

Advancing the Art & Science of Psychotherapy 2019



April 25-27, 2019
Hyatt Regency San
Francisco Airport

It's Not Just a Table

Appealing table-top displays can be exciting, but pre-planned events can help create “buzz” and draw traffic to your table-top area. Product demos, raffles, contests, giveaways, celebrity guests, book or poster signings, etc. are all staples of trade show marketing, and can effectively promote your brand at Advancing the Art & Science of Psychotherapy.

But how do you get the word out about your great table-top display event? Try using “Social Media,” and join the online conversation about Advancing the Art & Science of Psychotherapy to achieve top-of-mind awareness for your marketing campaign. Go digital at the conference with the following:

EXHIBITOR LISTING

Your personalized exhibitor listing, can be used to promote your website, social media accounts, and other details such as booth events, giveaways or product promotions. Take a peek at your listing online and make sure it's accurate. Want to make changes to your listing? Email nmilazzo@camft.org.

FACEBOOK

“Like” CAMFT’s Facebook page (www.facebook.com/CAMFT) to see how we’re publicizing this year’s conference and exhibit hall. Make sure to share details, photos, or links about Advancing the Art & Science of Psychotherapy on your own Facebook page—and don’t forget to tag CAMFT!

TWITTER

Follow CAMFT on Twitter (@CAMFTTeam) for up-to-the-minute news and information. Make sure to use the #CAMFTLIVE hashtag on your tweets, and check the hashtag often for the latest buzz from the exhibit hall!



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Tips for Exhibit Hall Success

With many exhibitors at Advancing the Art & Science of Psychotherapy in Burlingame this year, how can you ensure attendees will notice your table-top area in the exhibit hall? Start by identifying your conference goals, then build a exhibit hall marketing plan using the materials enclosed in this kit. While doing so, reference these “Tips for Exhibit Hall Success” to ensure your conference investment pays off:

Pre-Conference At least 4 to 6 weeks prior to Advancing the Art & Science of Psychotherapy, let your prospective and current customers know you’ll be exhibiting in Burlingame, and invite them to visit your table-top display. Combine our exhibitor marketing materials with incentives such as discounts or free samples to ensure your table-top area is buzzing with activity every day of the conference. You may also leverage CAMFT’s digital resources to promote your brand—see our “It’s Not Just a Table” for more!

During Conference Visitors need an incentive to visit you. In the exhibit hall, attendees want to see new products and ideas that will help them save time and money. Create original “point-of-purchase” product displays, and turn exhibit hall prospects into paying customers.

Post-Conference Take advantage of your conference momentum with a prompt follow-up. Plan your follow-up strategy prior to the conference so other post-conference activities don’t distract you. Mail follow-up information to leads directly following the conference, and then again after a few weeks. It is up to you to establish a system and be accountable—the longer you wait to do this, the colder your leads become.

Identify Your Goals Drafting a solid set of goals for the conference increases the likelihood of success. Map out your reason for being there, what you hope to achieve, and how you are planning on meeting your objectives. Remember that in addition to increasing sales, talking with existing customers and collecting leads, the conference can also act as a research opportunity. By observing what your colleagues and competitors are doing, you can assess how your business is keeping up in the field and plan your next steps for growth.

Table-top Appearance There are always a few table-top displays that stand apart from the crowd. To leave an impression on visitors, make your table-top display a welcoming space and create an experience for your visitors—entertain while educating them. Have more pictures than words, and make sure the first thing people see is your company name and images of your product. Tasteful décor, lights, a brain game, and eye-catching signage are also helpful.

Exhibit Hall Team Training Your exhibit hall staff is your first line of communication with potential customers—make sure you choose team members that are people-oriented and friendly, and train them fully on the products they are selling and how to sell them. Make sure your sales team is prepared, professional, and has a clear goal for each day. At least some of your table staffers should be able to answer technical questions, though you should cross-train when possible.

The Therapist Magazine Advertising in *The Therapist* is a great way to reach thousands of mental health professionals and invite them to visit you at the conference. Deadline for the March/April issue is February 1, 2019. For additional details, contact Eric Velasco at 858-292-2638 or eric@camft.org.

2019

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**We'll be exhibiting at Advancing the Art & Science of
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