

AOPA's
national
assembly '14

SEPT. 4-7 ★ MANDALAY BAY ★ LAS VEGAS

Marketing Checklist

- Customize the flyer template with your company information and forward copies to your shipping department (or create your own flyer with the photos and logos provided.) Including a copy with each order that is shipped out is a very economical way to encourage your customers to attend the Assembly and visit your booth. Download an electronic copy of the document at www.AOPAnet.org. If you have problems with the document, contact us at koneill@aopanet.org.
- Personalize the newsletter article templates and include them in your customer newsletters and on your company's Web site.
- Add the AOPA National Assembly dates (Sept. 4-7, 2014) to your education calendar or calendar of events in your newsletters or on your Web site.
- Use your company logo and the Assembly logo(s) together wherever possible: newsletters, Web site, brochures, calendars, letterhead, flyers, advertisements and other customer communications.
- Review and consider sponsoring one of the promotional opportunities available in the 2014 National Assembly Sponsorship Brochure. If you have a different promotional idea, contact Kelly O'Neill at (571) 431-0852.
- Host a Product Preview Theater or Manufacturers' Workshop and educate O&P professionals on your product or service.
- Send out pre-conference marketing material to your customers.
- Provide your exhibit staff with lead retrieval—pre-show discounts are available.
- Advertise in the *O&P Almanac*, the official magazine of the AOPA National Assembly. A copy of the *Almanac* will be delivered to the hotel rooms of all Assembly attendees.
- Set up an Internet link from our Web site, www.AOPAnet.org, to your corporate site and post the provided banner ad on your Web site. Take a moment to confirm that we have your correct Web site information and that your link is working properly.
- Call for appointments. Utilize your sales reps or telemarketing resources to contact their top 100 prospects and clients and personally invite them to visit your booth. Success in this area will dramatically increase your "close ratio".
- Provide a marketing giveaway for the Thranhardt Golf Tournament Goody Bag. No charge, just send the item to AOPA Headquarters prior to July 28. Contact tmoran@AOPAnet.org for info.