



November 11-15, 2023 | Loews Sapphire Falls Resort | Orlando, Florida

# Exhibitor Co-Marketing Program 2023

Share Valuable Conference Pass Discounts With Your Customers and Prospects.  
Meet Up in Orlando!

# Spend Invaluable Time with Your Best Customers and Prospects

- **Maximize Your Event Experience and Investment**
- **Solidify** relationships with prospective clients
- **Strengthen** relationships with existing clients
- In-person meetings provide a sense of **intimacy, connection, and empathy** that is difficult to replicate through other channels
- Incorporating Service Management World into your overall marketing communications and sales strategy **bolsters your market leadership** and **highlights your commitment to the Service Management industry** and its community members!



# Co-Marketing: Why Participate?

Events are one of the most effective ways for companies to get valuable face time with potential buyers.

**Co-Marketing programs lead to relationship-building that drives pipeline and revenue growth.**

## Research Shows ...

- **92%** of buyers prefer (and appreciate) when a vendor promotes their presence at an upcoming event with a discount code
- **80%** of buyers are more likely to visit an exhibitor at an event if they have heard of them, read about them, or connected with the exhibitor prior to the event
- **54%** of decision-makers have purchased a product/service based on information they gathered at an event – **that's real ROI!**



# Exhibitor Co-Marketing - Overview

- **Co-Marketing Program Deliverables**

- **Complimentary marketing resources** to help you promote your company's presence at Service Management World, including graphics, a customized landing page, partner logo lock-ups, and more, to use on your corporate website and in sales and marketing materials
- A **unique conference discount promo code** that allows you to extend **\$400 off** conference passes (Premium, Standard and Pre-Conference Training/Certification + Standard Conference Pass types) to your prospects and customers

- **Benefits**

- FREE to participate
- Designed to be an extension of your marketing program
- Helps ensure customers visit your booth, session, party, demo, etc.
- Supports your lead generation objectives
- Opportunities to earn rewards
- Most of the work is done for you!





# Start Co-Marketing, Invite Your Customers

Did you know...76% of buyers decide to attend an event three+ months in advance?  
**NOW** is the time to start promoting your event presence!



- You will be provided a unique promo code that gives \$400 off Standard & Premium Conference passes.
- Promote your company's unique promo code in your marketing campaigns so your customers and prospects can easily take advantage of the exclusive discount **and** registrations can be counted toward your company count for rewards!
- Share your unique promo code on social media and tag **@ThinkHDI** and **#SMWorld**
- Send your unique promo code out via email to all customers
- Share your unique promo code on banner ads (HDI provides for you)
- Share your unique promo code with your sales team, stake holders and partners

# Drive Customers to Service Management World

- **Use of Your Unique Promo Code = REWARDS!**
- **If 10+ registered attendees use your code, receive:**
  - Win a callout in the general session slides
  - 1 dedicated social media call-out
- **If 20+ registered attendees use your code, receive:**
  - Win a callout in the general session slides
  - 2-week SupportWorld eNewsletter banner ad
  - 5 dedicated social media call-outs
- **Exhibitor with the highest number (more than 20) of registered attendees using their code receives:**
  - An on-stage call-out
  - A trophy
  - 2-week banner ad on the ThinkHDI.com homepage
  - 2-week SupportWorld eNewsletter banner ad
  - 5 dedicated social media call-outs
  - A list of companies, title, name, and email of customers that register with their code post-event.

# Recap: You Could Win...

Qualified Paid Registrants	Top Winner*	20+	10+
An on-stage call-out	✓		
A trophy	✓		
Two-Week banner ad on the ThinkHDI.com homepage	✓		
List of companies, title, name, and email of customers that register with their code post-event	✓		
2-week SupportWorld eNewsletter banner ad	✓		
5 dedicated social media call-outs	✓	✓	
1 dedicated social media call-out			✓
Logo call-out in the general session slides	✓	✓	✓

*\*To be eligible, must have more than 20 qualified paid registrants*

# Additional Promotional Rewards Program

## August & September Rewards

Reward Opportunity	Deadline	Reward	How to redeem
<b>Email 1</b> Promote your participation with your promo code via email to a list of 300+ customers or prospects	8/25/2023	<ul style="list-style-type: none"> <li>One-time use promo code for a complimentary Standard Conference pass (Value \$2,599)</li> <li>Use of discount code should be used for customers and not intended for company staff</li> </ul>	<ul style="list-style-type: none"> <li>Send HTML or screenshot of email to <a href="#">Afton Kalkoske</a></li> </ul>
<b>Facebook</b> Promote your participation with your promo code on Facebook	9/8/2023	<ul style="list-style-type: none"> <li>One-time use promo code for 50% off a Standard Conference pass</li> <li>Use of discount code should be used for customers and not intended for company staff</li> </ul>	<ul style="list-style-type: none"> <li>Send URL or screenshot to <a href="#">Afton Kalkoske</a></li> </ul>
<b>Twitter</b> Promote your participation with your promo code on Twitter	9/15/2023	<ul style="list-style-type: none"> <li>We will help promote your presence at the event!</li> <li>Send us two social posts for inclusion on HDI's Twitter feed</li> <li>Note: HDI reserves the right to edit posts</li> </ul>	<ul style="list-style-type: none"> <li>Send URL or screenshot to <a href="#">Afton Kalkoske</a></li> </ul>
<b>Banner ad</b> Place a banner ad on your website or event page with your promo code and link to SMWorld.com	9/22/2023	<ul style="list-style-type: none"> <li>We will help promote your presence at the event!</li> <li>Send us two social posts for inclusion on HDI's Twitter feed</li> <li>Note: HDI reserves the right to edit posts</li> </ul>	<ul style="list-style-type: none"> <li>Send URL or screenshot to <a href="#">Afton Kalkoske</a></li> </ul>



# Additional Promotional Rewards Program

## September & October Rewards

Reward Opportunity	Deadline	Reward	How to redeem
<b>Email 2</b> Promote your participation with your promo code via email to a list of 300+ customers or prospects	9/29/2023	<ul style="list-style-type: none"><li>One-time use promo code for a complimentary Standard Conference pass Value \$2,599)</li><li>Use of discount code should be used for customers and not intended for company staff</li></ul>	<ul style="list-style-type: none"><li>Send HTML or screenshot of email to <a href="#">Afton Kalkoske</a></li></ul>
<b>LinkedIn</b> Promote your participation with your promo code on LinkedIn	10/6/2023	<ul style="list-style-type: none"><li>We will help promote your presence at the event!</li><li>Send us two social posts for inclusion on HDI's Twitter feed</li><li>Note: HDI reserves the right to edit posts</li></ul>	<ul style="list-style-type: none"><li>Send URL or screenshot to <a href="#">Afton Kalkoske</a></li></ul>
<b>Twitter</b> Promote your participation with your promo code on Twitter	10/20/2023	<ul style="list-style-type: none"><li>We will help promote your presence at the event!</li><li>Send us two social posts for inclusion on HDI's Twitter feed</li><li>Note: HDI reserves the right to edit posts</li></ul>	<ul style="list-style-type: none"><li>Send URL or screenshot to <a href="#">Afton Kalkoske</a></li></ul>
<b>Facebook</b> Promote your participation with your promo code on LinkedIn	10/27/2023	<ul style="list-style-type: none"><li>We will help promote your presence at the event!</li><li>Send us two social posts for inclusion on HDI's Twitter feed</li><li>Note: HDI reserves the right to edit posts</li></ul>	<ul style="list-style-type: none"><li>Send URL or screenshot to <a href="#">Afton Kalkoske</a></li></ul>

# Qualifications & Criteria

## Registrations must meet the following criteria:

- Unique discount code must be applied during the registration process (discount codes are manually entered during registration)
- Registrant cannot be an employee of an Exhibiting or Sponsoring Company
- Registrations are for qualified end-users only. *\*A non-qualified registrant is a business professional/company which fits the profile of a Service Management World Sponsor/Exhibitor.*
- To qualify for winning a trophy, all qualifying registrations must be received and paid in full prior to 10/13/2023.
- For all other prize winnings, registrants' balance must be paid in full by 11/3/20223
- Qualifying registrations must be received prior to 11/3/2023
- Standard, Premium, and Pre-Conference Training/Certification Course + Standard Conference pass types **only** apply
- Show management reserves the right to make the final decision for qualifications/criteria
- Standard Conference passes given as a reward cannot be used by members/employees/affiliates of the exhibitor company.
- Only one Standard Conference pass can be earned per each reward opportunity.
- Promo codes cannot be retroactively applied to registrations.
- *\*Only qualified paid registrations may be counted towards tabulation for incentives and are reserved for qualified end-users with payment received in full for standard or premium pass types only. A non-qualified registrant is a business/professional/company which fits the profile of a Service Management World sponsor or exhibitor. Registrations are tabulated by use of unique company discount code entered during the registration process. Show management reserves the right to make the final decision for qualifications/criteria.*