



CAI National Sponsor & Exhibitor Toolkit

Make the most out of
your investment.



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In-person conferences and events are some of the best places to showcase your product(s) or service(s), meet face-to-face with your current and potential customers, and listen to the needs of the industry.

We know it's a large commitment of time, money, and staff. We're here to help you get the best return on your company's investment.

CAI has prepared the following toolkit to arm event sponsors and exhibitors with simple ways to prepare for the event, run an amazing on-site experience, and follow-up on leads, post-show.

On behalf of the CAI Sales and Events team, we're proud to be your event partner.



PRE-EVENT STRATEGY



READY. SET. PREPARE.

- COMMIT TO YOUR SPONSORSHIP EARLY – CAI lets sponsors/exhibitors choose their booth location on a first come, first served basis. If you know you're going to commit, encourage your team to get the contract signed and returned quickly. This will enable you to secure the ideal sponsorship package for your goals and needs – whether it's a booth in a high traffic location or a speaking engagement.
- COMPLEMENT THE EVENT THEME – Find out if there is a theme to the event. Rather than bring branded pens or stress balls, consider bringing something more-closely tied to the theme. Make your brand an extension of the conference. ****2023 EXPO HALL THEME: Texas State Fair!**
- THINK LIKE AN ATTENDEE – When attendees come to events, they're generally coming for two main reasons: to network and to learn. And while they're at an event, they're often extra thirsty and extra hungry. How can you appeal to these folks? Water bottles, notepads, coffee, and comfortable furniture are big winners at events. Make sure your booth is inviting, and consider investing in a giveaway that will entice people to visit and take interest in your product or service.
- SCHEDULE MEETINGS AHEAD OF TIME – If you know a client or prospect will be at the conference, send them an invite for a meet & greet.



**DURING
THE EVENT**



YOUR TIME TO SHINE!

- **START EARLY** – The early bird gets access to the most help from the support staff. Additionally, being one of the first in the expo hall gives you extra time to rectify those inevitable little hiccups well before the show begins.
- **GET IN YOUR STEPS** – Don't hunker down in the back of your booth space. If you have a 8'x10' booth, that's 80 square feet of ground for you to cover. Stand up, walk around, come toward the front of the booth, and be ready to engage passers-by.
- **BE EASILY RECOGNIZABLE** – At previous events, some teams wore neon colors to stand out or they proudly sported their brand colors. But most importantly, make sure attendees walking by your booth know immediately what your company does and what value you bring to the market.
- **BE CREATIVE** – Find creative ways to interact, without using a wheel of fortune or other game that you've seen at every industry event.
- **UPGRADE YOUR REGISTRATION** – If you're used to sitting in the expo hall all day, consider upgrading to a conference registration. This way, you can learn something for your own job, but you can also hear what's resonating with your customers, and what their biggest needs are. **This is invaluable information.**

POST EVENT



POST EVENT

- **PLAN YOUR OUTREACH** – You’re back in the office and your hands are full of hot leads you gathered from the event. Think of it from the attendee’s point of view. They JUST got back to the office too, they’re catching up after a week away so is the Monday after you’re back the best time to be emailing them? Probably not.
- **ANSWER THE “WHY”** – It all starts with an email; but how amazing would it be if you segmented your emails based on what each attendee needed. Rather than asking for a phone conversation or meeting right away, consider enticing them with a valuable piece of content to show you understand their needs, challenges, and the industry on the whole.
- **MAKE YOUR REACH-OUT UNIQUE** – Rather than talk about yourself, consider starting with a survey. What do they need? Why did they come to the event?
- **DO YOUR HOMEWORK** – Before you (or a sales representative) email them to ask if they’d like to be customer, make sure their company is a good fit for your product or solution, and isn’t already a customer. Show you understand their business before reaching out. It’s the first step in gaining trust and developing rapport.



WE LOOK
FORWARD TO
PARTNERING
WITH YOU!

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Lauren is your first-stop for all sponsorship registration questions. She can help find the best course of action for your company to help you get the most out of your sponsorship registration.

Carly Reid, CMP, CAE

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Carly can help with any logistical questions - exhibit display selection, booth staff, expo set-up, hotel questions, sponsorship fulfillment, expectations, etc.