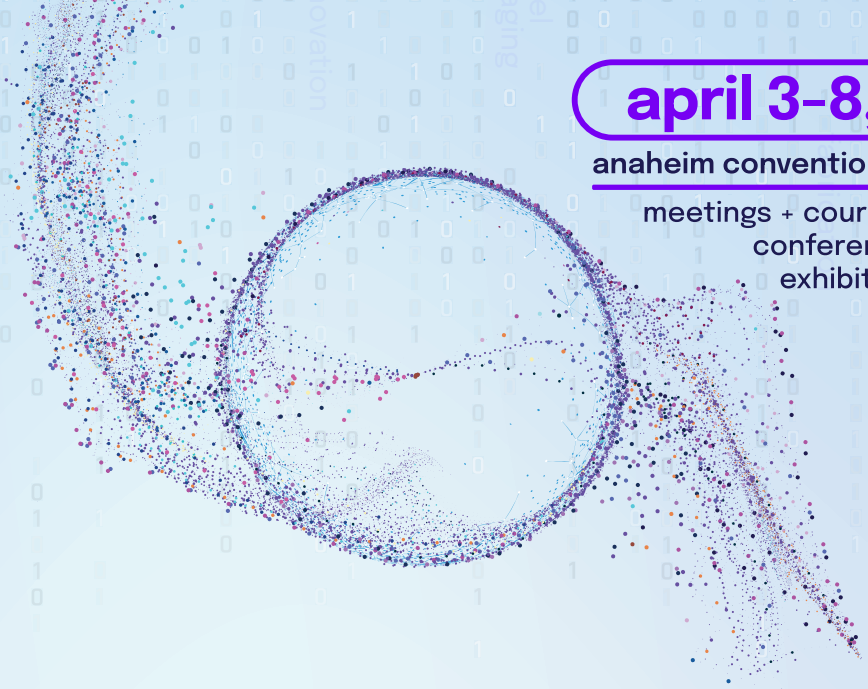
APEX EXPO 2027

by Global Electronics Association

april 3-8, 2027

anaheim convention center • ca

meetings + courses • april 3-8
conference • april 5-8
exhibition • april 6-8



Exhibiting at a tradeshow offers a great opportunity for businesses to showcase products, build relationships, and generate leads. To maximize your impact and make your presence stand out, here are some effective marketing tips you can implement for **APEX EXPO:**

1. PRE-SHOW MARKETING

- **Email Campaigns:** Send targeted emails to your current customers, prospects, and contacts to let them know you'll be exhibiting. Offer incentives like discounts, exclusive demos, or giveaways.
- **Social Media Announcements:** Promote your presence on all your social channels leading up to the event. Use the event hashtag **#APEXEXPO** for more visibility.
- **Teasers and Sneak Peeks:** Share glimpses of what you'll be presenting, such as new products or special demos, to create anticipation.
- **Website & Blog Updates:** Add a dedicated page or banner on your website with details about your booth number, event agenda, and what visitors can expect. Complimentary banner ads can be downloaded from the event website.
- **Appointment Scheduling:** Allow potential customers to book a time to visit your booth via a landing page, email link, social media via the event agenda planner.

2. BOOTH DESIGN AND EXPERIENCE

- **Eye-catching Booth Design:** Invest in an attractive, branded booth setup that stands out and reflects your company's identity. Lighting, banners, and signage should clearly communicate who you are and what you offer.
- **Interactive Elements:** Use technology like touchscreen displays, VR experiences, or product demos to engage visitors. Make sure it ties back to your key message.
- **Giveaways and Promotions:** Offer high-quality branded merchandise that attendees will find useful (think reusable items). Ensure that any promotions align with your brand.
- **Live Demonstrations:** Showcase your products or services live to draw in crowds. People are often more interested in seeing how something works than just hearing about it.

3. ON-SITE ENGAGEMENT

- **Staff Training:** Ensure your booth staff is friendly, knowledgeable, and able to engage attendees effectively. They should ask open-ended questions and qualify leads efficiently.
- **Interactive Contests:** Organize games or contests to attract attention and gather contact information. Use a fun approach, such as a prize draw, to create buzz around your booth.
- **Networking and Events:** Attend official events, networking hours, and panel discussions during the show to build relationships outside of your booth.
- **Branded Wearables:** Have your team wear branded clothing or accessories to further promote your company on the show floor.

4. CONTENT AND THOUGHT LEADERSHIP

- **Attend the Technical Conference:** Take advantage of the complimentary conference registration offered to exhibitors and attend sessions relative to your product and service offerings to help align and engage your company with a targeted audience.
- **Product Launches:** Announce any new product or service launches at the show. Publicize it across social media and use press releases to gain attention.
- **Create Video Content:** Capture live footage of your booth, interactions, and demos to share on social media during and after the event.

5. POST-SHOW FOLLOW-UP

- **Lead Nurturing Campaign:** Follow up with leads promptly. Use a combination of email campaigns, calls, or LinkedIn connections to continue the conversation.
- **Post-event Content:** Share a recap of the event on your blog or social channels, including photos, videos, and key highlights.
- **Measure Success:** Track your ROI by evaluating the number of leads generated, new contacts made, and overall brand exposure.

6. LEVERAGE EVENT ORGANIZERS' RESOURCES

- **Event App Listings:** Ensure your company is listed in the event app and show directory. Invest in any opportunities to be an event sponsor to maximize your visibility.
- **Advertise in Show Materials:** Invest in advertising opportunities offered by the event, such as in the event program, on banners, or within attendee email campaigns.

By combining a well-rounded marketing approach with engaging on-site strategies, exhibitors can boost visibility and drive valuable traffic to their booth at **APEX EXPO.**