# A GUIDE TO YOUR **PARTNER MARKETING TOOLKIT**

## **PROMOTE YOUR PRESENCE AT WWETT 2024**

Increase attendee awareness by promoting your presence at this event with custom, co-branded marketing collateral.

## HOW TO GET STARTED

#### **1. VISIT YOUR PARTNER DASHBOARD**

You should have received your dashboard link via email from our partner, Feathr. New partners will be sent their dashboard links shortly after signing up.



#### Welcome to your Guest Invites Dashboard

Announce to your prospects and customers that you'll be at the WWETT Show and effortlessly create a touchpoint using these ready-made promotional tools. We've created a complimentary digital promotion toolkit that includes customized marketing materials like banner graphics, a ready-to-send HTML email, a landing page, and social media sharing tools.

1. Get started by adding your logo/headshot and updating your description by clicking into "Edit My Information."

2. Share the landing page with your followers on Facebook, LinkedIn, or Twitter to encourage them to register for the WWETT Show.

3. Invite My Network allows you to send a templated email to your audience - simply upload your list, or download the HTML to send through your own system and spread the word about the WWETT Show.

4. Download Personalized Banner Graphics: these graphics have been customized for you to share with your followers!

Having technical issues? Email us at clientservices@feathr.co



### 2. REVIEW YOUR INFORMATION

Click "Edit My Information" to review the information we have on file for you like Name, Email, Website, and Description. Some of this information is used to create your marketing collateral.

#### **3. SHARE YOUR MARKETING COLLATERAL**

You'll have access to custom, co-branded 1. landing pages, 2. email

invitations, and 3. banner ads that you can use to promote your presence at the event.

#### **BEST PRACTICES FOR PROMOTION**



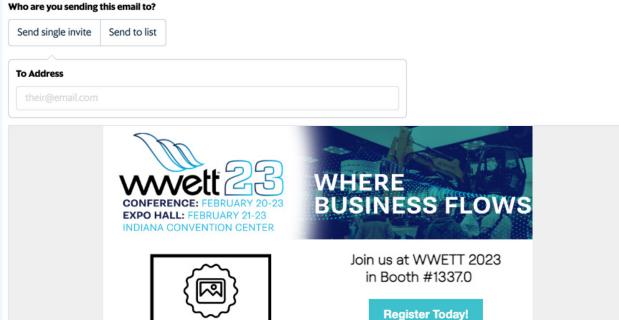
Share your landing page on social networks, and directly with key contacts.

# Linked in Create a post 🕯 Virginia Grant 🔻 S Anyone • What do you want to talk about? Conference: February 20-23 **[]]** Expo Hall: February 21-23 **Indiana Convention Center** We're Exhibiting at WWETT 2023! Join us in Booth#



Share your **email invitation** with customers and prospects on your email list.

You're Invited to Attend the WWETT Show In Indianapolis!		
From Address	Scheduled Date to Send	
Exhibitor name <clientservices@feathr.co></clientservices@feathr.co>	December 15, 2021 7:00 PM	EST
	December 16, 2021 12:00 am UTC	





Add banners to your social media pages and your website.



# Conference: January 24-26 Expo Hall: January 25-27 Indiana Convention Center

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#### Get My Email Signature & Custom Social Graphic

To update and access your customized banners below, click "Get Customized Banner". The banner will update with your information and allow you to "Download As" an image file or "Copy Embed Code" to copy the HTML to clipboard and paste anywhere that takes HTML. Please note that tracking is only possible through the HTML embedded banners, not the downloaded image. If sharing the downloaded image, please share your landing page link along with the banner so your audience has a place to click to learn more.



EMAIL CLIENTSERVICES@FEATHR.CO FOR HELP