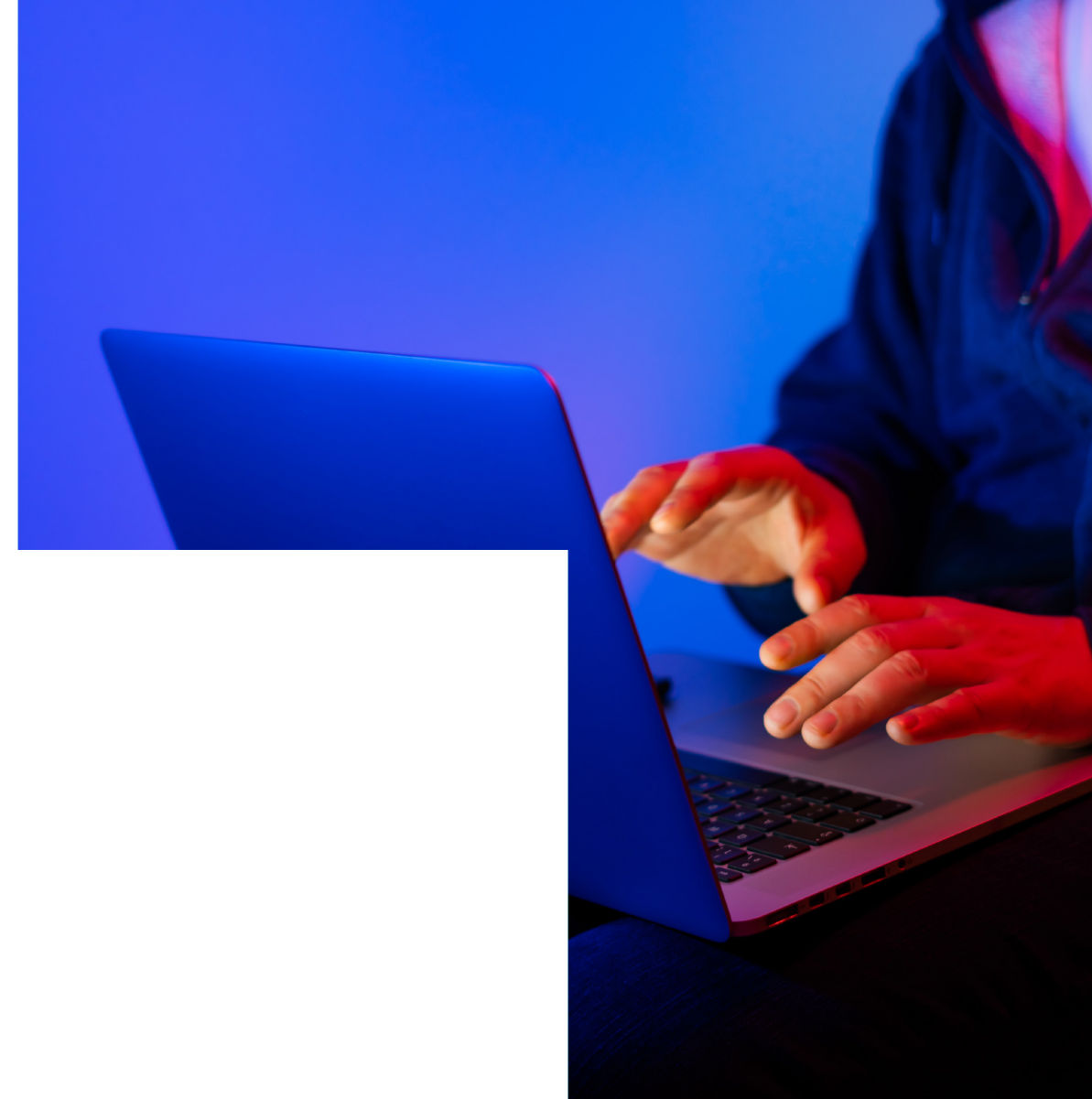




# The value of pre-show communications

Set your exhibitors up for success  
with these resources



# What we'll cover



- 01 Pre-show email communications overview
- 02 Benefits of pre-show communication for show organizers
- 03 Pre-show email communication schedule
- 04 Preview of the 3-part email series
- 05 PSC Email 1: Show Posted
- 06 PSC Email 2: Discount Deadline
- 07 PSC Email 3: Show Open

# What you need to know about pre-show communications

Here's the lowdown on what your exhibitors can expect

## What are pre-show communications?

A series of three emails that are sent to all exhibitors on a set schedule to help them prepare for the show.

Pre-show communications set the stage for a successful event and provide one of the first interactions Freeman has with exhibitors.

## Why are they sent?

- Inform exhibitors of key dates and information regarding their specific show.
- Help exhibitors with online purchase of products for their exhibit space.
- Educate exhibitors on Freeman show-site processes and procedures.
- Connect exhibitors with their on-site support representatives.



## Benefits of pre-show communication:

It helps show organizers have happier, more prepared exhibitors.

Satisfaction scores will be higher.

Offers frequent and timely event information all in one place for exhibitors to reference.

Reminds exhibitors of key online ordering opportunities for their space.

Provides valuable on-site support contact information for exhibitors if questions arise.

Fosters more clarity and less confusion on show site.



## Pre-show email communication schedule:

### Email 1: Show Posted

Sent 14 weeks before the show open date. *Please note that your show must be live in our online ordering platform to release the emails.*

### Email 2: Discount Deadline

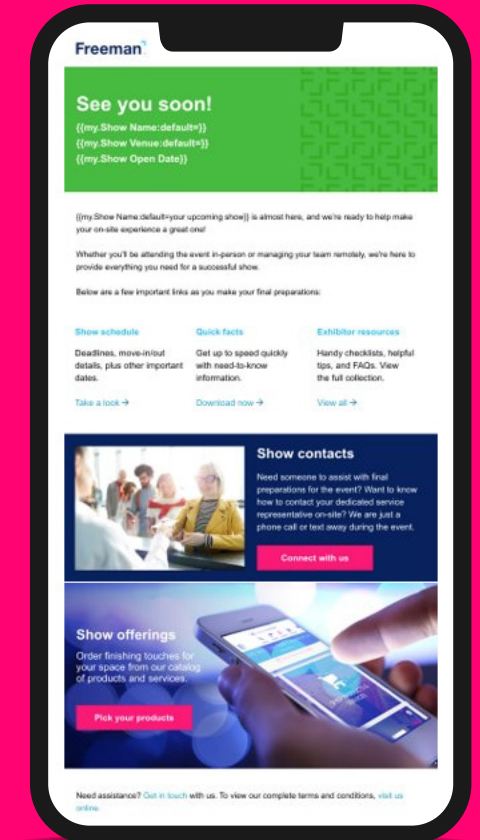
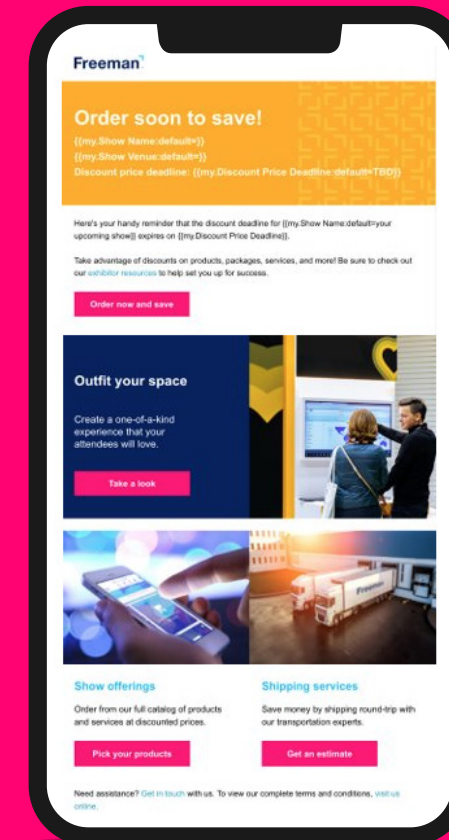
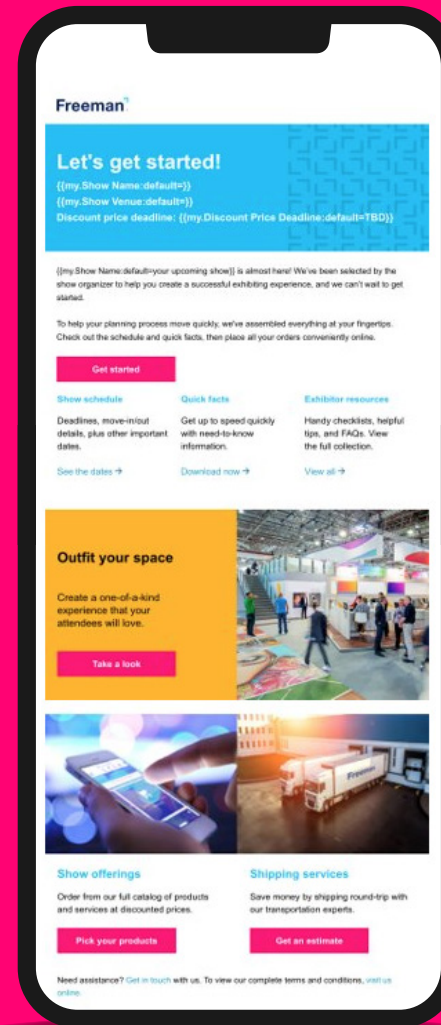
Sent one week before the discount deadline date.

### Email 3: Show Open

Sent one week before show open date.

# Design look and feel of the 3 pre-show emails

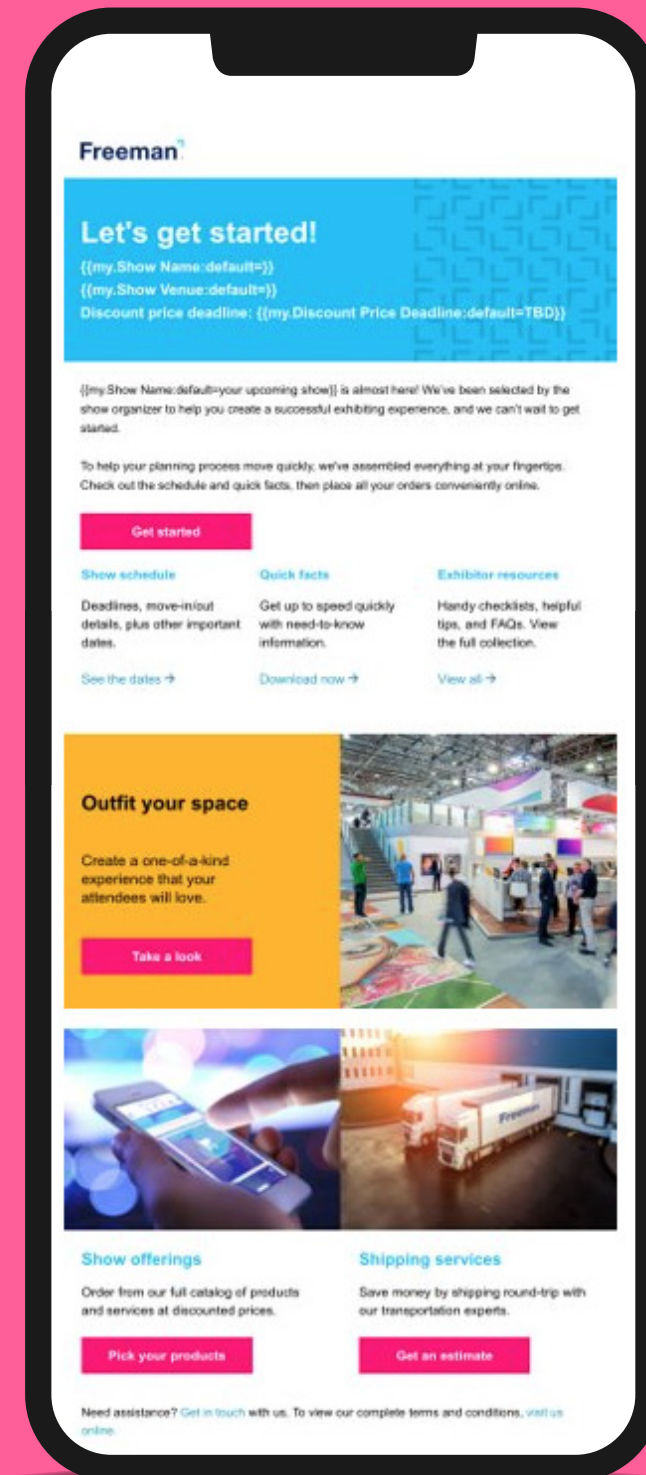
Each email promotes timely show information and directs exhibitors to order applicable services and products for a given show.



# Email 1: Show Posted

Purpose: Welcomes customers and shares important event information and educational materials. It also informs exhibitors that Freeman Online is live for their show, allowing purchases of products such as furnishings, flooring, graphics, shipping services, exhibit packages, and more.

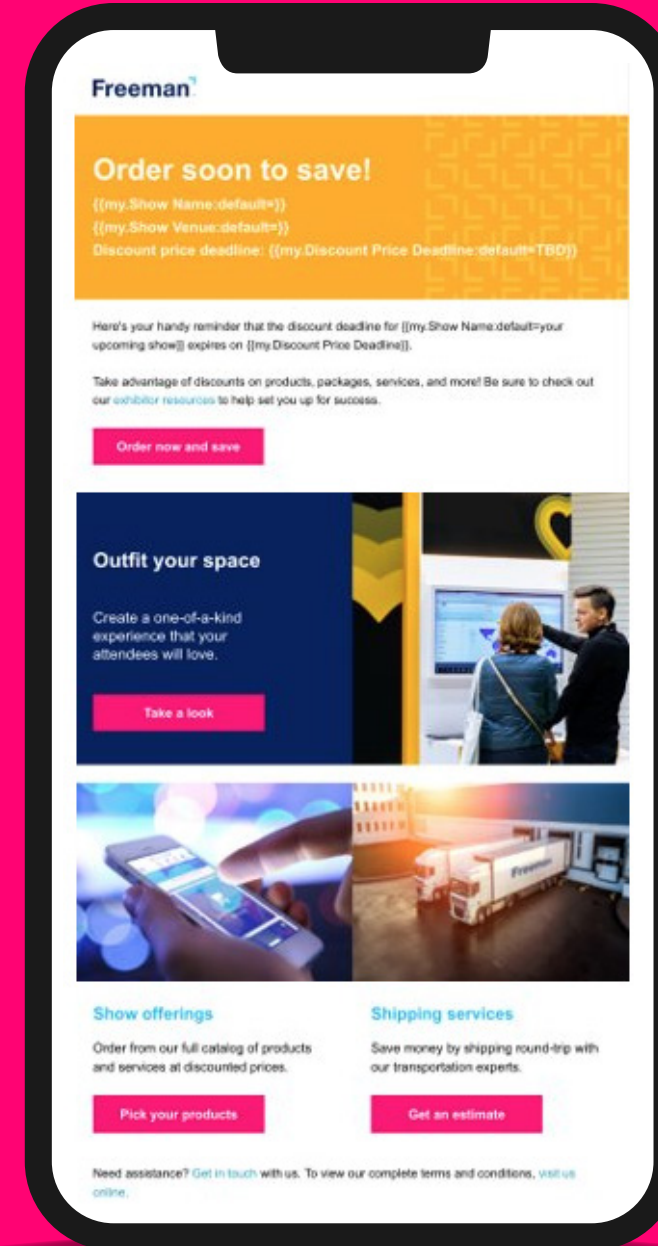
[View example →](#)



# Email 2: Discount Deadline

Purpose: Alerts exhibitors that the Discount Deadline date is approaching, meaning this is their last chance to get select products for their space at a discounted price, exhibit packages, and more.

[View example →](#)



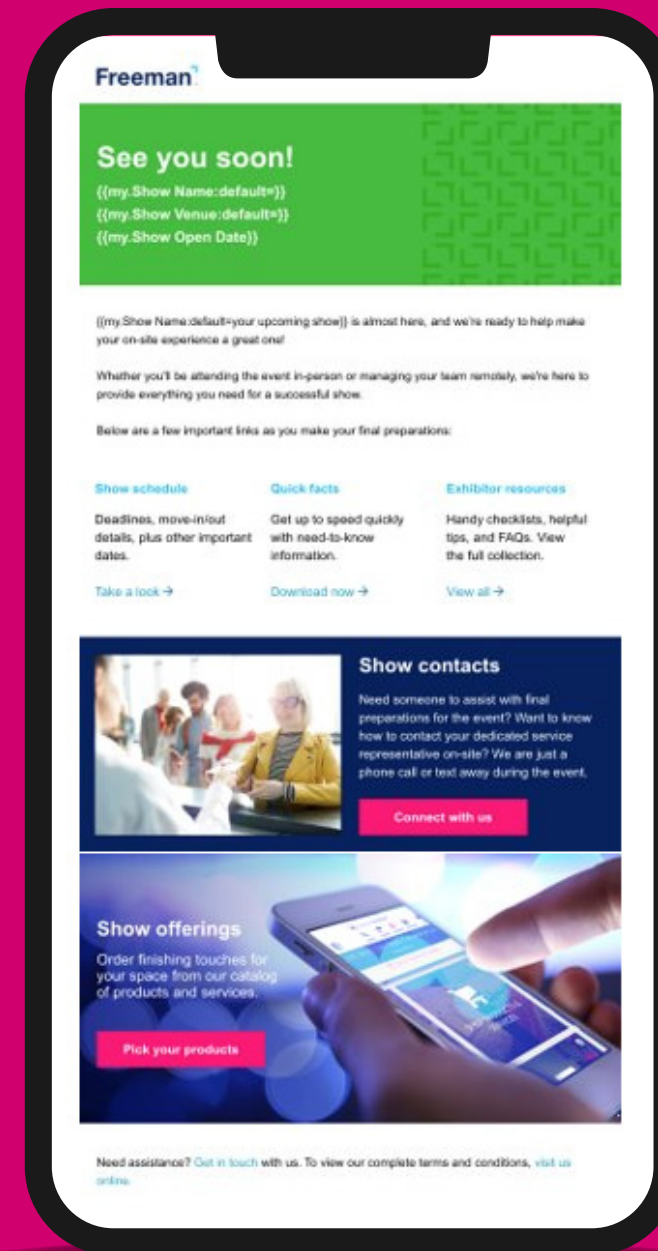


# Email 3: Show Open

Purpose: Prepares exhibitors for the on-site experience by sharing last-minute reminders, on-site contacts, and helpful exhibiting tips.

Our goal with these messages is to create a seamless customer experience and ensure exhibitors feel prepared for a successful event.

[View example →](#)



Freeman<sup>™</sup>

# Looking for other ways to support exhibitors and elevate your event as a whole?

Get in touch

Freeman is a global leader in events. Whether virtual, in-person, or hybrid, we are on a mission to redefine live for a new era. With a data-driven approach and the industry's largest network of experts, our insights shape exhibitions, exhibits, and events that drive audiences to action. Our integrated full-service solutions leverage a 100-year legacy in event management as well as new technologies to deliver moments that matter.

Visit us at [freeman.com](https://freeman.com) or contact us at [freeman.com/contact](https://freeman.com/contact)

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