

EXPO Marketing Checklist

PRE-SHOW: BRANDING & PROMO

Social Media

- Create [branded social posts](#) that are creative and consistent to make your profiles POP!
- Promote your involvement with co-branded social posts (your logo + USCC Expo logo).
- Generate buzz around your booth (sneak peaks of contests, giveaways, product reveals, etc.)
- Use #USCCMiami to reach targeted people beyond your network.
- Mention @USCCExpo to get reposted.

Website

- The first thing that people see when they search for you. Can you (easily) be found online?
- Get a [free website audit](#) with a competitor analysis and insights.
- [Get reliable hosting](#) so your site runs smoothly.

Videography/Photography

- [Promotional Videos](#): Generate media buzz, showcase your brand, and driver higher social engagement by having our professional video team tell your brand's story.
- [Photography Coverage](#): Hire our professionals to capture your products, booth and team to highlight your brand's presence at the expo.

Booth Collateral

- Flyers / Brochures: Promos, education, product info, services, pricing sheets, etc.
- Posters / Banners: Make them stand out.
- Swag / Giveaways: Get creative and personal.
- [Special discounts](#) available for USCC exhibitors and sponsors only.

Booth Design

- Attract attendees with creative and unique booth features that stand out. Make them stay with comfortable seating or charging stations.
- Get custom [booth design recommendations](#) based on your budget.

AT-SHOW: LIVE ENGAGEMENT

Social Media

- Post stories and go live on Instagram/Facebook (use #USCCMiami to increase exposure).
- Join the conversation by engaging with attendees, speakers, and other brands on Twitter/Instagram.

Amplify Your Booth

- Entertainment: Use interactive technology like VR or have our professional media team conduct [on-site interviews](#) with your team to drive social media awareness/engagement
- Engagement: Offer photo opps with contests. You can never go wrong with giving out free swag - but get creative.
- Lead Generation: Design and print eye-catching flyers, banners, brochures, case studies, and for the love of cannabis, make sure you have enough business cards.

POST SHOW: MEASUREMENT & ONGOING SUCCESS

Social Media

- Analytics: Use [social media analytics](#) to track any rise in engagement — followers, retweets, social media mentions, etc. — that result from your trade show appearance.
- Continue to Promote: Post event recaps, follow up with prospects, engage your new followers, and keep your brand top of mind with consistent posts.

Follow Ups

- Personal Contacts: Follow up with new contacts and prospects directly to develop a relationship.
- Newsletter: Start a weekly/bi-weekly newsletter campaign to stay top of mind with new prospects.

Measure Your Results

- Did you meet your goals? How many leads did you get? Measure the success of your event and start planning for the next one!