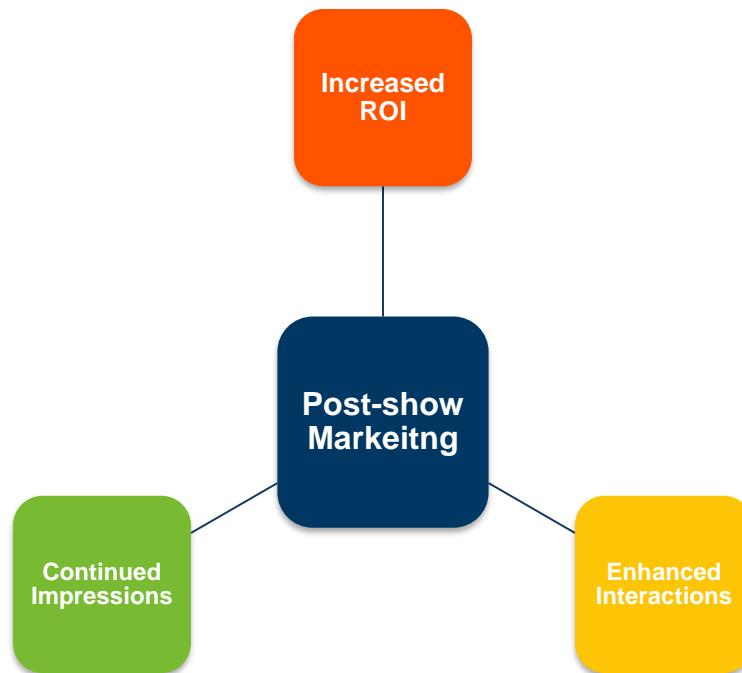
When coupled with pre-show marketing, in-show marketing provides attendees with a clear avenue straight to your booth. Together, they are a valuable promotional combination that informs attendees of the benefit of visiting your booth, promoting brand impressions and booth visitations.

This pre-show/in-show strategy works to improve not only the quantity of leads, but also, the quality of leads generated for you at Pittcon. In-show marketing is very much the practice of continued engagement.

The following are in-show marketing opportunities provided by the Pittcon Marketing department:

- Sponsorship Opportunities
- Banner Advertisements
- Publication Advertisements
- Press Conferences
- Press Lists
- Press Releases

**Post-show Marketing** takes engagement beyond the exhibition floor, helping your organization to establish and foster real, revenue-producing relationships with clients. When joined with pre-show and in-show marketing, post-show marketing completes the comprehensive suite of exhibitor promotional capability.



Exhibitors find that they are able to take the leads and interest garnered while exhibiting at Pittcon, and through post-show marketing, increase brand awareness and revenue streams.

The following are post-show marketing opportunities provided by the Pittcon Marketing department:

- Attendee Lists
- Publication Advertisements
- Sponsorship Opportunities
- Press Lists

*Do you have questions on how to increase engagement with Pittcon 2023 attendees? Contact Pittcon Marketing directly:*

**Rocco Pacella**  
Marketing Manager  
800-825-3221 x202  
[pacella@pittcon.org](mailto:pacella@pittcon.org)

**Sarah Wagner**  
Marketing Coordinator  
800-825-3221 x203  
[wagner@pittcon.org](mailto:wagner@pittcon.org)