

# Marketing CHECK LIST

**PMTS**  
2023

PRECISION MACHINING  
TECHNOLOGY SHOW

APRIL 18-20, 2023

CLEVELAND, OH

HUNTINGTON  
CONVENTION CENTER  
OF CLEVELAND

Your investment in PMTS is an important part of your marketing mix. To be effective in generating qualified leads, careful project management is needed before, during and after the event. A measured mix of pre-show promotion and customer and prospect communications is the winning recipe for your company to enjoy the best return on your marketing investment. Based on our decades of producing highly profitable trade events for thousands of suppliers, we've put together some key activities to consider when creating your PMTS 2023 exhibit plan.

PRESENTED BY



CO-LOCATED WITH



IN ASSOCIATION WITH





## GIVE THE GIFT OF A FREE ATTENDEE PASS

**DUE NOW**

Every PMTS exhibiting company is given a unique registration code to share with your customers and prospects. Perhaps one of the most powerful promotional devices we offer, they receive complimentary access to the three-day event which includes the exhibit hall, educational sessions in the Talk Tech Theater and in-booth product demonstrations.

Your code, found on your **exhibitor dashboard**, has unlimited use and doesn't expire so invite as many customers and prospects as you'd like to join you at PMTS. Your customers will love you for it — include your code on everything PMTS-related!

And as an extra incentive to distribute your code, the exhibiting company who has the most registration codes redeemed wins a **\$1,000 gift card** after the event!



## MAKE THE MOST OUT OF YOUR ONLINE NEW PRODUCT SHOWCASE

**DUE DECEMBER 29, 2022**

Give your new product the attention it deserves and generate buyers' excitement to see it on display at PMTS. Submit your new product in your **exhibitor dashboard** by the deadline and it may be featured in the online directory as well as digital and/or show issue of *Production Machining*, *Modern Machine Shop*, or *Products Finishing*.

## PMTS PRO TIPS:

- Create an email campaign to invite your top customers and shine a spotlight on the equipment and products you'll have on display.
- Design an online contest to encourage your buyers to register the most participants from one shop.
- Send a targeted direct mail postcard invitation
- Add a call-out on your brochures, run a banner ad on your website and add PMTS to your customer-facing calendar of events to promote your presence at PMTS 2023.
- Freshen up your email signature with a link to your PMTS Online Showroom.
- Share on Social! Buyers will engage with your posts about your new products and innovations, show discounts and special events. Include your booth number and change up your message once a week for the greatest response rates.
- Join the momentum of our social machine — follow PMTS on **LinkedIn** and tag us in the posts you create to promote your involvement. Use **#PMTS23**.

## PMTS PRO TIPS:

Missed the December 29 deadline? You can still wield the influence of the PMTS product showcase when you include your new equipment and product launch plans. Thousands of buyers rely on the online resource as a compass for finding all the latest innovations in the precision machined parts markets.

## □ UPDATE YOUR ONLINE COMPANY LISTING

***DUE JANUARY 20, 2023***

Log into your exhibitor dashboard early and make certain your free basic company listing is correct and current. Here you can also upload overviews of new products you plan to showcase, announce show specials, promote special events, highlight company contacts and more. PMTS attendees use this resource to plan their time at the show — the more content you include in your exhibitor listing, the more online leads you are likely to generate, and the more buyers you are likely to attract to your booth onsite.

## □ RISE ABOVE THE CROWD WITH SPONSORSHIPS AND PAID ADVERTISING

***DUE FEBRUARY 25, 2023***

If you're looking for an extraordinary approach to stand out to PMTS buyers in a sea of suppliers, nothing compares to a full-color display ad in the media those buyers trust most. A full or half-page advertisement fully complements your free or upgraded online listing and puts your brand front-and-center and top-of-mind for thousands of machinists investigating the show floor. A specialty sponsorship gives your company heightened exposure to our large pool of decision makers.

## **PMTS PRO TIPS:**

Want even more exposure? Upgrade your free listing to the enhanced listing for only \$500 and unlock a comprehensive suite of value-added benefits. Our second-to-none digital technology tools amp up your visibility to potential buyers and provide unique ways to stand out above your competition. When you're ready to boost your presence, simply visit the Upgrade tile on your dashboard.

## **PMTS PRO TIPS:**

- Reserve a premium position in the PMTS show directory — the main onsite publication distributed to every event participant (all ads are due 2/25/23).
- Take a highly-visible PMTS sponsorship, such as one of our exclusive Tech Talk Theater sponsorships or mobile app sponsorships, for the right to have your brand displayed in high-traffic, high-impact areas of the event.
- Check out the full line-up of traditional and digital advertising opportunities in *Production Machining*, *Modern Machine Shop*, and *Products Finishing*.
- Promote that you'll be featured at PMTS in optional digital advertising like paid search campaigns or social media advertising on LinkedIn and Facebook. Buyers can locate you and your booth on the show floor.

## □ GET CREATIVE WITH YOUR ONSITE SHOW ACTIVITIES

***DUE MARCH 15, 2023***

Attendees come to PMTS to investigate new products and equipment, discover innovations that will help them grow their businesses and network with professionals they form longstanding relationships with to advance their sales and operations objectives. We know your product, equipment and/or service is the star of the show, but attendees are also drawn most to the exhibitors who give them a special experience to remember while they are conducting their research. Your exhibit will succeed more when you put effort into creating a bespoke environment for the buyers who visit you.

## □ DON'T NEGLECT POST-EVENT INITIATIVES

***DUE APRIL 1, 2023***

You and your team have worked hard and invested a lot of time, effort and budget into making the most of your PMTS exhibit experience. The show may end on April 20, but the marketing and sales rewards you reap go on long after the lights go out. Keep that momentum going strong with an inclusive follow-up marketing plan.

## **PMTS PRO TIPS:**

- Develop a special promotion, contest or drawing in your booth.
- Choose a premium branded item to give away to qualified buyers.
- Serve coffee in the morning and waters in the afternoon to help refresh and energize attendees who face a full day on the show floor.
- Provide small conveniences such as breath mints and hand sanitizer.
- Host an in-booth cocktail reception to support a product launch, milestone celebration or personnel achievement.
- Plan for early morning breakfasts before and special dinners after the show with your VIP customers or prospects. Or plan a fun excursion in the Cleveland area once the event has ended. Cleveland has dozens of wonderful restaurants and attractions and offers a spectacular adventure for every discerning palette.
- Tie in your corporate philanthropic mission with an onsite show activity.
- Offer custom hands-on training sessions in your booth, with your equipment.

## **PMTS PRO TIPS:**

- Capture all your leads at the show with a lead retrieval system and be sure to connect with everyone on your list with a personalized outreach within two weeks of your return.
  - Thank you email / Feedback survey / Sales call
- Remember to update your web pages and email signatures to replace your "Come see us at PMTS 2023" messages with thank you or save the date for 2025.
- Place thank you messages and good news updates on your social media platforms.
- Create a PMTS event summary report with event highlights, lead generation, sales conversions, email metrics, pictures and videos, and more. Your executive management will appreciate a recap and benefit from the evidence to support your decision to exhibit, as well as renew for PMTS in 2025.