

Exhibitor marketing toolkit

As an AU 2015 Exhibitor, you will enjoy maximum visibility with more than 10,000 Autodesk customers. To support your marketing efforts, we have compiled this easy-to-use marketing toolkit, designed to help you make the most of your investment in Autodesk University.

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Exhibitor marketing best practices

Your AU 2015 Exhibition package includes a variety of new ways to get your brand, your executives, and your products in front of Autodesk customers. These Exhibitor best practices will ensure you take full advantage all of the opportunities available at AU 2015.

- **Secure an executive sponsor**—Who will serve as the “face” of your company at AU 2015? Designate a key executive as the anchor for your company’s presence. Use him or her for video segments, speaking sessions, press announcements, in-booth “meet and greets,” hospitality events, and customer meetings.
- **Create a PR strategy**—AU 2015 is a great venue for making product announcements and getting in front of industry press. Be sure your PR team is aware of your company’s activities at AU 2015 so they can support you with timely press releases.
- **Manage marcom deliverables and deadlines**—Throughout the AU 2015 marketing cycle, you will be asked to provide logos and company descriptions all of which increase your visibility with Autodesk customers. Be sure and provide all of these assets on time and in the proper format.
- **Use AU 2015 marketing assets**—We have created a variety of digital assets that you can use to promote your presence at AU 2015. We also provide [customizable AU 2015 email templates](#) that you can send to your customers.
- **Take advantage of your company’s website, e-news, and social media channels**—Place our AU 2015 buttons and banners on your own website and email newsletters to promote your company’s presence at AU 2015. Use your company’s social media channels before, during, and after AU 2015 to drive traffic to your content, your booth, your speaking sessions, and your website. For more tips, see [Social media tips](#).
- **Engage VIP customers**—Exhibitors enjoy a number of opportunities to engage key customers on-site. Invite your most important customers in advance to take advantage of these exclusive on-site opportunities with your company.
- **Drive booth traffic**—Use special events, customer and executive office hours and special promotions and contests to drive booth traffic. Promote these offers via social media, signage, and advertising to ensure awareness.
- **Distribute thought leadership content**—Autodesk customers are always looking for content and best practices that will help them in their jobs. If you have existing, relevant content assets—or have the bandwidth to create something new—be sure to promote and distribute it on-site and through social media and online channels. This is a great way for your company to build visibility and credibility with the AU 2015 audience.

Social media tips

Social media has become an essential part of the event marketing toolkit and is one of the best ways to drive traffic to your booth, speaking session, or special event. Below we have compiled some best practices and tips for using social media to promote your presence at industry events.

- **Be ubiquitous**—You never know which social media platforms your audience favors, so cover them all. Push announcements out simultaneously to LinkedIn, Facebook and Twitter. Video assets should be posted to YouTube and your company site with promotional announcements through LinkedIn, Facebook, and Twitter. Don't forget that AU 2015 also has social media channels of its own on:
 - [Facebook](#) (81K+ likes)
 - [LinkedIn](#) (10K+ members)
 - [Twitter](#) (45K+ followers)

Note: Use the #AU2015 hashtag for all relevant Twitter posts or reference AU using the @AutodeskU handle.

- **Be timely**—Social media is inherently timely, so use it to make announcements that have a clear and immediate call to action. Social media can effectively drive traffic to special events, sessions, promotions, or content. For example:
 - “TechCo ice cream social today in Booth 9456 at 3pm. Be there!”
 - “J.D. Salinger presents TechCo’s Internet of Everything vision: 3pm today, Room 4576.”
- **Be relevant, specific, and offer something of value**—Post sparingly and only when you have something relevant, specific, and valuable to say. Avoid generic announcements that clutter up feeds and dilute the impact of your message. Here are sample dos and don'ts:
 - **Do**—“TechCo CEO Walt Whitman book signing, first 100 visitors get a free book: 1pm today, Booth 456”
 - **Don't**—“Come visit TechCo at Booth 9456.”
- **Close the loop:** Use social media to drive people to your content after the event. It can amplify your event presence, pushing the content to a much larger audience of people who were not on-site. For example:
 - “Dean Moriarty keynote rocked CES this morning! See video highlights here.”
 - “Discover TechCo’s top 10 Autodesk best practices at AU online.”

Marketing checklist

Use this handy checklist to make sure you have all your bases covered before, during, and after AU 2015.

Pre-event	During AU	Post-event
Company description provided to Autodesk	Social media announcements to drive traffic to specific sessions and events and promotions	Post event content and assets to company website
Announcement of AU 2015 presence on company website (event calendar and other locations)		Social media post(s) promoting new posted content and wrap-up
Customer invitation email #1 delivered plus social media announcement(s)		“Thank you” email to everyone touched at the event (lead list)
Customer invitation email #2 delivered plus social media announcement(s)		“Here’s what you missed” email to customer list, excluding leads
General press release delivered to industry media (what the company will be focused on at the show, overview of activities, products showcased, and so on)		
Social media announcement via company channels		

Marketing assets

Email copy templates—Customize these easy-to-use email templates to promote your presence at AU 2015 to your own customers:

[Download email template – Exhibitor](#)

Email header image—Include this ready-to-use email header in your customer invitation emails:

[Download email header image](#)

Web page banners—Use these graphics on your company website and in email footers to promote your presence at AU 2015:

[Download Exhibitor 275x250](#)

[Download Exhibitor 225x205](#)

[Download Exhibitor 170x155](#)

[Download Exhibitor 700x100](#)

AU logo—Use these logos to promote your presence at AU in a customized way:

[Download EPS and PNG versions \(in Zip folder\)](#)

AU Twibbon—Use this Twibbon on your social media properties to promote your presence at AU:

[Download Twibbons \(in Zip folder\)](#)