

Subject: Restaurant Show: Customer Invites and Exhibiting Goals



The Exhibitor Services team is sharing monthly tips leading up to National Restaurant Association Show to help you make the most of your investment. Keep an eye out for more Marketing Monthly newsletters!

Defining What Success Looks Like Will Help You Plan for Success!

Step 1: Now

Build your frame for success! Set SMART goals, define success, and align your messaging with your sales team. **We recommend that you begin setting your objectives no later than February 17th, 3 months out from the Show.**

The Objectives Worksheet will help you set goals by considering:

- What are your exhibiting objectives and messages you want to deliver?
- What is the "Big Idea" or positioning statement you're communicating.
- Review your target audience and what you want to communicate to them.
- Review your position in the marketplace, who is your competition and what is your unique selling position?
- After the Show, what results do you want?

Step 2: 1 month out from the Show (April 17th)

Review your Objectives Worksheet, SMART Goals, and ROI with your staff to get them invested in the Show. You can find staff training and booth etiquette tips [here](#).

Step 3: Onsite

Hold internal meetings to review your Objectives Worksheet and tradeshow goals. Use these meetings to discuss sales approaches and best practices, review new products/services and assign meeting roles. Train your team for onsite sales by following tips from exhibitors [here](#).

Invite Your Customers to Maximize Engagement at the Show

Exhibitors have FREE Customer Invites! Follow the instructions [here](#) on how to send invites from your [Exhibitor Dashboard](#). Be sure to send your invites before the April 30th deadline. Here's how it works:

- Enter your customer email addresses, and a Customer Invites email is sent to them from restaurantexh@maritz.com with instructions to register themselves.
- Contact your customers directly to let them know to look for the invite email from restaurantexh@maritz.com.
- You'll be able to resend invites to those customers who haven't responded.
- Invite allotment is based on total booth size. Additional can be purchased after your allotment is used in

full.

Note: These Invites will ONLY work for the following categories: Restaurant/Foodservice, Retail, Dealer/Distributor, Lodging, and Affiliated Segments. The invites will not work for Non-Exhibiting Supplier business partners.

Pro Tip: Did you know that registering your customers with exhibitor badges makes you liable for any injuries or accidents involving them onsite? Protect yourself and your customers by registering them through your free Customer Invite allotment!

Check out the Exhibitor Marketing Resource Center to download the Free Marketing Checklist & review the free & paid marketing opportunities by clicking below!

Marketing Resource Center

See you at the Show!