

Promotional Opportunities



GEAPS EXCHANGE

COLUMBUS • 2021

Expo Coupons for Your Customers

Start thinking about which of your customers or prospects you'd like to invite to the expo with a discount coupon code. This coupon code gives your customers a discount on a registration to visit the expo hall for one day. The one-day expo only registration has a retail value of \$50 for non-members. All customers using the coupon code will pay the **discounted rate of \$25** for a one-day expo only registration. There is also an option that allows you to pay for the discounted one-day expo only registration, so your customers' admission to the Expo for one day will be completely free.

An email will be sent to the exhibitor contact for your company in May with the coupon code you can give to your customers. If you have questions, please contact Brittany at brittany@geaps.com or call (763) 999-4300.

AGAIN THIS YEAR- Expo Only Registration Free to GEAPS Members!

Expo Only registration is free to GEAPS members! No need to provide your customers who are members of GEAPS with a coupon code for expo-only registration as they can attend the expo any or all days free of charge! Spread the word!

Exchange 2021 Proud Exhibitor Logos, Invitation Templates, and More!

Use the proud exhibitor logo in ads, on invitations, cover sheets or brochures, etc. to tie into GEAPS' extensive promotion of the Exchange and let everyone know you'll be there. Want to invite your customers to attend the Exchange but don't have time to draft the email? Use our invitation template! You can find these downloadable items in the online marketing toolkit here: <https://geapsexchange.com/exhibitor-resources/> scroll down to "Marketing Resources" to find the toolkit.

Exchange 2021 Registration list FREE

Focus your direct mail campaign specifically to Exchange attendees with a list from the registration database. The pre- and post-registration lists will be automatically emailed to the exhibitor contact for your company. The pre-registration list will be sent after the early bird deadline of June 26. To remain in compliance with data protection regulations, these lists will only include registrants who have actively opted-in to having their information shared.

Lead Retrieval Scanner or App

Order your lead retrieval system scanner or mobile app by **March 6** to receive the advance order rate. The lead retrieval order form is under the "Additional Show Services" section of the online exhibitor kit.

Online Company Profile

The information you list in your online profile will be showcased in our interactive expo hall floor plan that attendees can use to learn more about your company and see where your exhibit space will be located at Exchange 2021. A link to the interactive floor plan is published on the GEAPS website and will also be featured in the Exchange 2021 smartphone app. You can make changes to your online profile at any time, and they will be published online in real-time. Information on how to update your online company profile was emailed to the exhibitor contact for your company. If you need another copy of this email, please contact conferences@geaps.com or 763-999-4300.

Sponsorship

The Sponsorship Program gives your company the recognition that works with your promotional goals. Sponsorship contributions get you extra exposure at the Exchange, and companies can receive recognition in the Exchange Smartphone app, signage at the event sponsored, on the GEAPS Exchange website, and in our member newsletter, *In-Grain*. Check out the sponsorship page on our website here: <https://geapsexchange.com/sponsorship/>. Feel free to contact Brittany Labatt at sponsorship@geaps.com for more information and questions.

Hospitality Suites and Events

Social events are an important and desired part of the GEAPS Exchange experience. The GEAPS Board of Directors invites and encourages companies and individuals to take full advantage of the hospitality and networking opportunities Exchange provides. However, all GEAPS members, Exchange participants and sponsors are asked to respect the work of the planning committees by not conducting or promoting any activity or event that conflicts with or detracts from the education, exposition or member recognition programming or the conference and trade show schedule.

All Exchange attendees may hold private meetings consisting of company employees that are meant for internal business. Only exhibiting companies are invited and welcome by GEAPS to produce and promote hospitality events in conjunction with Exchange. Sponsoring companies with a giving equivalent to a booth space are invited and welcome by GEAPS to produce but not promote hospitality events in conjunction with Exchange. Hospitality events are defined as those where the invitees include established customers or prospective customers. Such events must not conflict with any published Exchange programming and as such can be held pre-Exchange, post-Exchange or after hours during show dates.

Giveaways and Drawings

Plan your on-site promotional giveaway or drawing with these guidelines in mind:

- Restrict your activities to your booth. They may not extend into the aisle or disrupt surrounding exhibits.
- To let people know they've won your prize: use a sign in your booth--an appointed drawing time that entrants know about; or ask for an announcement over the expo hall public address system during the closing hours of the show. A prize drawing form is available in the "Promotional Opportunities" section of the online exhibitor kit.

One Free Online Buyers' Guide Listing

Exhibiting companies are eligible for free Buyers' Guide listings! The DirectaSource, GEAPS' annual directory, yearbook, and buyers' guide, has already gone to print. However, if you haven't done so already, you can take advantage of one free listing in the [Online Buyers' Guide](#) on GEAPS' website. Contact Brittany Labatt (brittany@geaps.com or 763-999-4300) to take us up on this offer.