EXHIBITOR DASHBOARD CHECKLIST

ITS AMERICA 2021 — CHARLOTTE, NORTH CAROLINA

To increase your visibility as a ITS America 2021 exhibitor, your company will be listed on the ITS America website for attendees and press to browse while planning their time at the show. Ensure maximum exposure by updating your company listing within your **Exhibitor Dashboard.**

CONTACT INFO

- [ ] Double check company administrator contact. The email address listed here will receive updates about the Exhibitor Dashboard and important show updates such as the monthly exhibitor newsletter.

YOUR PROFILE

- [ ] **Upload your company logo.** Your logo will also be visible on the main exhibitor listing web page.
- [ ] **Upload a cover image** (600x150px) to enhance the appearance of your exhibitor listing.
- ⭐ [ ] **Check that your display name is how you want it to appear** to attendees and press while they browse the exhibitor list. This is also how your company will be listed in the printed Show Guide that will be distributed onsite at the show.
- ⭐ [ ] **Tell visitors why they should visit your booth.** Mention the types of technologies or solutions you will be showcasing and list any exclusive offers or promotions you'll have at the show.
- ⭐ [ ] **Add a description about your company.** ITS professionals are extremely interesting in learning more about tech advancements and enhanced solutions. Be sure to describe what your company does, the products or solutions you offer and any other unique details about what your company will be showcasing at the event.
- [ ] **If you represent any additional brands** that will be at the show, list them here.

FILTERS

- ⭐ [ ] Attendees will use filters to find the companies that offer the products and solutions they are interested in.
  - Is there a product category you would like us to add? Contact **the marketing team** to let them know and we can do our best to accommodate your request.

GALLERY

- [ ] There's no better way to show off your tech than with images! Upload images and add descriptions of the advanced technologies that attendees can expect to see at your booth. If you are showcasing an innovative product at ITS America 2021, make sure to turn on the "Innovative" attribute.
  - Our marketing team uses this information to drive traffic to your booth by promoting the products you offer based on the categories attendees have identified they are interested in.

DOCUMENTS

- [ ] Do you have any brochures, informational PDFs, or ads you would like attendees and press to see? Add those documents here to accompany the other information you have provided in your listing.
- [ ] We encourage you to upload any press releases in this section as well! If you have any exciting news to share leading up to ITS America 2021, feel free to reach out to **the marketing team** who can help spread the word!

⭐ HIGH PRIORITY