



SEPTEMBER 17-18, 2018
Colorado Convention Center | Denver, Colorado

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 COrestaurantshow.com/partners-in-promotion.

- **June and July:** Sign up for sponsorships to increase your brand exposure. You can find a list of sponsorship opportunities here: corestaurantshow.com/sponsors
- **July:** Add the Colorado Restaurant Show logo and “See us at Booth #0000” signature for your outgoing email.
- **July:** Use Colorado Restaurant Show logos and your booth number in company ads and promotional literature.
- **July/August:** 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.
- **July:** Place a banner ad on your website promoting your presence at the event.
- **August:** Email invitations to your current customers. Send as is or customize with your unique message, including new product launches, giveaways, demonstrations and more that will be featured at your booth.
- **August/September:** 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.*