

Customer Invite Program—Powered by VIP Guest Invites

In 2019, we are excited to offer you a NEW complimentary, fully customized, pre-show marketing and customer invite service.

The program is a free and convenient exhibitor resource designed to give you everything you need to promote your presence at GSX 2019 to all your customers and prospects. Invite them as your guest to register for their complimentary expo-only pass using your promo code.

How Can I Use VIP Guest Invites to Share My Promo Codes?

As an exhibitor, you have a personalized pre-show marketing dashboard where you will find the following:

- **Your exclusive promo code**, which allows your customers and prospects to get a complimentary expo-only pass.
- **Banner graphics** for your email signatures and website.
- **A ready-to-send HTML email invite** you can download and send via the email broadcast service of your choice.
- **A web invite** link that allows you to send customers to your online email invite with just one click.
- **Social media tools** for sharing your codes on LinkedIn, Facebook, Twitter, and more.

All of these tools have been customized to feature your company logo, booth number, and **exclusive promo code**.

The link to your customized dashboard has been emailed to your primary exhibit contact. If you would like the link re-sent to you, or for assistance of any kind with your pre-show marketing, please contact VIP Guest Invites, our official vendor at support@vipguestinvites.com or 800-211-6570.

Don't Count Out Pre-Show Marketing

Exhibitors who market to their customers prior to the show have proven to have higher quantity and quality of leads onsite.

85%

percent of companies use at least one form of pre-show promotion to generate ROI on their exhibition investment

1 out of 10

companies invest more than 10 percent of their exhibit budget on pre-show promotions

82%

of companies report that pre-show marketing tactics brought increased traffic to their booths

BONUS:

VIP Invites Program is **100% FREE** to GSX Exhibitors.

EXTRA BONUS:

Earn five (5) priority points towards this year's booth selection, if you utilize your exhibitor invites tools to promote your presence at GSX and get 10 customers to use your VIP code when registering by 19 July.

Source: Exhibitor Magazine