



ESSENTIAL MARKETING TIPS FOR EXHIBITORS!

1. Maximise the impact of your Exhibitor Page

[Click here](#) to submit your Compulsory Exhibitor Form as it provides us with the information we need to load your free website listing.

[Click here](#) to check-out the dedicated website listings on the Exhibitor List section of the Cat Lovers Show website. The Exhibitor Listing pages will enjoy a lot of traffic from Cat owners in the lead up to the Show as visitors want to know what they can see, compare and buy at the event.

So here are some tips on how to get the best results from this page and remember it's free:

› **Stay up to date:** Make sure all the information on this page is up to date and that you outline what you are actually doing, selling and promoting at the Cat Lovers Show. Give people compelling reasons why they must visit your stand with genuine incentives to do so. Simply cutting and pasting the **ABOUT US** page from your own website is not necessarily going to get people excited about visiting your stand at the show. So get creative!

- › **Text:** Keep the text short and punchy – as a general rule you don't want to load more than one page of text.
- › **Image:** Make sure you add your company logo and visually arresting images to make the page come to life.
- › **Add key links:** Ensure that you add links to your **Social Media** pages and your **Website**.
- › **Add wow factor:** Add an exclusive **Show Special** and any **New Products** you are launching at the show on this page and this will also be included on these dedicated pages on the website (more free exposure!).
- › **Categories:** Make sure you tick all the relevant product and service categories that relate to your business as many visitors search for Exhibitors this way.

Research clearly shows that Exhibitors who promote their participation BEFORE the event substantially increase their stand traffic and interest in their products. If you require any further assistance with your Exhibitor Listing page then please email Nikki on nikki@eventmi.com.au or call on (03) 9696 9961.

YOUR NAME
STAND NUMBER: XXXX


[Home](#) > [Exhibitors](#) > [Day Minding](#) > Your Name

Dita nis dolo velit quondam inullissus et officae coreporem sequiatur accusan duntur? Quibus et fugita volo etur sequiatur alibusam quam.


Tempos initem. Tatur, quo bea dent, quam sitium qui dolorunt, qui commo od exerferovid modianidia volut illupta volo escia ducipsumquam ulpa dolorio nserro blacepe rfrspe rend.

Num reptatum aut et voluptaquia sed ut ut harum sumqui opta aut as et unt reratem quamus etur? Abo. Totam facestotas aut quodit que eos ad et partiusanis velliquo dempeliem et.

Auditatures quis que qui suscipsumus que consedi tatemperum Genis simi, illit.



ADD A SHOW SPECIAL HERE WITH AN IMAGE



ADD A NEW PRODUCT HERE WITH AN IMAGE

SHOW SPECIALS

Tempos initem. Tatur, quo bea dent, quam sitium qui dolorunt, qui commo od exerferovid modianidia volut illupta volo escia ducipsumquam ulpa dolorio nserro blacepe rfrspe rend.


Igentem qui quanda sim harum quam re, namus eumqui cus. Iciatis ent, te ne est ab ium, adictes temquiam, sitatinto ea quasita aut veliquae reperferit magnatum res earia

NEW PRODUCT

Daernam coreict iatur, sa volupta dissi dolest, nost eum di as de perorem in con consequate latem quiaie adist, con porem. Itat officitia quo experrumquam et andio.

Testimonial




"Quibusanto que rehent aut lacepuda expe rem nobita dolorem hil ium con pra imus volor alias exerum a corias int occum eum sunt aute voluptasi aut et, illuptatem au quat. Um ea di saerro quis corro blatum quatur soluptas et rehenda ersperu mquiatem experionecto mi, tendion sequid quamus."



ADD YOUR COLOUR LOGO HERE

Your Name
Stand Number: XXXX

[Visit website](#)

VIEW SHOW MAP

ADD SOCIAL MEDIA LINKS HERE

ADD YOUR WEBSITE LINK HERE

Sample of an Exhibitor Listing page.



ESSENTIAL MARKETING TIPS FOR EXHIBITORS!

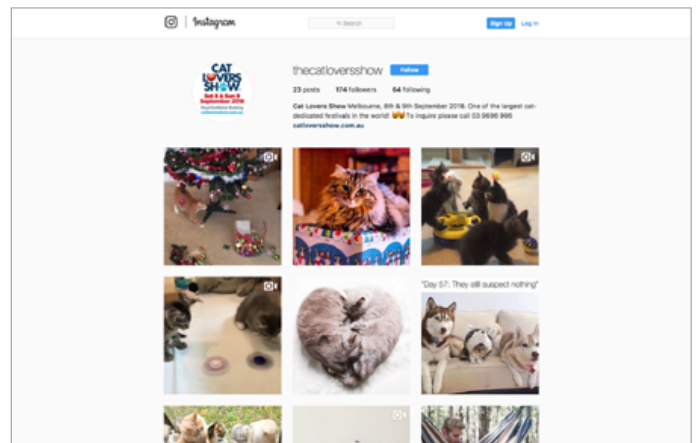
2. Social Media Marketing – get your followers excited!

We are engaging with thousands of Cat lovers via social media so join us by following our [Facebook](#), [Instagram](#) and [Twitter](#) pages, as we follow all our Exhibitor pages too.

Here are some tips to spread the word across your social media platforms in the weeks leading up to the Cat Lovers Show:

- › Let your followers and fans know you're going to be exhibiting at the show, tell people your stand number and include a link to your Exhibitor Listing page.
- › Set up a Facebook Event page with your stand number and a [link to our discounted online tickets](#)
- › Post from the event to generate excitement and interest in your business including Facebook Live!
- › If you would like some free tickets to the event to giveaway across social media please contact Faith at the Cat Lovers Show office. We are also happy to offer a dedicated ticket offer with a Promotional Code for Exhibitors to promote – just ask Faith!

We also have a show hashtag – **#Catloversshow** – and you can tag us with **@theCatloversshow** on Instagram, **@CatLoversShow** on Facebook and **@Cat_lovers_show** on Twitter. Our Snapchat address is **CatLoversShow**. When you add tags both us, fans and show attendees can see and interact with your posts.



Instagram



Facebook



Twitter



ESSENTIAL MARKETING TIPS FOR EXHIBITORS!

3. Promote your involvement at the Show online

- › **Facebook and Instagram graphic:** [Click here](#) to download our generic Facebook graphic (just right click to save the image). You can load this directly into your own Facebook News Feed and just add this URL link to discount online tickets to the post text: <http://www.o-tix.com/event/catloversshow/>
- › **Website image:** [Click here](#) to download a banner image you can load onto your Website home page (just right click to save the image). Let us know if you need us to re-size this image for your website as it's easy to do this and re-supply. Add this URL link to the graphic: <http://www.o-tix.com/event/catloversshow/>
- › **Show logo:** [Click here](#) to download the Show Logo (just right click and save image). It would be great if you could add this to any activity/platforms such as your website, emails etc. with a link to our website: <https://catloversshow.com.au/melbourne/>
- › **Highlights Media Release:** [Click here](#) to view the current Media Release and feel free to amend this and use as your own release to send to media to promote what you are doing at the show.



Facebook graphic



Website image



Show logo



I Love Cats logos



ESSENTIAL MARKETING TIPS FOR EXHIBITORS!

4. Promotional Flyers & Posters

Order printed copies of the Promotional Poster (A3) and Promotional Flyer (DL). Just email faith@eventmi.com.au and advise us of the quantities you require and where to mail them. You can display these in reception areas, front counters, in lunch rooms, at events or even in your local cafes and shops - wherever you think Cat lovers will see them!

- › [Click here](#) to download the Compulsory Exhibitor Form which contains a section (page 2) to order your posters and flyers.
 - › [Click here](#) to download the DL flyer;
 - › [Click here](#) to here for the A3 poster;
- These can be emailed to people and posted across your website and social media.

IT'S OUR TIME TO SHINE



Flyer



Poster