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Nov. 30 - Dec. 4, 2020

Exhibitor Essentials

BUILDINGS WEEK

Brought to You Virtually By



THEBUILDINGSSHOW.COM BUILDEXALBERTA.COM

Exhibitor Essentials #3 - Marketing Opportunities

Dear Exhibitor,

Do you wonder how your clients and prospective clients are going to know that you're participating in Buildings Week? It's simple, you TELL them. And the easiest way to do that is by using our FREE Marketing Tools.

Did you know that exhibitors who use our marketing tools ahead of and during the show find that they meet or exceed their expected ROI? So what are you waiting for? Use our marketing tools TODAY!

Don't Forget to Register and Attend an Exhibitor Webinar!

Join us for a walkthrough of Buildings Week platform, Tips and Tricks and answering any specific questions you may have!

REGISTER NOW!

Marketing Tools are available in Feathr

Promote your participation in Buildings Week through the creation of personalized marketing tools. We've created all the marketing materials on your dashboard to promote your participation for you.

You will receive an email from Feathr with your personalized link to get started!



BUILDINGS WEEK

Welcome to Your Guest Invites Dashboard

Announce to your prospects and customers that you'll be at Buildings Week and effortlessly create a touchpoint using these ready-made promotional tools. We've created a complimentary digital promotion toolkit that includes customized marketing materials like banner graphics, a ready-to-send HTML email, a landing page, and social media sharing tools.

1. Get started by adding your logo/header and updating your description by clicking into "Edit My Information."
2. Share the landing page with your followers on Facebook, LinkedIn, Instagram, or Twitter to encourage them to register for Buildings Week.
3. Invite Customers allows you to send a templated email to your audience - simply upload your list, or download the HTML to send through your own system, and spread the word about Buildings Week.
4. Download Personalized Banner Graphics: these graphics have been customized for you to share with your network across your website, emails, newsletters, invoices, social media, and more!

Having technical issues or have questions? Email us at clientservices@feathr.co

Edit My Information **See My Landing Page** **Invite Customers**

Get My Banners **How-To-Guide** **Video Walkthrough**

From your Dashboard you can:

- View and share the link to your personalized landing page or post it on social media
- Send or download a custom-made email promoting your presence at the event
- Download your banners to place on your website or social media
- View the **Video Walkthrough** and **How-To Guide** of the Feathr program

Special Promotion: on **November 20, 2020**, we are coordinating a Buildings Week Social Media Push. You can help! Using the hashtag **#BuildingsWeek** and the tools in your dashboard, share to your social media accounts on November 20. The more people sharing that day the better. It will make the hashtag trend, allowing us to attract even more leads to the event for you.

If you don't receive your details from Feathr, you can email them directly at clientservices@feathr.co. Let them know you're with Buildings Week and your name or company name, and they will respond as quickly as they can.

Not sure what marketing materials to use? Questions about how to use them? Please reach out, we would be happy to assist you!

Warm regards,

Tori Grant
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If you do not wish to receive further information about **Buildings Week** please [click here](#).

Alternatively, to contact our data services team to have your details updated or removed entirely from our database please phone +1 480-281-6094 or email events@informacanada.com.

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