



August 18 & 19, 2022  
 TINLEY PARK CONVENTION CENTER  
 TINLEY PARK, IL

## NO COST MARKETING OPPORTUNITIES

Marketing your participation is crucial to helping you have a successful Midwest Security & Police Conference & Expo experience. We encourage you to take advantage of the various NO Cost options we've made available for you to promote your participation.

We are rewarding our exhibitors for promoting the MSPCE on their website and in targeted e-mail blasts. Link the event URL (www.mspce.com) to a banner ad on your web site and/or a banner ad on a targeted e-mail blast to your customers/ prospects.

By utilizing these marketing opportunities, exhibitors will receive additional bonus points towards on-site space selection for MSPCE 2023. Each opportunity enables exhibitors to receive ONE additional point, giving them a chance to receive TWO additional points towards on-site space selection for MSPCE 2023. Exhibitors will need to send a screen shot of their website and/or a copy of the email to Kathleen Brown at kbrown@rocehibitions.com in order to receive their additional points.

### 1 BANNER ADS

Download an MSPCE web banner to post on your web site and promote your exhibit space.

### 2 ATTENDEE POSTCARD

Invite your Customers and Prospects We provide a Postcard for you to send to your mailing list. We also provide a pdf version for you to attach to your email campaigns.

### 3 HTML E-MAIL

E-mail communication remains an essential part of your marketing strategy – let us customize an e-mail template for you to send to your database. For more information on mailing invitations or questions on customizing the HTML e-mail blast, contact Kathleen Brown at 630-271-8233 or kbrown@rocehibitions.com

### 4 PRODUCT SHOWCASE

Send us your product photos for inclusion on the MSPCE web site "Product Showcase." Take advantage of this free exposure for your company's products and help attract visitors to the event and to your booth. This feature, hosted on the event website, will be presented as a selection of products visitors will see at the Expo. Exhibitors are able to put up to 3 photos in Product Showcase. Photo(s) must be web resolution (72dpi) .jpeg format. Also include a short caption that identifies the product by brand and function. Due to capacity limitations, photos may be cycled in & out of rotation.



For more information contact:  
 Kathleen Brown  
 P: 630-271-8233  
 E: kbrown@rocehibitions.com