



Make the Most of Your Investment in APPA Events & Conferences

Thank you for supporting APPA through our conference and events! We appreciate all you do for APPA and public power.

We've put together these tips for maximizing your experience. It's important to remember that the public power sales cycle is a journey and requires time and commitment to developing relationships with decision-makers.

Please contact Sponsorship@PublicPower.org if you have questions or we can do anything to assist you.



Pre-Event

PROMOTE YOUR PARTICIPATION

- Link to the event on your website.
- Share the social media graphics we provided to encourage your customers to register and to show that you're supporting the event. If you're exhibiting at all, tell them where to find you.
- Contact registrants with the lists we provide to you (a postcard is a cost-effective option). If you're holding a drawing at your booth or hosting an event, provide these details.

DEVELOP YOUR ON-SITE STRATEGY

- Determine your onsite representatives. Make sure that they understand public power and are comfortable engaging current and prospective customers.
- Create your image. If you're exhibiting, determine how your display, marketing collateral, and giveaways can best resonate with public power.
- Consider hosting an event and invite customers and prospects.

During the Event

PARTICIPATE IN ALL ACTIVITIES

- Go to breakfasts, breaks, and receptions to see current customers and meet prospects.
- Attend sessions to hear industry trends, challenges, and opportunities, and to network with public power leaders.
- Enhance your conference experience with the APPA Engage mobile app. From the app, you can set your schedule, find meeting rooms, learn about speakers, exhibitors, and sponsors, and chat with fellow conference attendees.

Simply search for "APPA Engage" in the App Store or Android Market to download this free app onto your iOS or Android-powered device. If you need assistance, please stop by the APPA registration desk.

ENGAGE ATTENDEES DURING THE EXPO

- Designate a greeter to welcome people to your booth and create a positive first impression. Your greeter should be approachable and engaging.
- Give attendees a reason to stop by your booth. Play a video or slide show. Host a drawing. Display interesting giveaways. Hold a fun activity or play a trivia game. Serve food and drinks.
- Be proactive. Leave your booth and approach attendees in the expo hall if you're not getting the level of traffic you want.
- Position yourself as a subject matter expert rather than a salesperson. Ask attendees what they're seeing at their utilities, then offer insight and ideas, not just a sales pitch.

Post-Event

FOLLOW-UP WITH ATTENDEES

- Connect with prospects, thank them for meeting with you, and reinforce the ways your company can help them.
- Thank your current customers for their business and let them know how much you enjoyed seeing them.
- Consider offering a post-conference discount to attract or retain customers.