



Stop Giving away your Attendee's Email Addresses

- ✓ The eShowMail Self Serve website allows your exhibitors to build an email and send it to your attendee list.
- ✓ The Attendee list is protected and attendees can opt-out of all emails at any time.
- ✓ Show organizer pays a flat fee to provide the service for a certain number of exhibitors and/or sponsors.

Important Features

1

Easy to Use

eShowMail Self Serve enables your exhibitors to log in and create a custom email message. They can copy and paste their own HTML or build an email by going through our step-by-step process and using a preset template.

2

Stop Giving the List Away

Most of your attendees don't want you to give their email address to all of the exhibitors. It causes them to get unwanted emails for many months after the show.

3

Add Value to Sponsorships

Give your sponsors an added benefit that will allow them to drive more traffic to their booth and/or presentation they are hosting during the event.

4

We Do All the Work

We set everything up and provide tech support for your exhibitors so there is no additional work for your team.

5

Attendee List Protection

eShowMail Self Serve protects your attendees. The attendee list is never shown to the exhibitors. In addition, attendees can opt-out of all emails from exhibitors by clicking the "unsubscribe" link that is found at the bottom of every email we send.

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

Limit the number of emails that can be sent on any given day. Allow exhibitors to pick their send date on a first come, first served basis.

8

Control

eShowMail allows you to keep control of your attendee list while enabling your exhibitors to market their presence at your event.

Benefits

- ✓ Added value for exhibitors that want to do pre-show marketing, but can no longer be given the attendee list.
- ✓ 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.
- ✓ A valuable alternative for show organizers that have decided they can no longer send out the attendee list as an excel spreadsheet to the exhibitors.