

# Know Before You Go

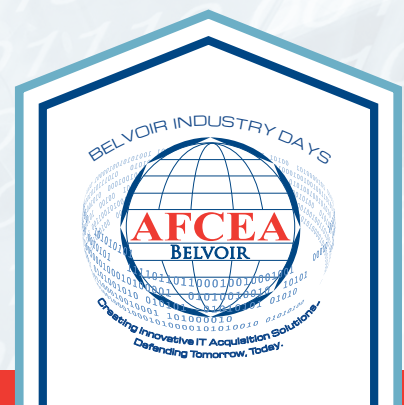
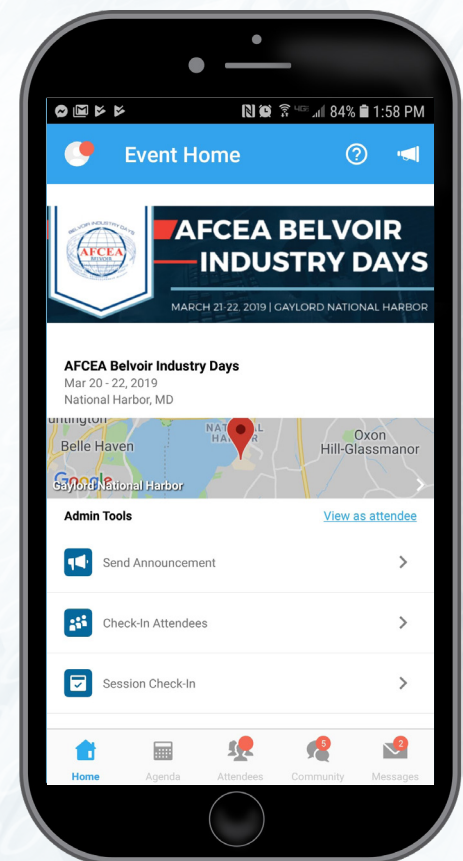
## We're excited to see you for AFCEA Belvoir Industry Days 2019!

Now is the time to take pre-event measures! **Get the word out** with social media and email messaging. Ready your exhibit booth and **practice your pitch**. Use these helpful hints, so you'll **stand out as the very best**.

### Downloading the App

AFCEA Belvoir Industry Days' mobile app is live already! It's a valuable resource you'll want to start using now. Some of the key benefits include interactive maps, real-time agenda updates, alphabetical listing of attendees, live polling and – most importantly – lead generation!

1. In your phone App store search for the “Whova” app.
2. After installing, a new icon will appear on the home screen.
3. Once in the app, click on “Find Your Event.” Search for “AFCEA Belvoir.”
4. If you are prompted for an invitation code, please enter Belvoir2019.
5. Once the app is downloaded, you are ready to use Lead Generation!



# Social Media Messaging

Everything you do now will **free up time** that can be used later to engage with customers face-to-face. Schedule all your event posts now, so you won't need to worry about it at the show. Have new products and services? Promote them along with your booth number!

## Facebook & Twitter

- Get involved with AFCEA Belvoir Industry Days on social media. Follow our pages and **join the conversation** to increase your visibility.
- Use the **hashtag #Belvoir2019** in tweets about your company's products, freebies and demos to connect with your followers and let them know what to expect when they see you at the show.
- Why should visitors stop to see your booth? Give them a compelling reason why they shouldn't miss meeting with you!
- And, of course, retweet and repost content/updates from AFCEA, FBC or other relevant thought leaders.

## LinkedIn

LinkedIn is the platform for professional networks. Seek out your industry groups that may be interested in your product lineup. Joining multiple specialized groups can give your organization improved visibility.

## Follow us on Social Media

AFCEA Facebook .....AFCEA Belvoir  
FBC Facebook .....FederalBusinessCouncil  
AFCEA Belvoir Twitter .....@AFCEABelvoir  
FBC Twitter .....@FBCinc  
AFCEA Belvoir Industry Days Hashtag .....#Belvoir2019



# Email Messaging

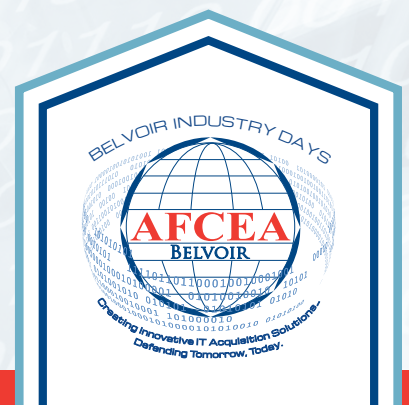
We recommend sending **targeted emails** to your customers highlighting your participation at the AFCEA Belvoir Industry Days and inviting them to stop by.

## How to set up appointments:

- Contact your local prospects to let them know you'll be in the area.
- Ask if they'll be attending the show. Then try to set up an appointment for them to spend a few minutes with you.
- Not sure of your local prospects? It's time for research.
- Your subject lines really matter! Make sure they are catchy and are AFCEA Belvoir branded.

## Messages must be timely!

Get the word out in advance of the conference so your customers and prospects can adjust their plans, if necessary. Don't forget to send them a reminder just before the event starts.



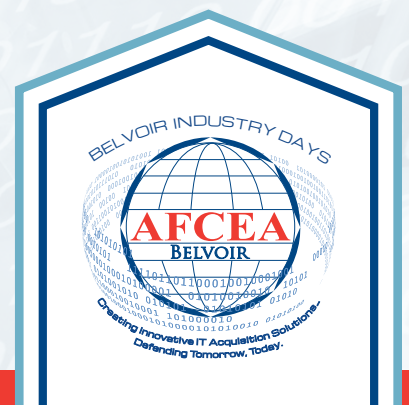
# Preparing Your Booth

## Getting Your Booth Ready

Event attendees have a lot of choices when it comes to booths. You want to make yours inviting with eye-catching words and attention-grabbing graphics. It's important to invest in your booth design; it has the potential to make a lasting impression, and you want it to be a positive one.

Take advantage of empty space; try not to clutter your displays with unnecessary information; make a bigger statement by keeping the focus on your central product or idea.

Create a checklist to make sure your booth shipment is complete and everything arrives on time!



# Preparing Your Booth

## Staff Your Booth

Send members of your organization who are engaging and knowledgeable about your company's products and solutions. Consider compiling an employee packet that includes a:

- Floor Plan
- List of noteworthy conference sessions and events
- Verified Attendee Report from last year's show
- List of potential questions that attendees may ask you about your company

When dressing for the event, adhere to the conference dress code, but maintain a sense of uniformity to communicate your brand.

Supplement your employee packet with a training session designed to outline your company's conference goals. Spend time focusing on how to engage a prospect in a short amount of time. An elaborately designed booth may be visually impressive, but it is just as important to have personable staff that's knowledgeable about every aspect of your organization.

## Capture Leads

- Gather your new leads and drop them into a marketing campaign post-conference to ensure they are reminded of the positive experience they had with your brand.
- Don't forget to follow up with your leads!

