How to Invite Your Customers & Prospects!

Karen Lewis, Convention Data Services
What are customer invitations?

Visitors to your booth

Sales

New Customers & Orders
Where to find them?
How do they work?

IMTS Customer Invitations

Use IMTS Customer Invitations to invite buyers to your booth!

The invitations themselves are free. Your company is given 10 to be redeemed for free registration at no charge. Every invitation redeemed after your allotment (10), your company will be billed $15 per registrant post-show.

Click on the Invite your Customers tile to setup personalized codes and invite customers.

Click on the Manage Registered Guests tile to see who has registered.
Using Online Customer Invitations

1. Create Unique Promo Codes
   Create different promo codes to use in your company email blasts or printed pieces.
   Send

2. Email A Customer Invitation
   This tool will send personalized invitations to your customers with a free Customer Invitation code assigned to your company.
   Setup
Unique Promo Codes

• Best for allowing your Sales Team to manage the invite process
• Get creative and have sales competition/incentives
Setup Your Unique Promo Codes

1. Plan for the codes you want to setup → by product, by salesperson

2. Determine your budget for customer invitations
   a. Remember not all invitees register
   b. Divide amongst codes needed
   c. **Remember**: You can always increase the number uses per code.
Sharing Unique Customer Invitations

• Email your sales team the code you setup
• Copy and paste the URL

**REMEMBER:** do not click on the URL make; make sure URL ends in your promo code
Sending customer invitations

*Promote URL: embed it
https://www.xpressreg.net/register/IMTS0920/start.asp?psh=IMTS&sc=30545John

Promote code: share it
‘30545John’ can be keyed in by registrant
Need support?

• Personalize an IMTS invitation email that will embed your assigned company code, your company name and booth location.

• You can send to multiple registrants at one time!
Send out a group invitation

- Multiple addressees
- *NEW* Choose your language
- Personalize your message
- Preview email before sending
- Embeds your invitation code
- Shares your booth number
Who used your invitation?

Track your IMTS Customers

Use the table below to track the results of your IMTS Customer Invitation codes.

<table>
<thead>
<tr>
<th>Guest Invitation Code</th>
<th>Code Type</th>
<th>Invitations Used</th>
</tr>
</thead>
<tbody>
<tr>
<td>30545AC</td>
<td>Online</td>
<td>0</td>
</tr>
<tr>
<td>30545John</td>
<td>Online</td>
<td>3</td>
</tr>
<tr>
<td>30545Mary</td>
<td>Online</td>
<td>0</td>
</tr>
</tbody>
</table>

Grand Total: 3

Total Invitations Used for Customer Invitation Code 30545John

<table>
<thead>
<tr>
<th>Invitation Code</th>
<th>First Name</th>
<th>Last Name</th>
<th>Company</th>
<th>Title</th>
<th>Email</th>
<th>Date Registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>30545John</td>
<td>Karen</td>
<td>Lewis</td>
<td>Convention Data Services</td>
<td>President</td>
<td><a href="mailto:klewis@cdsreg.com">klewis@cdsreg.com</a></td>
<td>Dec 31 2019 11:08AM</td>
</tr>
<tr>
<td>30545John</td>
<td>william</td>
<td>tester</td>
<td>cds</td>
<td>VP</td>
<td><a href="mailto:klewis@cdsreg.com">klewis@cdsreg.com</a></td>
<td>Dec 31 2019 11:11AM</td>
</tr>
<tr>
<td>30545John</td>
<td>larry</td>
<td>Tester</td>
<td>Convention Data Services</td>
<td>CNC Operator</td>
<td>kjk.com</td>
<td>Dec 31 2019 11:15AM</td>
</tr>
</tbody>
</table>
Wait…I want to send out more invites!

• Increase the limit you set on the invitation codes
• *NEW* - email when within 10 of reaching limit
• *NEW* - email when your limit has been reached
Paying for customer invitations

- When 10 free registrations are taken you will then see the Pay Invoice button
  - Visible if you allowed codes to exceed 10 total and folks registered
- Pay pre-show
- Allows multiple payments to be made
- Live 60 days post show to pay
- Email reminders will be sent → one month pre-show and several times post show!
Questions?
Thank you!

• For any customer invite or registration questions please reach out to us at:

IMTS-exhibitor@xpressreg.net

OR

By phone: 508-743-8535