

# A Digital Marketing Solution for West Coast Women's Show Exhibitors

Face-to-face relationship building at the **West Coast Women's Show** combined with this affordable digital marketing solution—A powerful combination designed to help you stay in touch with show visitors and increase your sales year-round!



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[www.WestCoastWomen.net](http://www.WestCoastWomen.net)

**NEW** turn-key digital services offered at exclusive discounted rates for **West Coast Women's Show** exhibitors by our digital partner, **KORQ Digital Media** <http://www.korq.ca/>

## 1. Collect Email Leads

- Collecting customer email addresses at your booth at the show is a vital part of building a year-round relationship with your audience.
- Use contests and exclusive offers to encourage email sign-ups. This will allow you to stay in touch with show visitors year-round.



## How we can help

**We will build a custom contest web page for use in your booth at the show to collect email addresses.**

You provide a prize as incentive for show visitors visiting your booth to enter your contest with their name, email, phone and city information on laptops or tablets. This information will be **automatically** stored online and **your ready-to-use opt-in database will be emailed to you the day after the show.**

- ⇒ **Exclusive Exhibitor rate - \$449**
- ⇒ **Artisan - \$349**
- ⇒ **Non-Exhibitor rate (for use at other shows) - \$549**

## 2. Send Post-show Emails

- **Follow up** with show visitors who visited your booth after the show with an email, ideally within 3 business days. Thank them for visiting your booth with a special discount. A second email can be sent before Christmas.
- **Keep in touch** with show visitors who showed interest in your product at the show with offers and promotions year-round to generate even more sales and brand awareness.



## How we can help

You can choose to send your emails yourself or we can write, design, and send e-mail blasts directly to the customer database you collected at the show. This will include your company logo, images, and approved copy.

You will receive a report outlining the name and contact information of each customer who read your email and / or clicked through to your website.

- ⇒ **1 Post-Show Email blast - \*\$299**
- ⇒ **2 Post-Show Email blasts - \*\$549**
- ⇒ **3 Post-Show Email blasts - \*\$699**

\*Pricing includes online email marketing subscription fees up to 1,000 email addresses. +\$20 for each additional 1,000 email addresses.

**Book your package online now at [www.westcoastwomen.net/dm](http://www.westcoastwomen.net/dm)  
or call (604) 980-7729**