

# Marketing Opportunities

As we prepare for KioskCom and The Digital Signage Show Las Vegas in April, we've developed several **complimentary marketing opportunities** for you to help drive additional traffic to your booth and promote your brand, products and services!

Several of these creative (and FREE!) opportunities are listed below. For more details and to participate, please contact Joelle Coretti at [joelle@jdevents.com](mailto:joelle@jdevents.com) or 203-371-6322.

\*\*\*\*\*

**1. ALL NEW!! Connect with Attendees Pre-Show:** As an exhibitor, you have access to the **KioskCom/Digital Signage Show Event Planner** – a brand new custom-developed and proprietary platform that allows you to build your company's profile, connect with attendees, post press releases and announcements, link attendees to your social networking pages, set up meetings in advance and continue the dialogue long after the event concludes!

Receive a message in your Event Planner inbox each time an attendee adds your company to their list of exhibitors to visit! Visit <http://www.kioskcom.com/scheduler/exhibitor/login.asp> to log in! If you have not yet received your login information, please contact [joelle@jdevents.com](mailto:joelle@jdevents.com).

**2. Invite Your VIPs and Prospects:** Forward the attached electronic VIP Expo Ticket to your clients and prospects inviting them to attend the Expo with your compliments! This VIP pass includes admission to all Keynote Sessions, the Exhibit Hall, Educational Sessions in the Tech Talk Theaters, the Self Service Excellence Awards ceremony and evening receptions.

(Please note: In order to maximize the time our exhibitors spend with quality buyers at our shows, each person that registers to attend either the KioskCom Self Service Expo or The Digital Signage show is subject to a rigorous qualification - please see below for details. However, using the code that appears on this ticket when registering means that your invited guests will automatically qualify to attend the event. Please keep this in mind and use your utmost discretion when forwarding a complimentary Expo pass along.)

**3. Offer Qualified End-Users\* Free Full Conference Passes:** Email us a list of your top end-user\* customers, prospects, and ideal buyers, along with their contact information. Those who qualify\* will receive an email invitation from us indicating they have been specially selected and you have arranged for them to receive a free full conference pass to The Digital Signage Show and KioskCom Self Service Expo. The email they receive will contain your company name and booth number and will request that they visit your booth when they arrive at the event. **Complete the attached form with your list of candidates and email it to [dawn@jdevents.com](mailto:dawn@jdevents.com) no later than March 12, 2010.**

(Please note: In order to avoid confusion, please do not mention that you have arranged for the free pass until you receive notification from us that they have been approved.)

**4. Customize - and Track - Your Invitations:** Take advantage of an online tool that generates an invitation email for your customers to get a free expo pass (or full conference pass if they qualify!\*) with your compliments. Create and distribute your own **unique priority code**, send a personal invitation, **register your clients** yourself or invite a group all at once by pasting your own **unique registration link** into a broadcast email. You can also **keep track in real time** of clients who have registered! This can all be done with just

a few clicks within your Exhibitor Registration system (where you register your booth personnel). Visit this link and log in for more information: <https://www.xpressreg.net/register/kios040/exhibitor/login.asp>. If you have any questions, please contact [dawn@jdevents.com](mailto:dawn@jdevents.com)

**5. Alert the Media:** Vollmer Public Relations is the official media relations firm for KioskCom and The Digital Signage Show. Work with them to get the word out new products and services and indicate who, at your booth, the press can contact should they have follow-up questions. Also, post your company profile in our Virtual Press Office, courtesy of BusinessWire, the official news wire service for KioskCom and The Digital Signage Show. For more information go to [www.kioskcom.com/press.asp](http://www.kioskcom.com/press.asp)

**6. Virtual Networking:** Take advantage of social media outlets set up for KioskCom and The Digital Signage Show! RSVP on [LinkedIn](#), become a fan on Facebook and follow us on Twitter (@kioskcom and @digitalsignshow) and give us something to tweet about! Questions? Email [rupa@vollmerpr.com](mailto:rupa@vollmerpr.com)

These are just some of the creative marketing opportunities we've designed to drive traffic to you - our valued exhibitors. If you have additional marketing ideas that you would like us to consider, please do not hesitate to let us know! Please contact Joelle Coretti with any questions about the above programs at [joelle@jdevents.com](mailto:joelle@jdevents.com) or 203-371-6322.

We look forward to working with you towards an extremely successful event.

---

—

**COMPLIMENTARY FULL CONFERENCE PASS\*:**

Qualified professionals are employed by a brand in an industry such as retail, financial services, food service, travel, hospitality, government, healthcare, CPG, etc. or an advertising agency that makes these purchases on behalf of clients' brands.

**COMPLIMENTARY EXPO HALL PASS\*:**

Qualified professionals meet the criteria listed above for free full conference admission OR...

- are responsible for/your company purchases advertising for clients
- are employed by a company that owns/operates digital signage networks
- are employed by a company that owns/operates place-based media networks
- are a reseller or systems integrator who purchases self-service and/or digital signage technology

Individuals are not qualified for complimentary Expo Hall admission if: Their company is a supplier of self-service and/or digital signage technology and/or services (this includes the manufacture and sale of any components used in a deployment); They are an industry consultant or analyst; They are a systems integrator that does not purchase equipment (self-service and/or digital signage technology and/or services).

**Please note:** Complimentary pass offers do not apply if an individual has already registered for the event. All complimentary pass requests will be reviewed and qualified individually. KioskCom and The Digital Signage Show reserve the right to decline complimentary conference or expo passes at its own discretion.