What is Exhibitor Passport?

Your online communication portal to the people you want to connect with and the power to make your message stand out
Step 1: Choose to target

How will you segment your audience?

- 59,762 Registrations
- 42,899 Email Opt-in

- Industries
- Product Interest
- Plant Size
- Buying Role
- Job Function
Step 2: Choose to contact
Step 3: Choose email

Almost 72% of IMTS 2018 registered attendees opted into receiving emails from exhibitors.
Step 3: Choose responsibly

**DO**
- Show the Brand Voice
- Attractive E-mail Subject
- Focus on Single Topic
- Segment the E-mail Database
- Personalised Emails
- Give the E-mail Distinctive Look

**DON'T**
- Do Not Spam
- Don’t Include Too Much Graphics
- Don’t Keep Track
- Don’t Send Erroneous E-mail
- Avoid Lengthy Forms
Step 3: Choose responsibly

**DO**
- Show the Brand Voice
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**DON'T**
- Do Not Spam
- Don't Include Too Much Graphics
- Avoid Lengthy Forms
- Don’t Send Erroneous E-mail
- Don’t Forget to Keep Track
Step 4: Choose to follow up/next step

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<th>Register for Event</th>
<th>Give Feedback</th>
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<td><strong>High open rate, low click-through rate</strong></td>
<td><strong>Low open rate, high click-through rate</strong></td>
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### High open rate

**Make it even better:**
- Find the best time & day
- Identify best keywords, add to subject line
- Segment your audience by interest

**Improve it:**
- Have a stronger call to action
- Design for mobile, brand it, use images
- Brevily – picture, paragraph, call-to-action

### Low open rate

**Improve it:**
- Watch timing & frequency
- Write a stronger subject line
- Send relevant, engaging content

### High click-through rate

**Make it even better:**
- Format links to stand out
- Link to preferred content, track responses
- Segment most engaged by clicks
Why do you need Passport?

✔ Most attendees come with an agenda
✔ Exhibitor Passport is the ONLY IMTS attendee list source
✔ Miles of aisles, how can you ensure you get the right traffic?
✔ It’s proven to work
During IMTS 2018, exhibitors experienced up to a 43% lead advantage with EXHIBITOR PASSPORT.

For IMTS 2020, exhibitors can potentially experience a lead advantage of up to 15% with EXHIBITOR PASSPORT.

There is an opportunity to experience up to twice as many leads by using EXHIBITOR PASSPORT.
HOW DO WE KNOW IT WORKS?

- SELL BEFORE THE SHOW, IMTS IS 8 MONTHS AWAY
- I GOT YOUR EMAIL AND CAME TO YOUR BOOTH
- 2/3 EXHIBITORS USED POST SHOW – BUY CYCLE DOESN’T END WHEN THE SHOW DOES
POST SHOW

✓ WHO DID YOU MISS?
✓ WHO WAS INTERESTED IN YOUR PRODUCTS AND Didn’t VISIT YOUR BOOTH?
✓ WHO CAME TO YOUR PAVILION AND HAD THEIR BADGE SCANNED?
What’s new?

IMTS 2020
Email updates

NEW – MOBILE FRIENDLY TEMPLATES AND IMTS EXHIBITOR TEMPLATE
Email updates

NEW – SUBJECT LINE PERSONALIZATION AND PREHEADER TEXT

Enter email subject line
“First Name” visit us at IMTS 2020!

Choose a subject
Personalize your Subject

Enter Preheader text
Come see our latest products
EXHIBITOR WORKSHOP SPECIAL PRICING

REGULAR PRICE $2500
DISCOUNT $480
YOUR PRICE $2020

Act now, special pricing only lasts through 2/7/2020
Contact us! www.imts.com/Passport

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Exhibiting in a Digital World