Exhibitor Co-Marketing Program 2022

May 17-20, 2022 – Orlando, FL

Where **Smarter Service** Starts, And **Better Business** Begins.　　#SUPPORTWORLD

Offerings at Support World Live

Invite your customers and win!

Each year, HDI unites the global IT service and support community for an epic conference & expo.

We're committed to ensuring your company has the best possible experience**.**

New for the 2022 event, we're offering exhibitors/sponsors various marketing programs & incentives to help you promote your presence and drive your current and potential customers to your booth.

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Why Should I Invite My Customers & Prospects?

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 IT buyers prefer when a vendor promotes their presence at an upcoming event with a discount code

- **80%** of IT 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 IT decision-makers have purchased a product/service based on information they gathered at an event – **that's real ROI!**

Recommendations for a successful Co-Marketing campaign:

- **Pre-Event:** Promote your presence! Add the event to your 'events calendar' on your website, add callouts on social media and alert your customers & prospects via email campaigns.

  ✓ **76%** of IT buyers decide to attend an event three+ months in advance – start promoting your event presence NOW!

Invite Your Customers

As a SupportWorld Live exhibitor/sponsor, you will be provided a promo code for $200 off Standard & Premium conference passes!

Use your company's unique promo code on all promotional items so your customers can easily take advantage of the exclusive discount and registrations can be counted toward your company count.

Standard & Premium Conference pass types only apply. Discount codes can be manually entered while registering.

- Share your unique promo code on social media and tag **@ThinkHDI** and **#SupportWorld**
- Send your unique promo code out via email to all customers
- Share your unique promo code on banner ads (HDI provides for you)
- Use your unique promo code with all potential customers for your company

Drive Customers to SupportWorld Live to Win!

The exhibitor/sponsor who brings:
10 registered attendees with code, will receive:
- Win a callout in the general session slides
- 1 dedicated social media call-out

20 registered attendees with your code, will receive:
- Win a callout in the general session slides
- SupportWorld eNewsletter banner ad
- 5 dedicated social media call-outs

The exhibitor/sponsor who brings the most qualified end users (more than 20) will receive:
- A hosted meet & greet with their customers
- An on-stage call-out
- A trophy
- One-month banner ad on the ThinkHDI.com homepage
- 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

You could win…

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

Promotional Rewards Program

Earn rewards for participating in the Exhibitor Co-Marketing Programs

To Do:	Deadline	Reward:	How to Redeem Reward:
Email 1: Extend an exclusive discount to your customers/prospects to join you at SupportWorld Live	April 15, 2022	One (1) Standard Conference pass. Reward Value $2,699. Earn up to three (3) Email Rewards	Send HTML or screenshot of email to Molly Silbernagel (Molly.Silbernagel@informa.com)
Place a banner ad: on your website or event page and link to your co-branded landing page or to hdiconference.com	April 22, 2022	2 Twitter posts on HDI's account – posts to be approved by the marketing team	Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)
LinkedIn: Share what you're doing at SupportWorld Live with your network, including your discount code.	April 29, 2022	One (1) Standard Conference pass. Reward Value $2,699	Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)
Facebook: Promote You're Exhibiting at SupportWorld Live to your Facebook followers or group	April 29, 2022	2 Twitter posts on HDI's account – posts to be approved by the marketing team	Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)
Twitter: Invite your network with your discount code to SupportWorld Live	April 29, 2022	One (1) Standard Conference pass. Reward Value $2,699	Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)
Email 2: Share your exclusive discount with your customers and invite them to join you at SupportWorld Live	May 6, 2022	One (1) Standard Conference pass. Reward Value $2,699	Send URL or screenshot to Molly Silbernagel (Molly.Silbernagel@informa.com)

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 SupportWorld Live Sponsor/Exhibitor.*
- Registrants' balance must be paid in full by May 6, 2022
- Qualifying registrations must be received prior to May 6, 2022
- Standard or Premium pass types **only** apply
- Show management reserves the right to make the final decision for qualifications/criteria

Only qualified 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 SupportWorld Live 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.