



eShowMail™ by Event Technologies

Exhibitor Email Marketing Program

- Exhibitors want to send pre and post show marketing emails to the registered attendees.
- The Show organizer doesn't want to share the attendee's contact information with exhibitors.
- eShowMail allows exhibitors to send custom email blasts without sharing the attendee list.

Important Features:

1. **Attendee Protection.** eShowMail protects your attendees. Simply put, the attendee list is never shown to the exhibitor. In addition, attendees can opt-out of the overall email campaign by clicking the "unsubscribe" link that is found at the bottom of every email we send.
2. **No Cost to Show Organizer.** eShowMail is free for show organizers to offer to their exhibitors. There are no setup charges.
3. **Revenue Generation.** Exhibitors pay to use the service. We charge a flat fee per email blast. The show organizer has the option of generating additional revenue by marking up our price to their exhibitors.
4. **We Do All the Work.** Our reps work with each exhibitor to guide them through the process. We don't require any assistance from show staff other than final approval of emails.
5. **Custom Emails.** eShowMail allows exhibitors to use their own custom HTML. If the exhibitor can't supply their own HTML, we will build an email for them.
6. **Reporting.** eShowMail includes a real-time reporting website for both the exhibitors and show organizer. The site shows stats, but no email addresses.
7. **Scheduling.** You control the # of email blasts that are sent (per day and total). At most shows, we send two blasts per day over the course of 2-6 weeks depending on the number of participating companies. We find that less than 10% of companies will participate.
8. **Control.** eShowMail gives you full control over the content that is being sent out. Before an email is sent out, a proof will be sent to you for final approval.

Benefits:

- Exhibitors get a full service email solution to communicate with registered attendees.
- Attendees learn what is happening at the show, their contact information is kept confidential, and they have the ability to opt-out of the email program at any time.
- The Show Organizer gets an email program with no additional cost and no risk to the attendee list.