

Marketing Ideas for Exhibitors – AgroExpo 2026

Pre-Show Marketing

- **Social Media Countdown Series**
Build anticipation with countdown posts featuring your booth number, product teasers, and team spotlights.
- **Short-Form Video Teasers**
Use Reels/TikTok/YouTube Shorts to preview what you'll showcase—quick demos, “what to expect,” or behind-the-scenes setup.
- **Branded Graphics**
Use custom or AgroExpo-branded templates:
“Visit Us at Booth #___ at AgroExpo 2026!”
- **Email Signature Banner**
Add a clickable banner promoting your booth and appointment booking link.
- **Newsletter Feature**
Highlight your participation with a clear CTA (visit, schedule time, claim an offer).
- **Website Banner or Landing Page**
Create a dedicated AgroExpo page with booth details, featured products, and a meeting scheduler.
- **Event Hashtags**
Use official hashtags like **#AgroExpo2026** and **#AgroExpoMI** to increase visibility.
- **Blog Post or Press Release**
Announce new product launches, demos, or exclusive show offerings.
- **Targeted Email Campaigns**
Invite customers and prospects with options like:
 - Book a meeting
 - RSVP for a demo
 - Claim a show-only incentive

On-Site Promotion

- **Exclusive Show Offers**
Provide AgroExpo-only discounts, bundles, or giveaways.
- **Live Demonstrations**
Schedule and promote demos throughout the day—post times visibly and online.
- **Interactive Booth Experiences**
Games, contests, or hands-on product interaction to increase engagement.
- **QR Code Engagement (NEW)**
Use QR codes for:
 - Lead capture forms
 - Product info downloads
 - Giveaway entries
- **Photo & Video Opportunities**
Create a branded backdrop or “selfie station” and encourage tagging.
- **Influencer or Partner Collaboration (NEW)**
Partner with industry voices, customers, or neighboring booths for cross-promotion.

- **Live Social Coverage (NEW)**
Post real-time updates, demos, and attendee interactions during the show.

Post-Show Marketing

- **Timely Follow-Up Email**
Send within 48 hours with personalized messaging and clear next steps.
- **Segmented Lead Nurturing**
Group leads by interest or buying stage and tailor follow-up campaigns.
- **Social Media Recap**
Share highlights, photos, testimonials, and key takeaways.
- **Video Recap or Case Story (ENHANCED)**
Create a short recap video or “what we showcased” content piece.
- **Retargeting Campaigns (NEW)**
Continue engagement with booth visitors and website traffic using digital ads.
- **Sales Team Outreach (NEW)**
Align marketing + sales for coordinated follow-up calls and meetings.
- **Engage with AgroExpo Channels**
Tag @AgroExpo and use event hashtags to extend reach post-show.