



LAS VEGAS
MARKET

Exhibitor Marketing Checklist

Maximize your ROI at Las Vegas Market by taking advantage of free & easy marketing opportunities designed to increase your exposure.

Take advantage of these marketing opportunities today!

ShopZio - powered by IMC_di

IMC_di is offering IMC tenants and exhibitors complimentary access to ShopZio – a B2B wholesale marketplace that connects you and your reps with retailers. As a result of the current crisis, IMC_di is extending a special offer to current IMC exhibiting vendors. We will waive all onboarding fees and all monthly charges for ShopZio for the remainder of 2020.

[Learn more here](#)

- To begin working with our team, complete a simple interest form [here](#)
- Once we receive your interest form, our IMC_di Customer Success team member will contact you to schedule and begin the onboarding process and answer your questions

Update your [Exhibitor Listing](#) on the Las Vegas Market website. Buyers will rely even more on our online tools to discover products and exhibitors. Increase your discoverability and connect with buyers by updating your listing with the following:

- New, best-selling and/or in stock products
- Catalogs, show specials or discount offers
- Videos, images and press releases
- Link to your website
- Link to your social media channels

Submit your Product Photography to us for possible inclusion in [Market Snapshot](#), Trade Publication Ads, Email Campaigns, Print Projects, Social Media and other free marketing opportunities.

- Email your high-res assets to exhibitors@imcenters.com with the subject line: "LVM S20 EXH Photos". If your file is too large to email, please send using a file sharing site such as WeTransfer or Dropbox.

Social Media

Connect with us on social! A few ways we can collaborate:

- Send over Webinar/Facebook Live/Instagram Live info to social@imcenters.com so we can help promote
- Send 3D showroom or virtual tours info & links to social@imcenters.com so we can help promote
- Making/Donating any PPE? Let us know so we can give you a shoutout on social! Send info to social@imcenters.com
- Tag us and use the market hashtags #LVMkt
 - [Facebook](#) • [Instagram](#) • [Pinterest](#) • [YouTube](#)

Marketing Contacts:

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❑ Advertising & Sponsorship

While you may be evaluating where you can tighten up your spending, maintaining a certain level of marketing signals to the industry that you plan to survive this unique challenge and are poised to help when life returns to normal. Deadlines for our market publications are:

Preview Guide: June 18

Market Resource Guide: July 9

Pocket Guide: July 23

For questions, please review our [Media Kit](#) and contact your Account Executive

- ❑ **Editorial Opportunities** – Las Vegas Market has compiled a list of free industry press opportunities. Several deadlines are coming up in the next few weeks. Login to your [Exhibitor Portal](#) to review these opportunities and submit your products for placement.

❑ Media Relations

Request a copy of the Las Vegas Market registered media list and reach out to media who want to hear about your company and products. **List available beginning August 3, 2020**

❑ Leverage Lead Retrievals

Capture the contact information of buyers visiting your showroom or booth at Market. By leveraging lead retrieval, you can follow up with your new accounts to secure deals.

Pre-order and onsite order options available.

❑ Submit Show Specials & New Products

Share your new products and exclusive show specials for Las Vegas Market! The information you provide will be shared with registrants and attendees. [Login to the Exhibitor Portal to submit your show specials.](#)

Deadline: August 1, 2020

❑ Upload Media Kit to our Virtual Press Center (NEW!)

New for Summer 2020, exhibitors can upload press kits to Las Vegas Market's new Virtual Press Center. Share your new product information and images, as well as company background, with trade and consumer media through this new online resource. The Virtual Press Center will be open before, during and after market. Digital press kits, which replace hard-copy press kits this summer, will be available to press beginning July 27. [Click here to get started.](#)

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