

# Want to Close **More Deals?**

Use **FREE Exhibitor Emails** to promote your company and invite your prospects to the event.

## Increase Booth Traffic

X•Press Exhibitor Emails is a FREE program that wraps your unique message in the event brand and allows you to invite your prospects and clients to the event with a special offer from show management.

- Turn prospects into clients
- See more clients face-to-face
- Set up meetings and close deals
- Purchase a mailing list and meet new prospects

as easy as...



Enter Information

Upload Lists

Send Invitations

## Easy-To-Use

- 1** Enter Your Company Information
- 2** Upload Your List
- 3** Customize Emails and Send Invitations

Enter your information into a template and review before sending. Vary your messages using different templates for each invitation campaign. Schedule campaigns down to the minute... and get ready to be busy onsite.

## Safe & Secure

X•Press Exhibitor Emails is a secure web site where your lists and your prospect's privacy are protected and respected 100%.

NO ONE other than you has access to your lists. They are used for your campaigns only.

X•Press Exhibitor Emails is CAN-SPAM Act compliant. People receive at most one email per day. Prospects can opt-out of receiving further emails from the system.



## Track Results

It's easy to track how well your campaigns are working with complete metrics and data about which prospects have responded, and those who haven't.

- See who opened the invitation and read your message
- Learn which prospects will be onsite
- Track open and click rates
- Verify the quality of your lists



Access **X•Press Exhibitor Emails** from exhibitor registration or the Exhibitor Resource Center