



Vendex Exhibitor Marketing Sheet

As an exhibitor at Vendex, we would like to help you maximise the marketing opportunities available to you around this key vending industry show. Apologies if you are already aware of and/or are doing these tasks but we have created these sheets in response to previous feedback from exhibitors that were unsure of the opportunities available to them. We look forward to hearing from you in the run-up to the show.

Please address any marketing queries and news to fiona@leapfrogpr.com

- Keep a lookout for **'Share Your News'** emails from Fiona at our PR company Leapfrog. These emails ask you for information on special promotions, offers and news that you will be showcasing at Vendex.

- Send details and images to Fiona and she will write these up as press releases to include on the Vendex website so that visitors can see what your company will be showcasing. The information may also be used in preview press releases to trade press; great publicity for your company.

- Let Fiona know your social media tags so that she can tag your company when she shares your show updates on social media. All your followers will see the updates.

- Follow Vendex on your company's social media platforms and share posts regularly to let your followers know you will be attending the show
 - Facebook - @VendexNo1
 - Twitter - @VendexNo1
 - Linked In – Vendex No1

- Let your followers know that you will be attending the show via social media at regular intervals. You can use the Vendex social media posts as a tool for this. Just share the Vendex posts and add in your comments. For example, "Hope to see you @VendexNo1"

- Use the hashtag **#vendex19** on all social media posts and use **#vendex19** to search for social media posts about the show.

- Bring your business cards to the show – seems simple but lots of exhibitors forget!