



Follow this calendar and checklist to stretch your promotional dollars and maximize your impact at the show. Find essential marketing tools, email drafts, logos, banner ads and other helpful resources at: corerestaurantshow.com/partners-in-promotion/

- **August:** Sign up for sponsorships to increase your brand exposure. You can find a list of sponsorship opportunities here: corerestaurantshow.com/sponsors/
- **August:** Add the Colorado Restaurant Show logo and “See us at Booth #0000” signature for your outgoing email.
- **August:** Use Colorado Restaurant Show logos and your booth number in company ads, newsletters and promotional literature.
- **August:** Place a banner ad on your website promoting your presence at the event.
- **August:** Print out the Colorado Restaurant Show flyer to have on hand when discussing the event.
- **August/September:** Incorporate social media into your Colorado Restaurant Show marketing plan. Be sure to leverage the Colorado Restaurant Show Facebook page by following and posting product information and updates. Don’t forget to use hashtag #COrestaurantshow when posting.
- **August/September:** Utilize our press release template to bring attention to any highlights offered at your booth.
- **September:** Send email invitations to your current customers. Download a sample and customize with your unique message, including new product launches, giveaways, demonstrations and more that will be featured at your booth.
- **September/October:** Amp up your social presence to get your prospects ready to engage with you at the show. Have any show specials happening? A specific hashtag you want to utilize at the show? Let your audiences where you’ll be and when so they can engage with you onsite and online.

****EXPERT TIP: Consider using live video on Facebook, Twitter or Instagram to highlight anything specific happening at your booth like a product reveal, announcement or special appearance. Be sure to use #COrestaurantshow*