

EXHIBITOR MARKETING KIT

Get the Most from Your Exhibit

You Have Your Booth – Now What?

What are your goals for participating in the AeroDef Manufacturing event? To introduce your products to aerospace and defense manufacturers? Find new customers? Increase your visibility? Generate sales leads? *All of the above?*

Customers today are ‘crazy busy’ – they will plan the time they spend at this event carefully. They come prepared with itineraries of exhibitors to see. How can you make their ‘short list’? PROMOTE YOUR COMPANY BEFORE THE EVENT.

An effective pre-event promotion strategy provides you with increased exhibit traffic, higher level attendees, and more informed and interested visitors. Promotion can also raise your profile at the event and help you stand out from the crowd.

Take advantage of the marketing resources and tools SME has developed to get the most benefit from your participation. We are your resource----[Exhibitor Marketing Kit](#)

Questions? SME is here to help.
Contact us at exhibitorquestions@sme.org
or at 800-733-3976.

