



**MARCH 29-31, 2022**  
DONALD E. STEPHENS  
CONVENTION CENTER  
ROSEMONT, IL

PLASTICS TECHNOLOGY EXPO 2022

# Marketing Roadmap to a Successful PTXPO 2022

## PTXPO 22 MARKETING MENU

Your investment in PTXPO 22 is an important part of your marketing mix. To be effective in generating qualified leads, careful project management is needed before, during and after the event. A measured mix of pre-show promotion and customer and prospect communications is the winning recipe for your company to enjoy the best return on your marketing investment.

Based on our decades of producing highly profitable trade events for thousands of suppliers, we've put together some key activities to consider when creating your PTXPO 22 exhibit plan.



## UPDATE YOUR ONLINE COMPANY LISTING

**Due NOW - Start of Show**

Log into your exhibitor dashboard early and make certain your free basic company listing is correct and current. Here you can also upload overviews of new products you plan to showcase, announce show specials, promote special events, highlight company contacts and more.

When an attendee completes registration they are routed directly into the online directory to begin planning their experience. PTXPO attendees use this resource to plan their time at the show - the more content you include in your exhibitor listing, the more online leads you are likely to generate, and the more buyers you are likely to attract to your booth onsite.

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Want even more exposure? Upgrade your listing with one of several affordable packages starting at only \$100 and unlock a comprehensive suite of value-added benefits. Our second-to-none digital technology tools amp up your visibility to potential buyers and provide unique ways to stand out above your competition. When you're ready to boost your presence, simply contact [exhibits@ptxpo.com](mailto:exhibits@ptxpo.com) to upgrade.

[VIEW ENHANCED LISTING PACKAGES](#)



## GIVE THE GIFT OF A FREE ATTENDEE PASS

**Due NOW - Start of Show**

Every PTXPO exhibiting company is given a unique registration code to share with your customers and prospects. Perhaps one of the most powerful promotional devices we offer, they receive complimentary access to the general three-day PTXPO event which includes the exhibit hall, educational sessions in the Talk Tech Theaters and showfloor product demonstrations.

Your code has unlimited use so invite as many customers and prospects as you like to join you at PTXPO. Your customers will love you for it - include your code on everything PTXPO related!

And as an extra incentive to distribute your code, the exhibiting company who has the most registration codes redeemed wins a \$1000 gift card!

*Don't know your code? Log into your exhibitor dashboard and your codes should show in the top right corner. Don't see it? Contact [exhibits@ptxpo.com](mailto:exhibits@ptxpo.com).*



- Create an email campaign to invite your top customers and shine a spotlight on the equipment and products you'll have on display.
- Design an online contest to encourage your buyers to register the most participants from one shop.
- Send a targeted direct mail postcard invitation (According to the Direct Marketing Association (DMA), direct mail still packs a punch and achieves 10-30 times higher response rates than digital!)
- For more information, log into your exhibitor dashboard and select the "Marketing Assets" tile for logos, banners, registration links, and more.
- Add a call-out on your brochures, run a banner ad on your website and add PTXPO to your customer-facing calendar of events to promote your presence at PTXPO 22.
- Freshen up your email signature with a link to your PTXPO Online Showroom.
- Share on Social! Buyers will engage with your posts about your new products and innovations, show discounts and special events. Include your booth number and process pavilion and change up your message once a week for the greatest response rates.
- Join the momentum of our social machine - follow PTXPO on LinkedIn and tag us in the posts you create to promote your involvement. Use #PTXPO.



## MAKE THE MOST OUT OF YOUR ONLINE NEW PRODUCT SHOWCASE

*Due January 25, 2022*

Give your new product the attention it deserves and generate buyers' excitement to see it on display at PTXPO. Submit your new product in your exhibitor dashboard by the deadline and it will be featured in the online directory as well as digital and/or show issues of *Plastics Technology* and *MoldMaking Technology*.



Miss the deadline? You can still wield the influence of the PTXPO product showcase when you include your new equipment and product launch plans. Thousands of buyers rely on the online resource as a compass for finding all the latest innovations in the plastics markets.

[SEE TUTORIAL](#)



## RISE ABOVE THE CROWD WITH PAID ADVERTISING AND SPONSORSHIPS

*Due February 25, 2022*

If you're looking for an extraordinary approach to stand out to PTXPO buyers in a sea of suppliers, nothing compares to a full-color display ad in the media those buyers trust most.

A full- or half-page advertisement fully complements your free or upgraded online listing and puts your brand front-and-center AND front-of-mind for thousands of plastics processors investigating the show floor.

A specialty sponsorship gives your company heightened exposure to our large pool of decision makers.

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- Reserve a premium position in the PTXPO Directory of Exhibits - the main onsite publication distributed to every event participant (all ads are due 2/25/22).
- Take a highly visible PTXPO sponsorship, such as one of our exclusive Tech Talk Theater sponsorships or mobile app sponsorships, for the right to have your brand displayed in high-traffic, high-impact areas of the event.
- Check out the full line-up of traditional and digital advertising opportunities in *Plastics Technology*, *MoldMaking Technology*, and *Additive Manufacturing*.
- Promote that you'll be featured at PTXPO in optional digital advertising like paid search campaigns or social media advertising on LinkedIn and Facebook. Buyers can locate you and your booth number in the process pavilion of your choice.



## TAKE ADVANTAGE OF YOUR PTXPO OASIS CLUB MEMBER INFLUENCE

*Due March 1, 2022*

Go on, be a hero. Invite up to 10 special guests to receive entrance to the elite, ticket-only PTXPO Oasis Club. Gained through decades of experience, we know that being on a trade show floor for hours a day, multiple days in a row can be tough and take a toll on attendees and exhibitors alike. That's why we've created the PTXPO Oasis, a respite and refuge on the show floor where invited guests can rest comfortably in between exhibitor discovery, meetings and educational sessions.

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- In addition to your unlimited number of free registrations you can bestow via your unique registration code, you also have 10 PTXPO Oasis Club vouchers you can gift to your top customers and prospects (valued at \$349/voucher). You'll find your custom PTXPO Oasis Club voucher code in your exhibitor dashboard.
- Create a special email campaign to invite your VIP buyers to meet you at PTXPO and experience the PTXPO Oasis Club.



## GET CREATIVE WITH YOUR ONSITE SHOW ACTIVITIES

*Due March 15, 2022*

Attendees come to PTXPO to investigate new products and equipment, discover innovations that will help them grow their businesses and network with professionals they form longstanding relationships with to advance their sales and operations objectives.

So although your product, equipment and/or service is the star of the show, attendees are also drawn most to the exhibitors who give them a special experience to remember while they are conducting their research.

Your exhibit will succeed more when you put effort into creating a bespoke environment for the buyers who visit you.



- Develop a special promotion, contest or drawing in your booth and feature this in your online showroom!
- Choose a premium branded item to give away to qualified buyers.
- Serve coffee in the morning and waters in the afternoon to help refresh and energize attendees who face a full day on the show floor.
- Find more catering options in the exhibitor services manual.
- Host a small happy hour in your booth by purchasing half barrel kegs!
- Provide small conveniences such as breath mints and hand sanitizer.
- Host an in-booth cocktail reception to support a product launch, milestone celebration or personnel achievement.
- Plan for early morning breakfasts before and special dinners after the show with your VIP customers or prospects. Or plan a fun excursion in the Chicago area once the event has ended. Rosemont is near hundreds of wonderful restaurants and attractions and offers a spectacular adventure for every discerning palette.
- Tie in your corporate philanthropic mission with an onsite show activity.
- Offer custom hands-on training sessions in your booth, with your equipment.



## PTXPO 2023 BOOTH RENEWAL

*Due March 31, 2022*

Meet with the PTXPO team while you're at the show to pre-select a premier space and lock in your commitment for next year's event!

We will be conducting onsite renewals and assigning space using exhibitor points accumulated by a combination of square footage, sponsorships, upgrades and date of 2022 contract. The PTXPO event team will release this schedule prior to the start of the event.



Come prepared for 2023 and make sure you take advantage of your booth renewal appointment. You'll have the chance to speak with one of our experts to learn where the best spot is for you and hear about other benefits you can take advantage of.



## DON'T NEGLECT POST-EVENT INITIATIVES

*Due April 4, 2022*

You and your team have worked hard and invested a lot of time, effort and budget into making the most of your PTXPO exhibit experience. The show may end on March 31, but the marketing and sales rewards you reap go on long after the lights go out.

Keep that momentum going strong with an inclusive follow up marketing plan.



- Capture all your leads at the show with a lead retrieval system and be sure to connect with everyone on your list with a personalized outreach within two weeks of your return.
  - Thank you email
  - Feedback survey
  - Sales call
- Remember to update your web pages and email signatures to replace your "Come see us at PTXPO 22" messages with thank you or save the date for 2023 content.
- Place thank you messages and good news updates on your social media platforms.
- Create a PTXPO event summary report with event highlights, lead generation, sales conversions, email metrics, pictures and videos, and more. Your executive management will appreciate a recap and benefit from the evidence to support your decision to exhibit, as well as renew for PTXPO 23.