

HOW TO SHARE the \$99 Expo Hall Pass with your customers

Use your custom landing page, email template, banners, and your unique registration link to share your participation at the event—and offer a \$99 Expo Hall Pass to your customers, over \$50 of savings!

1. The link to your dashboard will be emailed to you by SupplySide West through our Referral Program Platform, Feathr.
2. Once you click on your custom link, you'll see a message welcoming you to your Partner Dashboard in the Feathr app. Follow the guided step-by-step pop-up tutorial for an overview on how to use your dashboard.
3. Under **“Edit My Information,”** upload your logo, enter your company name, update your email address (if needed), your company's website address (if needed), and your description. These links and description will appear on your dashboard and email invites, so you want to be sure that you include them! Once you've finished uploading your information, click the 'Update' button. *Note: it could take up to 30 minutes for your new information to appear on your dashboard. If it doesn't show up after 30 minutes, please contact support@feathr.co.

Edit My Information

Update your company information below to customize your unique marketing materials.

Name

Email

Website

Description

- a.) **Name** should be your “Exhibiting As” name or the name you use in your marketing materials. Usually, this information will be auto filled for you, but you may edit the information, as needed.
- b.) **Email** is the contact person's email address and will not be used for marketing purposes. It is only for Show Management to contact you regarding your program.
- c.) **Website** is your company's main website address. This is the URL you would like to direct customers and prospects to and it will appear on your referral program materials. *(The website is optional. You do not have to include it if you prefer not to promote your company's website.)*
- d.) **Description** is your company's customized content and will appear on your exhibitor landing page. This is where you can describe what you are bringing, demoing, etc. Please limit this description to one or two sentences. *(The description is optional. You do not have to include a description in your materials.)*

Example: Our new product, ABCD, will be launched at SupplySide West & Food ingredients North America. Meet with our experts to find out more! Visit us on the expo floor in Booth #1234!

Please note: Fill in the information as shown above. You may make more edits after you view your dashboard, if you decide you would like to change the content of your materials.

- Once your information has been edited, your Exhibitor Referral Program is ready to go and you can begin inviting customers to the event! There are 3 components to the program: your **Landing Page**, **Email Invites**, and **Banner Ads**.

You may click on each of the components to view your customized referral program assets under the 'Promote Yourself' section.

Promote Yourself
You have been provided a complete set of marketing material that you can use to promote your participation, including customized Landing Pages, Email Invites, and Web Banners!

Exhibitor Referral Campaign SupplySide West 2019

Pages

SSW19 Exhibitor Referral Landing Page-SupplySide Team
Copy Link

5 10 4
Users Views Clicks

Tweet Share Share

Email Invites

SSW19 Evite
Preview Evite Send Invites!

Banners

Preview Banners Get Banners

Pages

SSW19 Exhibitor Referral Landing Page-SupplySide Team
Copy Link

5 10 4
Users Views Clicks

Tweet Share Share

- Landing Pages** are permanent micro-sites that show off your presence at the event. Share them via social in e-newsletters, or send the link directly to your prospects.

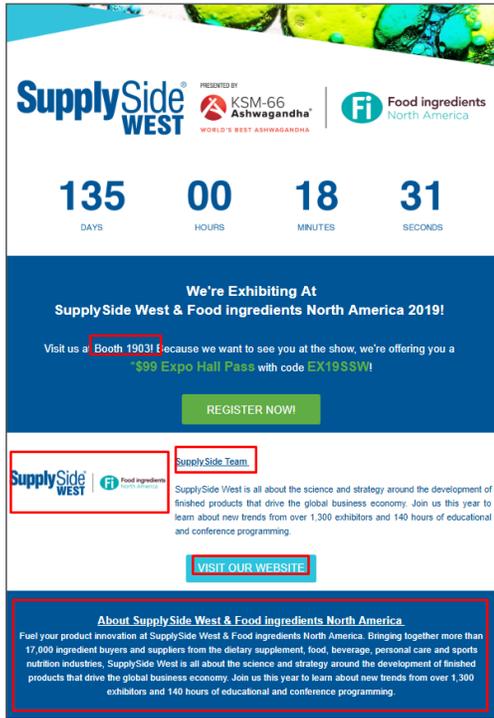
To share the link directly, click on "Copy Link." This will then copy the link to your clipboard where you can then paste to your desired platform.

Page-supplyside team
https://l.feathr.co/ssw19-exhibitor-referral-landing-page-supplyside-team

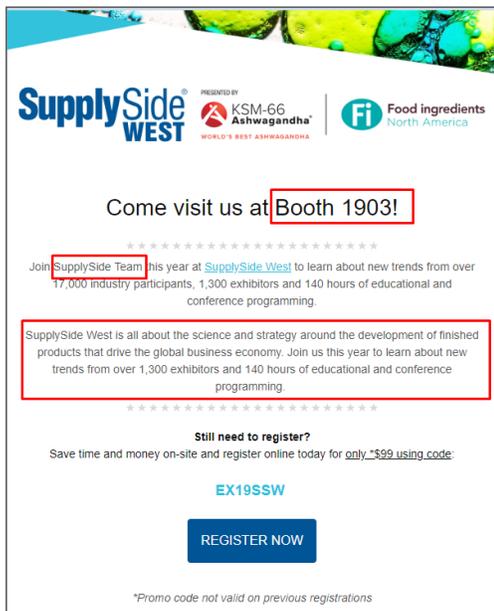
5 10 4
Users Views Clicks

Tweet Share Share

To share via social media, click on the "Share" button(s) and choose the social media channel you would like to share to.



Here is a screenshot of the SupplySide West & Food ingredients North America Example Landing Page. Your landing page will look similar to this, and is where customers will be directed when they click on the link to receive a \$99 Expo Hall Pass. *(The information circled in red is merged in from the information you filled out on your dashboard.)*



b.) **Email Invites** are customized email invites that you can send directly from your dashboard to your clients. You may upload a spreadsheet of email addresses and have Feathr Deliver them for you. Or, you may export the message and send it using any email tool that supports custom html email templates. Below is an example of the SupplySide West & Food ingredients North America Email Invite. *(The information circled in red is merged in from the information you filled out on your dashboard.)*



To upload a list of email addresses (or send individual emails) and deploy via Feathr, click on the "Send Invites" button. Then, fill in the information required to send your email.

Come visit us at
Booth @PARTNER.BOOTH_NUMBER@!

Join @PARTNER_HANDLE@ this year at SupplySide West to learn about new trends from over 17,000 industry participants, 1,300 exhibitors and 140 hours of educational and conference programming.

@PARTNER_DESCRIPTION@

Still need to register?
Save time and money on-site and register online today for code: [SSW19SSW](#)

EX19SSW

[REGISTER NOW](#)

Phone code not valid on previous registrations

SSW19 Evite

Company

Target Contact List

Choose the list of contacts you'd like to send the invite to.

From Address

What/who you would like to appear as the Sender of the email. This can be either a personal email address or an official company email.

From Name

The "Friendly" part of the email sender that will appear in inboxes. Should be easily recognizable such as your name or your company name. No longer than 24 characters. For tips on making a good From Name see this article.

Subject

What you would like as the subject of the email.

Scheduled Date to Send

✉ Email Invites

SSW19 Evite Preview Evite Send Invites!

Send Single Evite
Export Evite

🖼 Banners

To export the email as an html file, click on the down arrow toggle on the "Send Invites" button, then choose "Export Invite." This will download an html file, that you may send using any email tool that supports custom html email templates (i.e. Constant Contact, MailChimp, Eloqua, etc).

[Update](#)

Contact Lists

The lists below are your marketing lists that you can optionally use to distribute your marketing collateral. Import spreadsheets of contacts to start promoting yourself and the event!

All imports uploaded using the import tool are secure and only accessible to the uploader. [Import List](#)

You can import Contact Lists for sending multiple emails at a time. Upload in a .CSV or Excel file.



c.) **Banner Ads** are dynamic digital banners that you can place on your websites and in your e-newsletters to invite people to the event. SupplySide West & Food ingredients North America offers banners in two sizes: 400x400 and 300x250.

Leads

As people interact with your marketing material by visiting the pages, filling out forms, opening the emails, and clicking your banners you'll be able to see them here if we have collected their name and email!

Copy Excel PDF

Search:

Created	Name	Title	Email	Source	Last Message
May 10th, 2019	TEST OUT TEST OUT	INFORMA	laura.feroce@informa.com	Page Click	-

Showing 1 to 1 of 1 entries

Previous 1 Next

5. On your dashboard, you'll be able to track the leads as people interact with your marketing material by visiting the pages, filling out forms, opening the emails, and clicking your banners. You'll be able to see if we have collected their name and email.

6. There are various ways you can use the Referral Program Dashboard to share invitations and promote your presence at the event.

Choose one or more of these options:

- Import your customer email addresses and send invitations via our app, Feathr.
- Download the event email in html format and deploy it to your customers using your own platform.
- Access your unique link to your Exhibitor Landing Page and send that link in an email to your customers.
- Download the banner ads and place them on your website, in e-newsletters and share on social media.

If you have questions regarding your referral program, please email our Exhibitor Referral Program Customer Support Team at support@feathr.co.