



**20-21 March 2019**  
ICC Sydney Exhibition Centre  
9am - 5pm Daily

Hey there,

We're honored and thrilled that you're joining us for Accounting Business Expo 2019.

ABE is your platform to win new business, launch new products and brands, generate new leads, get marketing feedback, build brand credibility, and so much more.

Regardless of your exhibiting objectives, just booking a stand simply isn't enough.

**Over the next few weeks, it's crucial you understand your game-plan and put it into action.**

Why?

Because you've invested a lot of money and time to exhibit - so let's work together to achieve your objectives and make this your best event yet!

**We're setting you up to WIN :)**

In this folder are tools to help you. **Here are 5 things to do now:**

- Download your Top Tick List for Exhibiting and read through it - 2 MINUTE READ
- Invite your prospects AND clients. Remember, your clients are someone's prospects. YOU invite them. It would be awfully embarrassing if your competitor beat you to it.
- Add the 'Visit Us' graphic to your email signature. Make sure your sales team has this on their signatures too - you want to invite your prospects to meet you face-to-face and seal that deal.
- Share the good news on social media. Don't just do this once. This needs to be consistent. Your prospects may miss the first post, it's important to stay top of mind and remind them. Don't forget to tag @AccountingBExpo or #ABExpo so we can give it some love too.
- Tell us what you need - a cover photo? A website banner? An email template? You name it!

**This is your starting point.**

We'll check in soon with tips and tricks on how to keep taking action and enhancing your exhibiting experience, and always feel free to reach out with questions.

Let's get started.

Chat soon,

Kiarna Harvey

**Marketing & Relationship Manager**

Accounting Business Expo

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