



CUSTOMER INVITE PROGRAM

Receive \$50 for
every new buyer*
you bring to the
show

ASDMARKETWEEK

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INVITE YOUR BUYERS!

Use your custom landing page, email template, banners, and your unique registration link to share your participation at ASD Market Week. Offer a FREE pass to your customers and receive \$50 for every new qualified buyer* who comes to the show.

Reasons to use our Customer Invite Program:

1. FREE distribution to customers
2. FREE admission to ASD Market Week
3. FREE custom marketing materials branded for YOUR company
4. **\$50 for every new buyer you bring to the show***

Your Customer Invite Dashboard:

All of your invitations in one easy-to-access place:

- 1) **Referral Landing Page:** Your unique co-branded landing page where you can upload company information, details about your participation at the show, and provide your buyers with free registration to ASD.
- 2) **Email Invites:** Send custom emails to your buyers right from the Customer Invite Dashboard inviting them to see your new products at the show (Email can also be exported and sent through your own system)
- 3) **Web Banners:** Share your personalized Web Banners on your website or in your email signature

*This promotion is only valid for qualified buyer types including Retail Buyers, Distributors, and Importers. Attendee must have registered through the exhibitors unique URL, must be verified at ASD during July 28-31, 2019, and **must not have attended ASD in the past 2 years to be considered new.**

Getting Started:

You will receive an email with your unique link to access your Customer Invite Dashboard. Bookmark this URL to get to your dashboard going forward. A sample of the email that contains your unique dashboard link is below.

ASDMARKETWEEK
July 28-31, 2019 - Las Vegas Convention Center

**EARN UP TO \$500
\$1,000**
BY INVITING YOUR BUYERS*

FREE MARKETING TO
YOUR CUSTOMERS

FEATURE
Custom marketing materials to highlight your newest products

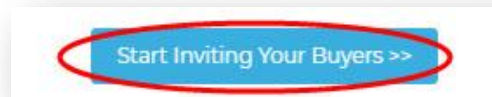
INVITE
Welcome your buyers to the show with personal email invitations

EARN
Get cash for every qualified buyer that registers and attends*

Get \$50 for every buyer you bring to ASD

[Start Inviting Your Buyers >>](#)

Click here to go to your dashboard: It will redirect you to your Customer Invite Dashboard. Save the link for quick access.



Sample Customer Invite Dashboard is below.

Feathr

Home / ASD July 2019 /

Edit My Information

Update your company information below to customize your unique marketing materials.

YOUR LOGO HERE
Upload Logo/Image

Name
Company Name
Email
Company Email
Website
Description
Company Description

[Update](#)

Contact Lists

The lists below are your marketing lists that you can optionally use to

Promote Yourself

You have been provided a complete set of marketing material that you can use to promote your participation, including customized Landing Pages, Email Invites, and Web Banners!

Customer Invite Program July 2019

Pages

J19 Exhibitor Invite Landing Page
-- Ver A-TEST Company
<https://feathr.co/j19-exhibitor/invite-landing-page-1/ver-a-test-company>
0 Users 0 Views 0 Clicks
[Tweet](#) [Share](#) [Share](#) [Copy Link](#)

J19 Exhibitor Invite Landing Page
-- Ver B-TEST Company
<https://feathr.co/j19-exhibitor/invite-landing-page-1/ver-b-test-company>
0 Users 0 Views 0 Clicks
[Tweet](#) [Share](#) [Share](#) [Copy Link](#)

Leads

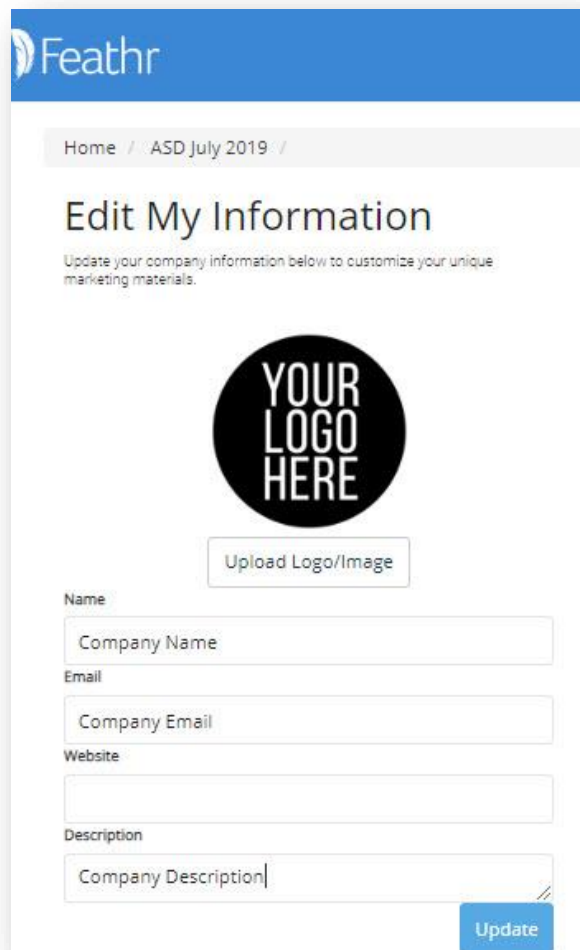
As people interact with your marketing material by visiting the pages, filling out forms, opening the emails, and clicking your banners you'll be able to see them here if we have collected their name and email!

Copy Excel PDF Search:

Created	Name	Title	Email	Source	Last Message
No data available in table					

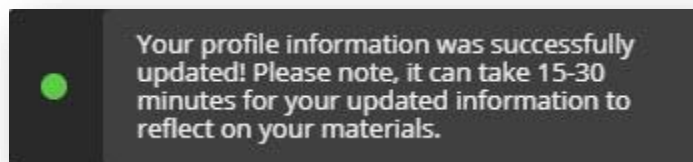
Showing 0 to 0 of 0 entries [Previous](#) [Next](#)

Use your Customer Invite Dashboard to access your unique marketing materials. Add your company logo and description on the left side of the dashboard page. The information uploaded here will pre-populate on your custom-built marketing materials **so it is a very important step**.



The screenshot shows the 'Edit My Information' page on the Feathr dashboard. The page has a blue header with the Feathr logo. Below the header is a breadcrumb trail: 'Home / ASD July 2019 /'. The main heading is 'Edit My Information', followed by a sub-heading: 'Update your company information below to customize your unique marketing materials.' In the center, there is a large black circle with the text 'YOUR LOGO HERE' inside. Below this is a button labeled 'Upload Logo/Image'. The form contains several input fields: 'Name' (with a sub-label 'Company Name'), 'Email' (with a sub-label 'Company Email'), 'Website', and 'Description' (with a sub-label 'Company Description'). A blue 'Update' button is located at the bottom right of the form.

Click the “Update” button. You will receive the message below.



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.

Once your dashboard has updated, your company name, Email Address, logo, and description will be filled in with the information you provided.

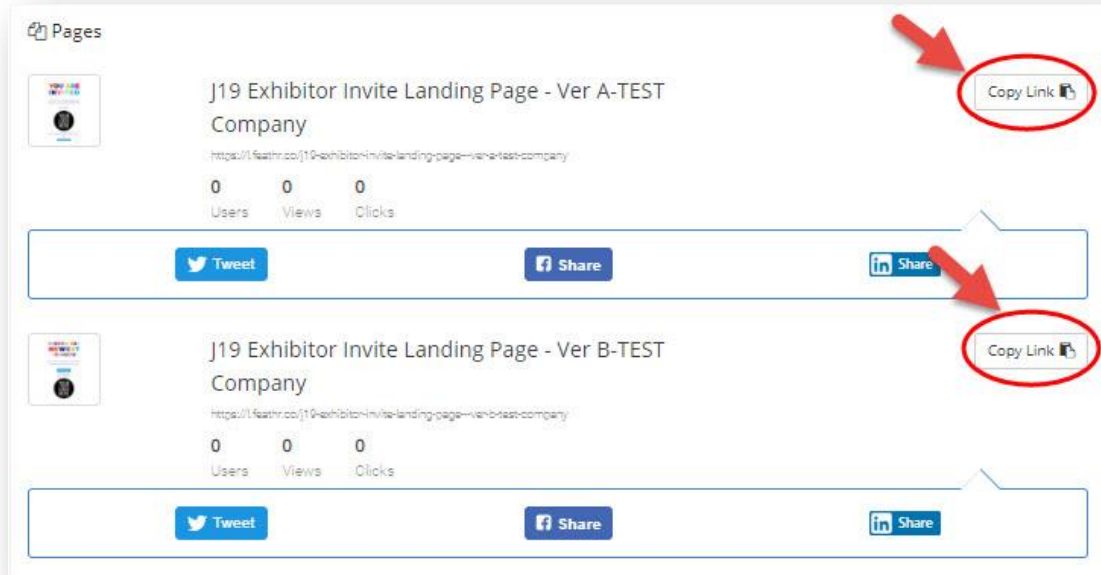
Your Customer Invites are ready to go and you can begin inviting customers to see you at ASD. There are 3 marketing assets to the campaign. Under "ASD July 2019 Invite Campaign" you'll see a) Referral Landing Page, b) Email Invites, and c) Referral Banners (circled in red below)

The screenshot shows the Feathr dashboard interface. On the left, the 'Edit My Information' section includes a logo placeholder and form fields for Name, Email, Website, and Description. The main area is titled 'Promote Yourself' and contains the 'Customer Invite Program July 2019' section. This section is divided into three parts: 'Pages', 'Email Invites', and 'Banners'. Each part contains two items: 'J19 Exhibitor Invite Landing Page - Ver A-TEST' and 'J19 Exhibitor Invite Landing Page - Ver B-TEST' (or 'J19 Exhibitor Invite Email - Ver A' and 'J19 Exhibitor Invite Email - Ver B' for the Email Invites section). Red arrows point to the 'Pages', 'Email Invites', and 'Banners' section headers, which are also circled in red. The 'Banners' section shows a preview of a banner with the text 'YOU ARE INVITED by ASD!' and 'ASDMARKETWEEK'.

Utilizing Your Marketing Materials:

Referral Landing Page

Your Referral Landing page is a permanent micro-site that shows off your presence at the show. Share 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



YOU ARE INVITED

Come see our newest products and best sellers – only at ASD Market Week.


TEST Company
BOOTH #SL0000

YOUR
LOGO
HERE

Be our guest and save \$45 onsite fee

REGISTER NOW

What is ASD?



ASD Market Week is the most comprehensive trade show for consumer merchandise in the U.S. As a leading B2B trade show in Las Vegas, retailers of all sizes will find that the ASD Market Week show floor brings the world's widest variety of retail merchandise together in one efficient shopping experience filled with quality choices at every wholesale price point.

PREVIEW OUR NEWEST PRODUCTS

Be our guest and save \$45 onsite fee by registering with this promo code:


REGISTER NOW

TEST Company
BOOTH #SL0000

YOUR
LOGO
HERE

You are invited to preview our newest products and best sellers – only at ASD Market Week.

What is ASD?

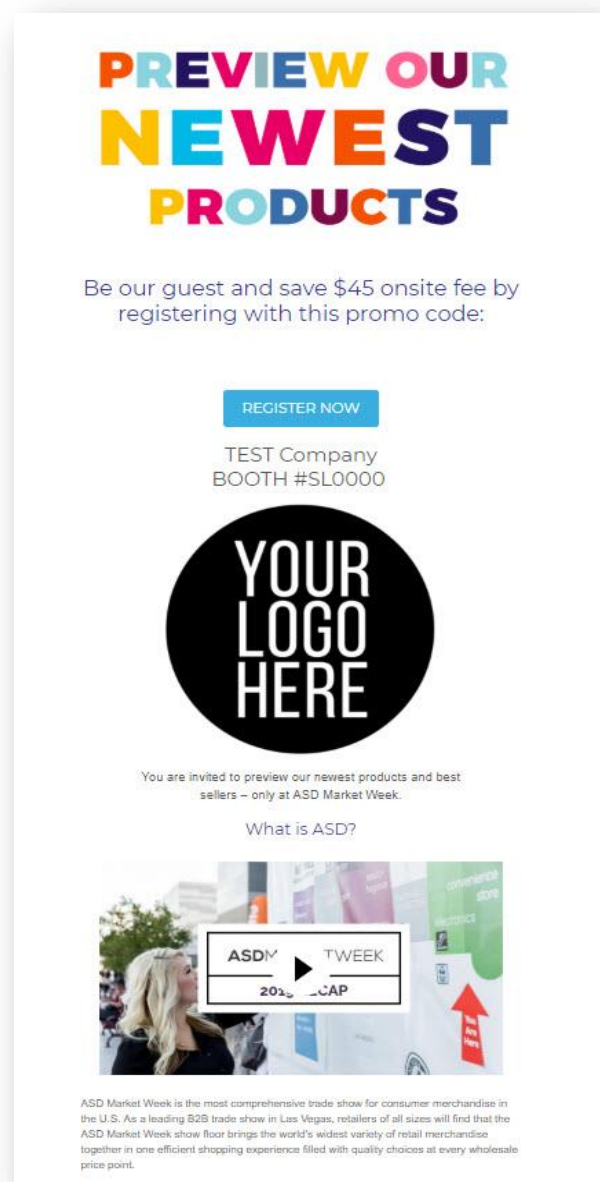
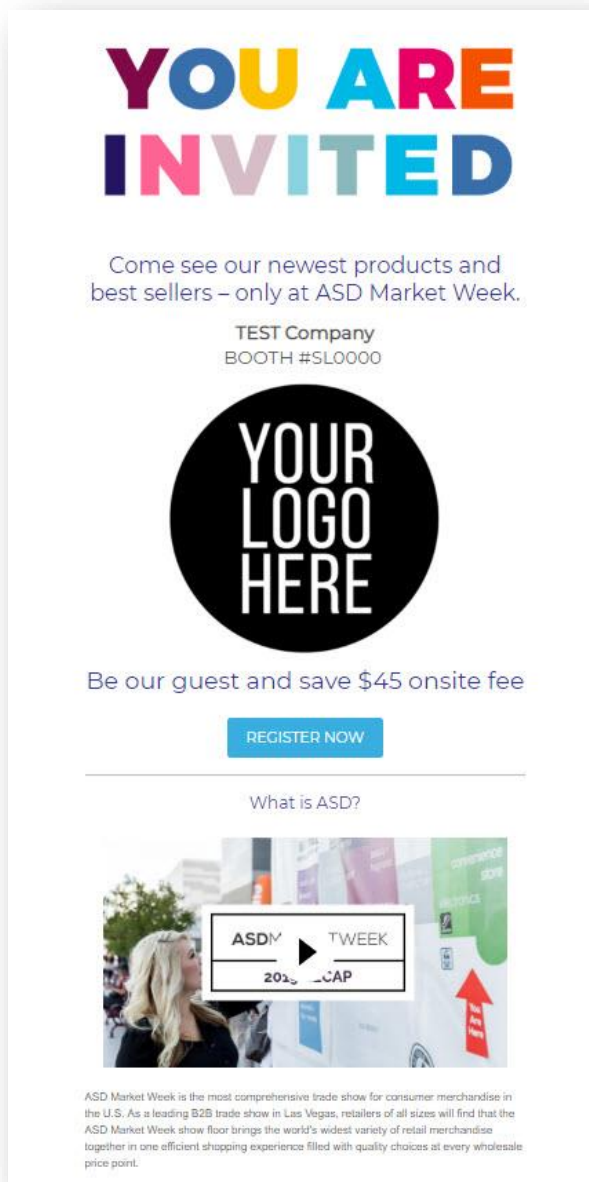


ASD Market Week is the most comprehensive trade show for consumer merchandise in the U.S. As a leading B2B trade show in Las Vegas, retailers of all sizes will find that the ASD Market Week show floor brings the world's widest variety of retail merchandise together in one

right side of the screen.) There are two versions available to use. Below are samples of the ASD Market Week July 2019 Exhibitor Landing Pages.

Email Invites

Your Email Invites are pre-made digital invitations that you can send to a targeted list of contacts to give them more information about your company and the show. 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. ***NOTE: ASD and Feathr do NOT have access to your contact list when importing onto your dashboard.**



If you would like to download the email in html format to deploy from your own email platform (e.g. Constant Contact, MailChimp, Eloqua, etc), click on the down arrow in the “Send Invites” button. Then, choose “Export Evite.”

How to Import Your Contact List:

1. Create an excel spreadsheet file containing your customers' contact information. Your file should have **two columns: NAME and EMAIL.**

	A	B	C	D
1	NAME	EMAIL		
2	Customer One	customer1@company.com		
3	Customer Two	customer2@company.com		
4	Customer Three	customer3@company.com		

2. Import the Contact List file to your dashboard. Click "Import List" and follow the four steps:
 - 1) Welcome: Click **Next** after reading
 - 2) List: Select your Excel file and click **Next**
 - 3) Verify: Verify your contacts' information and then click **Next**
 - 4) Import: Choose a name for you Contact List and then click **Finish** to import

Import Contacts!

1. Welcome 2. List 3. Verify 4. Import

Choose Name
Final step is deciding whether you want to choose a specific name for the list!
There's no harm in changing or leaving the name, it's just for you to remember!

Name

 I attest that all necessary permissions for marketing to the constituents of the list I am uploading have already been obtained according to the laws governing my organization.

Import!

How to Send an Email Invite:

1. Select your **Target Contact List** that you just imported
2. Input a **From Address**
3. Schedule a **date** to send
4. **Preview Evite** to make sure everything looks good
5. Hit **SEND!**



Send your invite!

Customer Invite Program July 2019

YOU ARE INVITED

Come see our newest products and best sellers - only at ASD Market Week.

@PARTNER_NAME@
BOOTH # @PARTNER_NAME@ BOOTH#
@PARTNER_URL@

Be our guest and save \$45 onsite fee.

What is ASD?

J19 Exhibitor Invite Email - Ver A

Company

Target Contact List

Choose the list of contacts you'd like to send the invite to.

From Address

What/who you would like to appear as the Sender of the email. This can be either a personal email address or an official company email.

From Name

The "Friendly" part of the email sender that will appear in inboxes. Should be easily recognizable such as your name or your company name. No longer than 24 characters. For tips on making a good From Name see this article.

Subject

What you would like as the subject of the email.

Scheduled Date to Send

This is an optional setting that will schedule the delivery of this message. Your invite will be delivered the morning of the date you choose. If you leave this empty your invite will start going out immediately.

Preview

Close Send!

Web Banners

Your web banners are personalized dynamic digital banners that you can place on your website, in newsletters, and email signatures to invite your customers to the show. ASD offers banners in four different sizes:

YOU ARE INVITED

TEST Company
is exhibiting at **ASDMARKETWEEK**
Visit us at
Booth #SL0000

REGISTER NOW

PREVIEW OUR NEWEST PRODUCTS

TEST Company
is exhibiting at **ASDMARKETWEEK**
Visit us at
Booth #SL0000

REGISTER NOW

YOU ARE INVITED TEST Company
is exhibiting at **ASDMARKETWEEK**
Visit us at SL0000

REGISTER NOW

PREVIEW OUR NEWEST PRODUCTS TEST Company
is exhibiting at **ASDMARKETWEEK**
Visit us at SL0000

REGISTER NOW

There are various ways you can use the Customer Invite Program Dashboard to share invitations and promote your presence at ASD.

Choose one or more of these options:

- Import your customer email addresses and send invitations through your dashboard (ASD and Feather **do NOT** have access to your contact list).
- 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 Exhibitor Referral campaign, please email our Customer Success Advisor, Anne Gvildys, at Anne.Gvildys@asdonline.com