

# NEWSWORTHY IDEAS TO PROMOTE YOUR TRADESHOW

In the fast-paced and ever-evolving world of tradeshows, standing out is more critical than ever. Whether you're organizing an event or exhibiting at one, mastering the art of promotion can significantly impact your success. This guide, designed for tradeshow organizers, offers ten proven ideas to capture awareness, drive attendance, and maximize engagement. From celebrating milestones to leveraging high-profile speakers and showcasing industry trends, these strategies are crafted to enhance your event's visibility and appeal.

Dive in to discover how you can turn these ideas into actionable plans that not only attract media and exhibitor attention, but also help keep your event top-of-mind throughout the year.

## Here are 10 ways to keep your next event in the news:

### 1 Anniversary

Celebrating a significant milestone like the anniversary of your tradeshow not only marks its longevity but also its evolution. Whether it's the fifth installment or the fiftieth, a recurring event drives a narrative of success — key to building trust and interest from media, industry influencers, and participants alike.

To prepare for an anniversary, begin planning your promotional activities at least a year in advance, integrating it as a focal point in all your marketing materials. Consider creating custom swag that commemorates the occasion, reinforcing its significance.

**Need an example? Check out:** [50 Years of Innovation and Creativity in Computer Graphics and Interactive Techniques Celebrated at SIGGRAPH 2023.](#)

### 2 Keynote Speakers

High-profile speakers bring authority and credibility to your event, substantially bolstering its perceived value, thereby attracting more attendees and increasing media coverage opportunities.

To maximize impact, secure commitments from keynote speakers early and incorporate their images and quotes into promotional materials.

### 3 Special Features

Unique attractions like new tech zones, innovation hubs, or exclusive educational tracks set your event apart, making it a must-visit for targeted audience segments. These features can generate buzz and provide fresh content for promotional efforts.

Highlight these standout elements through interactive online previews, teasers, and social media campaigns that invite prospective attendees to come and experience something new and exciting that they can't get anywhere else.

**Need an example? Check out:** [CHICAGO AUTO SHOW INTRODUCES NEW AUTOMOTIVE CAREER DAY FOR STUDENTS.](#)

### 4 Registration

Announcements about registration can create a sense of urgency, encouraging early commitments which aid in better planning and forecasting for the event. They also set the foundation for what participants can expect at the show, giving you the opportunity to make a great first impression.

Offer early bird discounts and special incentives to early registrants and clearly publicize any deadlines to be mindful of. Use a multi-channel approach to announce registration details, ensuring wide coverage across emails, social media, and industry blogs.

**Need an example? Check out:** [WSWA Opens Registration for Access LIVE 2025 in Denver.](#)



## How can I get event participants to promote the show too?

Exhibitors, sponsors, media, and other attendees are not just your biggest advocates—they can also be your biggest megaphones.

With established networks and a propensity to talk about the show, all you have to do is make it easy for participants to get started.

### Create a marketing toolkit that includes:

- suggested social media posts
- multimedia assets
- press release templates for various scenarios (e.g., award nomination, new product, first-time exhibitor, etc.)
- exclusive resources, like pre-show webinars or a registered media list that participants can use for pitching
- a checklist or best practices guide with additional promotional opportunities

Investing in ready-made assets to put at participants' fingertips will help exponentially amplify the show's reach while maintaining a level of brand consistency.

## 5 Awards and Competitions

Fostering a spirit of excellence and innovation, events that honor the best of the best draw in participants who wish to see industry-leading work and thought leadership. Competitions and award ceremonies can also enhance the networking aspect of your event.

Promote these programs well in advance and encourage participants to share their involvement, further amplifying your event's reach. If you provide press release templates or other ready-made materials, exhibitors or honorees will be that much more likely to share their nomination or award win.

**Need an example? Check out:** [Specialty Food Association Opens Submissions for Evolved 2024 sofi Awards.](#)

## 6 Show Opening

Cutting the ribbon on the grand opening of your event generates excitement and signals that the time to focus all eyes on the industry is now, underscoring the timely news that will be emerging during the show.

Remind everyone why your event is a must-attend: tout stats around exhibiting companies or attendance; tease keynotes, special attractions, or other highlights; and add quotes from an organizer spokesperson or prominent event sponsors that create a sense of optimism and enthusiasm.

**Need an example? Check out:** [The Future is ALL ON: CES 2024 Opens, Showcasing the Latest Innovations in AI, Sustainability and Mobility.](#)

## 7 Original Research

Publishing original research showcases a deep understanding of issues important to your community—which not only positions your organization as a thought leader, but can also be a difference-maker in a competitive event market.

Surveys, study results, forecasting, or other data compiled into a report can make for eye-catching headlines, infographics, and social media snippets. Promote your findings by sharing a few key points but gating the full content to help grow your community.

**Need an example? Check out:** [Optimistic IT channel companies see technology services, business solutions and generative AI on their path to success, new CompTIA report reveals.](#)

## 8 Industry Trends

Trends are a favorite amongst journalists and consumers alike—and tradeshows are hotbeds for the latest and greatest. As a leading voice in your space, the community is looking to you for insight on industry direction, which may inform their own strategic planning.

Don't let the media steal your thunder! While trend reports from multiple perspectives can serve as a rising tide for the industry, you don't want your voice to be absent in the deluge of conversation. Establish authority by sharing patterns and predictions from in-house experts that emerge during the show or throughout the year.

**Need an example? Check out:** [The Toy Association™ Announces 2024 Toy Trends.](#)

## 9 Philanthropy

Companies are increasingly asking for the organizations that they support to take a stand on important issues and demonstrate genuine intent to make a difference. As an industry advocate, event organizers are often held to a high standard in this regard.

By declaring monetary or philosophical backing for a cause, you can bring more attention to the effort, generating meaningful change. Whether your organization makes a substantial donation or otherwise supports a non-profit or cause, be prepared to explain the “why” behind your decision.

**Need an example? Check out:** [RSNA and GE HealthCare Bring Advanced Mammography Technology to Tanzania to Improve Access and Help Address Breast Cancer Mortality Rate.](#)

## 10 Closing Announcement

Wrap-up announcements reflect on the event experience, provide formal closure, and set the stage for the future to maintain momentum. To stave off post-show blues, attendees and other participants are often eager to consume trade show content and talk about the event, encouraging ongoing engagement.

Take a victory lap by summarizing standout highlights (e.g., attendance numbers, notable speakers, prominent partnerships, etc.), thanking everyone who contributed to the success of the show, and announcing when and where the next gathering will be held.

**Need an example? Check out:** [RSA Conference Closes Out 33rd Annual Event by Discovering the Art of What's Possible Together.](#)



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