



Maximize Your Results With Post-Show Followup

Tips for using the list of attendees.

We use an innovative and effective leads system that provides an easy way for you to access the list of show attendees. This system, called LockLeads, not only keeps you in compliance with laws related to calling and emailing, but it protects your investment in the show by keeping the list from being used by non-exhibitors.

You might notice that the email addresses on the list look unusual. Don't worry, in spite of the LockLeads name, nothing is locked! You may send to these email addresses just like you do to any other. We have provided you an **alias** email address for each attendee, and each email address is unique to your list. When you send an email, it passes through the LockLeads system where it is connected with the attendee's actual email address and then through a service that helps get your message around the spam filters of the various internet providers. The entire process is transparent to both you and the recipient. The emails that you send come from you, and the responses go directly to you.

The system allows us to disable a list that is misused. Examples of misuse are sharing the list with a non-exhibitor, engaging in excessive emailing or other spam-like practices, or promoting other companies or events.

Each name on the list contains a wedding date. In cases where only a month and year were provided, the date defaults to the last day of that month. In cases where only the year was provided, the date defaults to the last day of that year.

NEW: An email tool that is easy and free!

Many of our exhibitors subscribe to email services such as Constant Contact, Robly or MailChimp. Unfortunately, nearly all of these email services prohibit the use of show attendee lists, because those on the list did not opt-in specifically with your company. As an alternative, we now offer a free email tool that allows you to design and send beautiful HTML emails. When you are logged in to the downloads page, simply click the 'Email Blast Wizard' link.

Tips for Effective Email Marketing

VERY IMPORTANT: Always use BCC

When sending emails through your own email account (as opposed to the LockLeads Email Blast Wizard), you must always put the email addresses in the BCC field, NOT the TO or CC fields. This will keep a recipient from seeing the email addresses of the other recipients.

Getting past the spam filters of your internet provider

You don't want your emails to be stopped before they even get out of the gate. Each internet provider has different rules, but most limit the number of emails you can send at one time. **Do not try to send to the entire list in a single email.** If you are sending through your own email account, we recommend that you break your list into groups of no more than 75 and space your emails 15 minutes apart.

Getting past the spam filters of the recipient's internet provider

The larger email services such as Yahoo and Gmail attempt to filter advertising emails, and this makes it a challenge to avoid the dreaded spam folder. Emails that contain multiple links, large images, or multiple images are more likely to be flagged as spam. Images should be low resolution (100KB or less is ideal). In your subject line, avoid words like *free*, *discount* and *save*.

Don't bombard the attendees with multiple emails

Sending too many emails to the same person will result in increased opt-out requests. The LockLeads system allows you to send up to two emails per month to the list.

Have a compelling message

Your email will reflect on your business. Your email should be well written, free of typos, and contain an offer and a call to action. Try different approaches and track the response rate. Send yourself a test email before you launch your campaign and have a second set of eyes look it over.

Don't expect miracles

You probably receive dozens of advertising emails each day and likely delete most of them. Nearly everyone does the same thing. While sending an email blast is free and easy, the reality is that many of the emails you send will never be opened or read. Don't rely on email marketing as your only method of post-show followup.

Consider direct mail

While direct mail costs more than an email blast, an effective direct mail campaign can be beneficial to your sales efforts. We recommend **Postcard Mania** (www.postcardmania.com) for your printing and mailing needs. Mention Showcase Events when you contact them and you will receive a \$50 discount on your first order.