

The organiser undertakes extensive marketing, but the co-operation of exhibitors makes a good show great. Make the most of the Roadshow's dedicated audience from the moment you book by following these top tips.

Your Marketing Welcome Email

When you sign up as an exhibitor, you will receive a marketing welcome email with everything you need to promote your involvement. This includes:

- **Exhibitor Hub Access:** A unique link to update your profile. Use the hub to add your profile, product details, press releases, links, images and videos. All updates automatically appear on the website, so you're in full control of what visitors see.
- **Personalised Marketing Materials:** A link to your Google Drive with ready-to-use personalised social media graphics, press releases, event listings, email templates and more.
- **Exhibitor Competitions:** Information on competitions offering extra marketing opportunities.

This email will be sent to all exhibitors when the event goes live. Those signing up later will receive it individually.

Participate in Social Media

Join us on [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#). Use #CareRoadshows to connect with our followers. We'll engage with and share your posts to maximise your reach. Even a quick mention of your participation can boost awareness. Keep using social media after the event to engage with potential clients and stay visible.

Promoting Your Involvement

Make the most of the personalised materials in your Google Drive. Add the Care Roadshows logo and banners to your advertisements, email signatures and website to promote your presence and attract visitors to your stand. These assets can also increase your website traffic and improve search engine rankings.

If you haven't received your materials or have questions, email marketing@broadway-events.co.uk

Stand Out with Sponsorship

Sponsorship at Care Roadshows is a unique chance to showcase your brand to a dedicated audience of care sector professionals. Options include visitor bags, refreshments, feature areas, seminars, lanyards and more, helping to highlight your brand's quality and expertise.

For sponsorship opportunities, call 01425 838393 or email info@careroadshows.co.uk