

SUPPORT RT[®] WORLD LIVE

Where **Smarter Service** Starts,
And **Better Business** Begins.

Spend Invaluable Time with Your Best Customers & Prospects

Maximize Your Event Experience and Investment

- Solidify relationships with prospective clients
- Strengthen relationships with existing clients
- In-person meetings provide a sense of intimacy, connection, and empathy that is difficult to replicate through other channels
- Incorporating SupportWorld Live Co-Marketing into your overall marketing communications and sales strategy bolsters your market leadership and highlights your commitment to the service and support industry and its community members!



Co-Marketing: Why Participate?

Events are one of the most effective ways for companies to get valuable face time with potential buyers.

Co-Marketing programs lead to relationship-building that drives pipeline and revenue growth.



Research Shows ...

- **88%** of marketers view partner marketing as a necessary marketing tactic that provides great/some value.
- **80%** of buyers are more likely to visit an exhibitor at an event if they have heard of them, read about them, or connected with the exhibitor prior to the event.
- **100%** of attendees have an active role in the decision-making process.
- **99%** of attendees find the Expo Hall valuable!

Exhibitor Co-Marketing: Overview

Co-Marketing Program Deliverables

- **Complimentary marketing resources** to help you promote your company's presence at SupportWorld Live, including graphics, event logo lock-ups, and more, to use on your corporate website and in sales and marketing materials
- A **unique conference pass promo code** that allows you to extend **\$300 off** conference passes to your prospects and customers

Benefits

- FREE to participate
- Designed to be an extension of your marketing program
- Helps ensure customers visit your booth, session, party, demo, etc.
- Supports your lead generation objectives
- Opportunities to earn rewards
- Most of the work is done for you!



Exhibitor Co-Marketing: Overview

Did you know...76% of buyers decide to attend an event 3+ months in advance and 93% of attendees consider trade shows to be an essential part of their buying process?

NOW is the time to start promoting your event presence!

You will be provided a unique promo code that gives \$300 off Premium or Standard Conference passes.

Promote your company's unique promo code in your marketing campaigns so your customers and prospects can easily take advantage of the exclusive discount **and** registrations can be counted toward your company count for rewards!

- Share your unique promo code on social media and tag **@ThinkHDI** and **#SupportWorld**
- Send your unique promo code out via email to all customers
- Use your unique promo code with all potential customers for your company
- Arm your sales team with your unique promo code to invite customers



Qualifications & Criteria

REGISTRATIONS MUST MEET THE FOLLOWING CRITERIA:

- Unique discount code must be applied during the registration process (discount codes are manually entered during registration)
- Registrant cannot be an employee of an Exhibiting or Sponsoring Company
- Registrations are for qualified end-users only. *A non-qualified registrant is a business professional/company which fits the profile of a SupportWorld Live Sponsor/Exhibitor.*
- Registrants' balance must be paid in full by April 25, 2025
- Qualifying registrations must be received prior to April 25, 2025
- Only Standard or Premium conference pass types apply towards rewards
- Show management reserves the right to make the final decision for qualifications/criteria

Only qualified registrations may be counted towards tabulation for incentives and are reserved for qualified end-users with payment received in full for conference pass types only. A non-qualified registrant is a business/professional/company which fits the profile of a SupportWorld Live sponsor or exhibitor. Registrations are tabulated by use of unique company discount code entered during the registration process. Show management reserves the right to make the final decision for qualifications/criteria.

Questions?

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