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# METALCON

OCTOBER 30 - NOVEMBER 1

*Georgia World Congress Center*

THE ONLY GLOBAL EVENT DEDICATED TO THE APPLICATION OF METAL IN CONSTRUCTION AND DESIGN

A group of men in a conference setting, with one man pointing at a screen. The scene is overlaid with a semi-transparent purple filter. The men are wearing lanyards and are engaged in a discussion. In the background, there are exhibition booths and a sign for 'METALCON'.

MARKETING KIT

LAST UPDATED APRIL 2024

[WWW.METALCON.COM](http://WWW.METALCON.COM)

## Exhibitor Marketing Resources Kit

Increase your exposure, attract your top prospects, and get the most out of exhibiting at METALCON! Plan now to take advantage of the numerous FREE marketing opportunities that are included with your Exhibitor Package plus a host of brand-boosting sponsorships you will want to add on.

### PRE-SHOW:

➤ **Update your online profile**

METALCON attendees use the directory to research their must-see exhibitors. Make sure they know about you! Update your company profile, description, logo, and website URL. Also, select your product categories, upload press releases and product videos. **Log Into the [Event Portal](#) to update this information.**

➤ **Upload your products into the Marketplace**

Showcase your products in the Event Portal Marketplace so attendees can view your products before arriving on-site. Select product categories to make it easier for prospects to find your products. **Log Into the [Event Portal](#) to upload your products.**

➤ **Invite customers/prospects with your free and complimentary discount codes**

You will receive one unique code for 10 FREE passes and a second code for unlimited \$30 discount offers! Promote the discount codes in your emails, newsletters, and social media campaigns to your customers and prospects. Get your invites out soon!

**Bonus!** The top 2 exhibiting companies with the highest number of used discount codes will win a valuable prize! The 1<sup>st</sup> place prize is a FREE hanging aisle sign and 2<sup>nd</sup> winner prize is a FREE bench banner! Find your codes in the [Exhibitor Registration Center](#).

➤ **Secure your pre-show sponsorship opportunities**

METALCON sponsorships shine a spotlight on your company BEFORE, DURING and AFTER the show, resulting in more traffic and more leads! We have packages and a la carte options available! Don't see what you want? No problem, contact Adelle Koscinski at [adelle@metalcon.com](mailto:adelle@metalcon.com) to find the perfect sponsorship. **[Download the prospectus today!](#)**

➤ **Post your FREE banner ads** Promote your METALCON booth on your website, social media, and electronic promotions. Free banner ads and logos can be downloaded to make this easy. Visit [Banner and Logo Downloads](#) to add them to your email signatures, social media posts and your website. The more places you promote, the easier it will be for prospects to find you.

➤ **Schedule Pre-Show and On-Site**

Matchmaking is a FREE benefit included in the Event Portal. It provides both exhibitors and attendees with opportunities to make high quality connections and/or set up onsite appointments BEFORE the show. Get a head start on networking and start connecting!

➤ **Connect with Our Partnering Trade Publications**

In addition to ads in the *Preview* and *Show Guide*, METALCON works with a multitude of trade publications. You can find [our publication partners](#) on our website. Reach out to our partners and other publications you may have connections with to advertise to additional audiences via press releases, ads, and more.

➤ **Submit Your Top Product**

The number one reason attendees come to METALCON is to see what's new, making it the perfect place to launch/announce a new product! Be sure to nominate your new product for a Top Product Award. Stay tuned for details and deadlines!

**PLAN AHEAD FOR ON-SITE**

➤ **Did you book your private meeting?**

Are you interested in hosting a meeting for customers, association members or employees? Contact Kalyn Burke – [kalyn@metalcon.com](mailto:kalyn@metalcon.com) for more information, pricing, and availability.

➤ **Stand out from the crowd**

Bring the attendees to your booth by providing them with something unique and exciting. Plan a demonstration for attendees to see, have giveaways and raffles to increase engagement, provide catered snacks/drinks and much more! Make an impression on attendees and leave them wanting to know more!

**POST-SHOW:**

➤ **Follow up with lead retrieval contacts**

Don't miss the opportunity to convert leads to customers. Your lead retrieval scanners, if purchased for the show, will capture all the information of each attendee who visited your booth. Access your leads through your lead retrieval portal and follow up with a call or email. Every scanned badge is a lead, and every lead is a potential customer.

➤ **Digital engagement and e-marketing opportunities**

Don't miss your opportunity to stay on attendees' radar after the show. We will send a company-crafted email on your behalf, include your company in our METALCON newsletter and/or promote your products and services on social media. Marketing doesn't stop when the show ends, make sure your company is still in the spotlight.

➤ **Be a host or sponsor a METALCON Online**

[METALCON Online](#) webinars are FREE business-boosting resource that can be attended virtually and for AIA credits. As an exhibiting company, you can host and choose a topic for a METALCON Live! session. In turn, you will be given the registered attendee list post-webinar. These leads can help you stay connected and networking even after METALCON.