



**YANKEE
SECURITY
CONVENTION**

Unlocking Limitless Potential



www.yankeesecurity.org

BLOG: September 2023

The Power of Promotion: How Can Exhibitors Attract Attendees Pre-Show?

At the Yankee Security Convention we believe in the immense potential of collaboration. We know that our exhibitors are a vital part of our success, and we want to partner with you to make our event even more extraordinary. By promoting the Yankee Security Convention to your customers, you not only contribute to the success of the event but also strengthen your brand and engage with your audience in new and exciting ways.

In this blog post we'll explore how you can enhance your experience as an exhibitor while helping to spread the word about the upcoming Yankee Security Convention. We hope this provides you with strategies and tactics to make this a show to remember for you and your customers. Read on!

Collaborative Promotion: A Win-Win Opportunity

The Yankee Security Convention is more than just an event, it's a platform for innovation, networking, and business growth. By joining forces with us to promote the convention, you'll gain benefits that include:

Enhanced Visibility: Your participation in promoting the event will elevate your brand's visibility within your industry. It's a chance to





**YANKEE
SECURITY
CONVENTION**

Unlocking Limitless Potential



www.yankeesecurity.org

position your company as a leader and trusted resource.

Strengthened Customer Relationships: When you share information about the Yankee Security Convention with your customers, you're engaging with them on a deeper level. You're not just a product or service provider, you're a valuable partner in their professional journey.

Increased Sales Opportunities: As your customers learn about the convention, they'll discover the latest industry trends, technologies, and solutions. This newfound knowledge may lead to increased interest in your products or services.

Want more time in front of prospective buyers to highlight your products? Be sure to sign up for our Demo Zone, a brand-new feature of the 2023 show where exhibitors have a 20–30-minute time slot to showcase their product or service to attendees in a designated area right near the show floor. To find out more about this new event, email qinny@newburysales.com to apply for the Demo Zone.

So, what can YOU as an exhibitor do to drive traffic to the show and your booth?

Here are some effective strategies you can use to promote the Yankee Security Convention to your valued customers.

1. Leverage Your Social Media Channels

Social media is a powerful tool for connecting with your audience. Consider posting about the convention on your social media accounts, using relevant hashtags, and mentioning key event highlights like the Yankee social Friday night . This can help capture the attention of potential attendees among your customer base.

Tag us with #yankeesecurityconvention or #unlockinglimitlesspotential and our marketing team can reshare your post furthering your reach! Let's create a buzz together!

2. Showcase Your Expertise

As an exhibitor, you're an industry expert. Share your knowledge and insights related to security trends, challenges, and solutions in blog posts or articles. Use this content to highlight your participation in the Yankee Security Convention and encourage your customers to attend.

Prior to the show, contact editors at publications like Locksmith Ledger to book time with one of their staff members at the show to introduce them to some of your latest products and to discuss how the magazine can help you get your message out year-round.



**YANKEE
SECURITY
CONVENTION**

Unlocking Limitless Potential



www.yankeesecurity.org

3. Engage with Multimedia

Embrace multimedia content to engage your customers in diverse ways. Consider creating videos or podcasts prior to the show and at the show that explore topics related to security and the convention. Share these across various platforms to maximize reach. You could even do a Facebook LIVE event while at the show to share your activities in real time with people that might not be able to attend.

4. Collaborate on Joint Campaigns

Join forces with us to create joint marketing campaigns. We can work together on social media posts, blog articles, webinars, or videos that resonate with your customer base. Collaborative efforts often yield impressive results and extend your reach beyond what either of us could achieve alone.

Contact Andrea or Jodi from our marketing team to discuss some ideas. Reach them at:

Andrea@crystalvisionmarketing.com and Jodi@crystalvisionmarketing.com

5. Encourage Customer Referrals

Your customers may have peers or colleagues who could benefit from attending the Yankee Security Convention. Encourage them to refer potential attendees in exchange for rewards or special offers. This not only helps us but also rewards your loyal customers. Consider a special giveaway for existing clients that bring a colleague to the event.

6. Use Email & Your Website to Promote Your Involvement

a) Consider adding the show information to your email signature (see below) with a link to the attendee registration site and/or include the barcode for people to scan to sign up for the event (remember the trade show registration is free up until October 7th). Contact the marketing team for a jpg of the code or save/snip the image at right.



Join us for the 43rd Annual Yankee Security Convention
and Visit us in Booth # _____

October 25 – 29, 2023 (Trade Show Saturday/Sunday)

[CLICK HERE](#) for FREE Registration until October 7, 2023.

b) Creating your own news with a press release about the show and your involvement is a great way to get this news out AND keep your brand front and center with clients. Add the PR to your website and link to it from social!



**YANKEE
SECURITY
CONVENTION**

Unlocking Limitless Potential



www.yankeesecurity.org

7. Measuring the Impact of Your Efforts

We understand that you want to see the results of your promotional efforts. Here's how you can:

Track Customer Engagement: Monitor engagement with your promotional content, such as likes, shares, comments, and click-through rates. These metrics can help you gauge the effectiveness of our collaborative marketing efforts.

Measure Customer Leads and Referrals: Keep tabs on the number of customer leads you pick up on and off the show floor as well as any referrals you receive. Create a process for follow up and then track their conversion rates. This will provide valuable insights into the impact of your customer outreach and help you create future trade show game plans.

Conclusion: Let's Unlock YOUR Limitless Potential

At the Yankee Security Convention, we're excited to partner with you, our exhibitors, to make our event the best it can be. By promoting the convention to your customers, you not only enhance your brand's visibility and customer relationships but also contribute to the success of the event. Together, we can create a stronger industry while engaging and educating our audience.

We can't wait to see you in October!

If you have any questions or need assistance with your promotional efforts, please don't hesitate to reach out to us. We're here to support you every step of the way. Click [here](#) to contact us today.