



10 Must Do's For Getting Prospects to Your Booth at the 2011 CAHF Expo

1. Exhibit Hall VIP Passes

Utilize CAHF's Exhibit Hall VIP Passes (mailed early September) to entice prospects and current customers to your booth.

2. Utilize Your E-Mail Signature

Put "See you at the 2011 CAHF Show, Booth # (insert your number here)," and the link to www.cahfconvention.com in the e-mail signature files of all employees.

3. Use Your Current Customer List

Send CAHF a list of customers you want to see at your booth. If they haven't registered yet, we'll send them more information. Send your list to shall@cahf.org

4. Advertise...Advertise...Advertise!

Make sure your booth number, event name, dates & location appear on all advertisements you run until November.

5. Be Phone Friendly

When callers are placed on hold, make sure they listen to your message about the products and services you will showcase at the 2011 CAHF Show. Include a message such as, "If you haven't already registered, ask the person you are calling about attending as our guest."

6. Extend an E-Invite

Send an e-mail message to all of your current customers and clients reminding them of your booth number, your products and services, and the benefits of coming to see you at the 2011 CAHF Expo. If you can't invite them to come as your guest, refer them to www.cahfconvention.com

7. Promote from Within

Make sure all your employees know that your company will be exhibiting at the most important trade show of the year, the 2011 CAHF Expo. Everyone should be able to talk about your participation, not just staff involved in planning or attending the event.

8. Utilize Other Shows

If you are at any other industry functions or trade shows between now and the 2011 CAHF show in November, make sure you talk up your participation. Know the city, the dates (Palm Springs, November 14 & 15, 2011), your booth number, and what products or services you will be showcasing.

9. Put Your Web Site to Work

Mention the event, city, dates and booth number with a link to www.cahfconvention.com

10. Make It Personal

Pick some of your most important current and prospective customers. Have the president of your company write a personal letter to the president of their company. Talk about the 2011 CAHF Expo as an exciting opportunity for your company to promote specific products and services. Offer to send each a CAHF Exhibit Hall VIP Pass.