

# Navigating the Channel Partners Conference and Expo for First-Time **EXHIBITOR** Trailblazers

## CHANNEL READY:

### Pre-Event Playbook for CPLV Excellence



Download our mobile app: "Informa Tech Events". The mobile app opens to sponsors/exhibitors on Feb 12 and opens to attendees on Feb 26. This can help you build out a personalized schedule, network with other attendees, browse our exhibitors and more.



Stay close to the action! Book your hotel at the Venetian to have quick access to all things Channel Partners. Delete details about the room block.



Plan Your Booth Design: Your booth is your company's first impression. Design an eye-catching booth that reflects your brand, showcases your products/services, and encourages engagement.



Prepare for the event by reading up on the latest insights, analysis and business information @ [channelfutures.com](https://www.channelfutures.com).



Want to get a visual feel for the event? Head to the Channel Futures & Channel Partners Events YouTube channel to explore past event video recaps.



Promote Your Presence: Leverage social media, email marketing, and your website to announce your participation in the expo. Schedule meetings in advance with potential clients or partners.



Set Clear Goals: Before the event, define specific and measurable objectives for your team. Whether it's generating leads, networking, or launching a new product, having clear goals will guide your efforts.

## CONFERENCE AND EXPO EMPOWERMENT: Your Onsite Action Items

- Attend Relevant Sessions: Participate in workshops, seminars, and keynote speeches to gain industry insights and stay updated with the latest trends and developments. These sessions will help you stay up to date, generate ideas, as well as sit in with like-minded channel professionals that are looking for help.
- Go to networking events in the evening. It's the best way to make connections.
- Bring plenty of business cards to hand out and place in giveaways.
- Drink plenty of water (it's a desert after all!) & wear comfy shoes!
- Be Approachable and Engaging: Smile, maintain eye contact, go out of your way to meet new people. Be open to conversations and try to understand the needs of the attendees. Be on your 'A' GAME..
- Post on socials while at the event. Share photos, insights, etc. Be sure to connect on LinkedIn with those you have met.

## AFTERGLOW AGENDA:

### Crafting Success Post-Event

1. Follow up with new contacts the week after you get back; otherwise, it might slip between the cracks as you get back to regular business.
2. Register for CP/CF newsletters - select from various newsletters sent daily, weekly or monthly to get the news you need to guide your business.
3. Provide feedback via survey. CPLV is always looking to elevate the experience and hearing from attendees can only make the conference better each year.
4. Apply for any upcoming awards that may be applicable to your business.
5. Post on socials about your experience!
6. Register to get notified about the next event so you can save the date.