

Exhibitor Pre-Show Email Campaign Outline

Objective

- Drive awareness and generate booth traffic prior to show
- Communicate key event and exhibitor information
- Build relationships and schedule appointments with prospects

Target Audience

- Pre-registered attendees
- Past event participants
- Qualified leads from CRM

Campaign Timeline & Email Sequence

Email #	Send Date	Purpose	Key Content
1	4 weeks before show	Announcement	Event details, exhibitor introduction, booth location
2	2 weeks before show	Highlight products/services	Featured offerings, new launches, incentive teasers
3	1 week before show	Appointment request	Meeting scheduler, key contacts, show specials
4	2 days before show	Final reminder	Directions, floor map, last call for meetings

Key Components

- Personalized greeting
- Compelling subject line
- Clear call-to-action (schedule meeting, visit booth, etc.)
- Relevant imagery or graphics (logo, product image)
- Contact information/signature

Best Practices

- Segment audience for tailored messaging
- Optimize for mobile and accessibility
- Track opens, clicks, and responses
- A/B test subject lines and content where possible

Metrics to Track

- Email open and click-through rates
- Number of appointments scheduled

- Booth visit confirmations