

How to Share the complimentary Expo Pass with your customers!

Use your custom landing page, email template, banners, and your unique registration link to share your participation at the event—and offer the FREE Expo Pass to your customers.

1. The link to your Custom Dashboard will be emailed to you by Show Management.
2. Once you click on your custom link, you'll see a message welcoming you to your Partner Dashboard in the Feathr app. Follow the steps in the Feathr tutorial to complete your profile.

The screenshot shows the Feathr Partner Dashboard. On the left, there's a form titled 'Promote Yourself' with fields for Name, Email Address, Website, and Description. A red circle highlights the 'Upload Logo or Photo' button. On the right, there's a preview of the landing page and email template, both featuring the 'remodeling SHOW deck EXPO' logo.

3. Upload your company's logo.

The screenshot shows the 'Your Information' section of the Feathr Partner Dashboard. It features the same form as the previous screenshot, but with a red circle highlighting the 'Upload Logo or Photo' button. A tooltip is displayed over the button, stating: 'This is the 'Upload Logo' button. Click it to open a filepicker you can use to upload your logo.' The tooltip also includes 'Skip', 'Back', and 'Next' navigation buttons.

- Under “Name,” enter your company name. This is your “Exhibiting As” name or the name you use in your marketing materials. Usually, this will already be filled in for you.

The screenshot shows a web form titled "Your Information" with a subtitle "Update the information below to change the content and appearance of the marketing material created for you!". At the top, there are logos for "remodeling SHOW" (Official Sponsor NAHB) and "deck EXPO" (Official Sponsor NAFBA). Below the logos is a button labeled "Upload Logo or Photo". The "Name" field is highlighted with a red circle containing the number 5. It contains the text "Exhibiting Company" and has a green checkmark on the right. A tooltip is displayed over the field with the text: "This is the name of your organization which will be used in your Landing Page. Usually, this will already be filled in for you, but if you want to update it or correct it, please feel free." Below the tooltip are navigation buttons: "Skip", "Back", and "Next". Below the Name field is a "Description" field with the text "Visit our booth and enter to win power tools!" and a green checkmark. At the bottom right is a "Save" button.

- Fill in the Email Address you want us to use to communicate with you regarding your campaign. Usually, this will already be filled in for you. If you would like to add additional email addresses, separate them with commas.

The screenshot shows the same "Your Information" form. The "Name" field is now filled with "Exhibiting Company" and has a green checkmark. The "Email Address" field is highlighted with a red circle containing the number 6. It contains the text "email@exhibitor.com" and has a green checkmark on the right. A tooltip is displayed over the field with the text: "This is the email address we will use for communication with you in relation to your digital marketing with the event. Like your name, this will usually already be entered here, but if you want to change anything, please do. You can enter multiple email addresses separated by commas." Below the tooltip are navigation buttons: "Skip", "Back", and "Next". Below the Email Address field is a "Description" field with the text "Visit our booth and enter to win power tools!" and a green checkmark. At the bottom right is a "Save" button.

6. Fill in your Website address. This is the URL you want your customers to see in your marketing materials.

Your Information
Update the information below to change the content and appearance of the marketing material created for you!

remodeling SHOW deck EXPO
Official Sponsor NAHB Official Sponsor NARBA

Upload Logo or Photo

Name
Exhibiting Company ✓

Email Address
email@exhibitor.com ✓

7 Website
https://yourdomain.com ✓

This is the URL we will use to link to you through your Landing Page. Make sure this is accurate so your audience can find you on the web!

.....
Skip ← Back Next →

.....
landing pages and emails, please explain your company or session

Save

7. Fill in your company's description. This is a blurb that will be included with your landing page and email. You can use it to describe who you are, what you do, and how you fit in to the event.

Your Information
Update the information below to change the content and appearance of the marketing material created for you!

remodeling SHOW deck EXPO
Official Sponsor NAHB Official Sponsor NARBA

Upload Logo or Photo

Name
Exhibiting Company ✓

Email Address
email@exhibitor.com ✓

Website
https://yourdomain.com ✓

8 Description
Visit our booth and enter to win power tools! ✓

This is an optional component that will display on your landing pages and emails, please explain your company or session description.

This is a blurb that will be included with your Landing Page. What you use this for may vary depending on the context and your goals in the event. Generally, you should use it to describe who you are, what you do, and how you fit in to the event.

.....
Skip ← Back Next →

.....
landing pages and emails, please explain your company or session

Save

.....
to distribute your marketing collateral. Import spreadsheets of contacts to

Import List

8. Enter or update your booth number if it's not already pre-populated.
9. Click the Save button. TIP: Do not refresh your screen as it may cause the Save action to be repeated. If you don't see updates after 30 minutes, use your custom dashboard link and open it in a new browser window.
10. Once your dashboard has updated, you will see a screen that looks like the image below. Your Name, Email Address, and Website will be filled in with the information you provided.

The screenshot shows the Feathr dashboard. The 'Your Information' section on the left contains a logo upload area for 'remodeling deck' and a 'Save' button. The 'Promote Yourself' section on the right, titled '2018 Exhibitors', includes three red-boxed areas: 'Pages' (showing a landing page for 'CRE18RDJ-DN-Exhibitor'), 'Email Invites' (showing an email template), and 'Banners' (showing banner images). Each section has buttons for preview, edit, and share.

11. Your Referral Campaign is ready to go and you can begin inviting customers to the event. There are 3 components to the campaign. Under “2018 Exhibitors” you’ll see a) **Referral Pages**, b) **Email Invites**, and c) **Referral Banners** (in red box below).

This screenshot is identical to the one above, but with red rectangular boxes highlighting the 'Pages', 'Email Invites', and 'Banners' sections within the '2018 Exhibitors' area of the 'Promote Yourself' section. These sections represent the three components of the referral campaign mentioned in step 11.

- a. **Referral Pages** are permanent micro-sites that show off your presence at the event. Share them via social in newsletters, or send the link directly to your prospects. To share the link directly, click on the “Copy Link” button on the right side of the screen.



[Remodeling Show co-located with DeckExpo](#) brings together residential remodeling and building professionals from all over the country to experience the hottest products, learn the newest building techniques, and build their professional reach through fun networking events.

- 5,000+ industry participants
- LIVE Building Clinics
- 50+ education sessions & workshops
- Demos on the latest products & services
- Over 300 building product manufacturers
- Hands-on training with industry experts
- Return of the popular Kitchen Installation Clinic
- Tool Challenge Area with *Tools of the Trade*
- Building Science Guru with Matt Risinger, host of build Channel
- Fun networking events and valuable meetups
- Much more!



Be our guest with this **FREE Expo Pass** and **10% off the Conference Sessions**. Connect with industry experts and learn new skills to elevate your craft!

Be Our Guest - Free Expo Pass



LEARN MORE ABOUT THE REMODELING SHOW & DECKEXPO 2018



- b. Email Invites enable you to invite your customers and prospects to the event. Either upload a spreadsheet of email addresses and have Feathr deliver them for you. Or, you may export the message and send it using any email tool that supports custom html email templates.



Be Our Guest at the [Remodeling Show co-located with DeckExpo 2018](#)



Visit us at Booth #

[Remodeling Show co-located with DeckExpo](#) brings together residential remodeling and building professionals from all over the country to experience the hottest products, learn the newest building techniques, and build their professional reach through fun networking events.

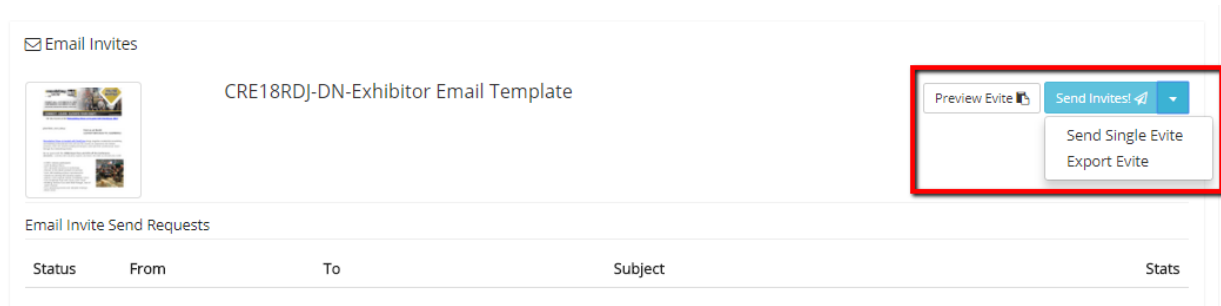
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Be Our Guest - Free Expo Pass

If you would like to download the email in html format to deploy from your own email platform, click on the down arrow in the “Send Invites” button. Then, choose “Export Evite.”



- c. Referral Banners are dynamic digital banners that you can place on your websites and in your newsletters to invite people to the event. The banners come in the following sizes: 300x250, 728x90, and 1200x600.



12. There are various ways you can use the Referral Campaign Dashboard to share invitations and promote your presence at the event.

Choose one or more of these options:

- Import your customer email addresses and send invitations via our app, Feathr.
- [Download the event email in html format](#) and deploy it to your customers using your own platform.
- Access your unique link to your Exhibitor Landing Page and send that link in an email to your customers.
- Download the banner ads and place them on your website, in e-newsletters and share on social media.

If you have questions regarding your referral campaign, please contact Dan Nguyen, Marketing Manager, at Dan.Nguyen@informa.com.