



**MARCH 28-30, 2023**  
DONALD E. STEPHENS  
CONVENTION CENTER  
ROSEMONT, IL

# MARKETING ROADMAP TO A SUCCESSFUL PTXPO 2023



PRESENTED BY:



[PTXPO.com](http://PTXPO.com)

**Your investment in PTXPO 2023** 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 2023 exhibit plan.

## **UPDATE YOUR FREE BASIC ONLINE COMPANY LISTING**

*Due: January 12, 2023*

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

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.



- Want even more exposure? Upgrade your listing with one of several affordable packages starting at \$200 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.

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## □ GIVE THE GIFT OF A FREE ATTENDEE PASS

**Due: NOW**

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

Your code has unlimited uses and does not expire 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! Find your code in the top right corner of your dashboard or in your exhibitor registration portal.

And as an extra incentive to distribute your code, the exhibiting company who has the most registration codes redeemed wins a **\$1,000 gift card after the event.**

- Create an email campaign to invite your top customers and shine a spotlight on the equipment and products you'll have on display. Visit your **EXHIBITOR DASHBOARD** to download a template.
- 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!)
- 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.
- 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: December 29, 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 may be featured in the online directory as well as digital and/or show issue of *Plastics Technology*.

- Missed the December 29 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.

## RISE ABOVE THE CROWD WITH SPONSORSHIPS AND PAID ADVERTISING

**Due: February 24, 2023**

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

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 top-of-mind for thousands of plastics processors investigating the show floor.

**Ad pricing starts at \$1,750!**

- Reserve a premium position in the PTXPO show directory – the main onsite publication distributed to every event participant (all ads are due 2/24/23).
- 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.

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## GET CREATIVE WITH YOUR ONSITE ACTIVITIES

**Due: March 15, 2023**

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.
- Choose a premium branded item to give away to qualified buyers.
- Serve coffee in the morning and water in the afternoon to help refresh and energize attendees who face a full day on the show floor.
- 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.
- Promote special events in your online showroom!

## □ DON'T NEGLECT POST-EVENT INITIATIVES

*Due: April 1, 2023*

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 30, 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** (found on pages 83-85 of the Exhibitor Services Kit) 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 2023” messages with thank you or save the date for 2025 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 2025.