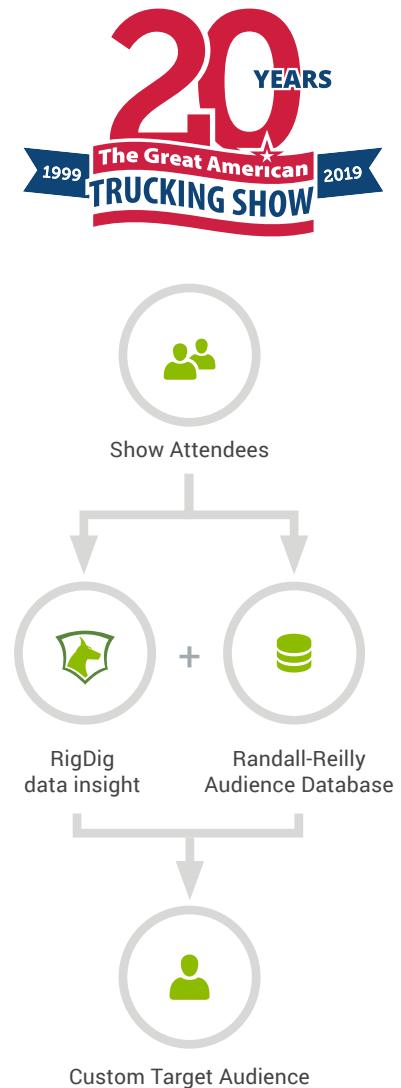


How can you predispose GATS attendees to your brand?

The face-to-face interactions at GATS provide prime opportunities to generate new business. But effective trade show marketing needs to be initiated before and sustained during the show to optimize your investment.

The elements of pre-show marketing include zeroing in on your target audience and promoting your unique points of difference to predispose them to your brand. Our data and audiences play a central role in this strategy.

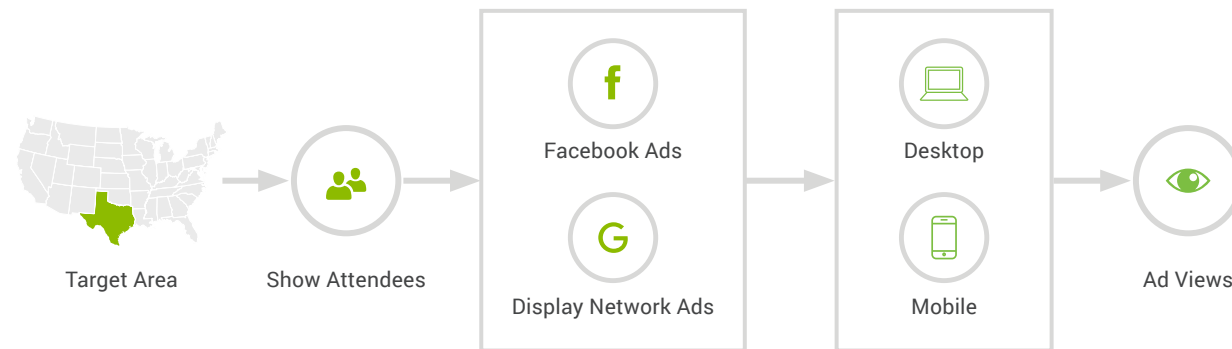
We will use our proprietary data to build a custom list of targeted attendees, based on your specific parameters.





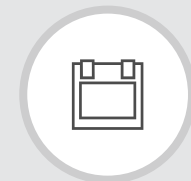
Persuading show attendees to engage with your brand requires building awareness, familiarity and credibility. A Performance Marketing Campaign leveraging your custom list can be used to build your brand value, promote specific content and drive booth traffic beginning the month before the show:

- f Facebook Ads**
 - Facebook profile matches from email addresses/phone numbers of target list
 - Ads appear as sponsored posts
 - Supplemented by right-hand rail ads
- G Display Network**
 - Ads displayed to your targeted list, building familiarity and consideration



This initiative will continue during the show at targeted locations:

- **GATS** – Kay Baily Hutchison Convention Center
- **Hotels** – Ads seen when show attendees access Facebook and display network sites
- **Truck stops**



Tradeshow Marketing Periods

- **Pre-show:**
July 1st – August 21st
- **On-site:**
August 22nd – 24th

Talk to your Sales Representative today to learn more about how we can help you maximize your investment at GATS.



Targeted Hotels

	Address
Adolphus Hotel	1321 Commerce St, Dallas, TX 75202
Aloft Dallas Downtown	1033 Young Street, Dallas, TX, 75202
Crowne Plaza Dallas	7050 Stemmons Freeway, Dallas, TX, US, 75247
Hilton Garden Inn Dallas Downtown	1600 Pacific Ave, Dallas, TX 75201
Homewood Suites By Hilton Dallas Downtown	1025 Elm Street, Dallas, Texas, 7520
Hyatt Regency Dallas	300 Reunion Blvd., Dallas, TX, 75207
Magnolia Hotel	1401 Commerce St, Dallas, TX, US, 75201
Omni Dallas Hotel	55 S Lamar St, Dallas, TX 75202

Targeted Truck Stops

	Address
TA Petro Truck Parking Community	3013 S Haskell Ave, Dallas, TX 75223
Big D Travel Center	300 N Loop 12, Irving, TX 75061
TA	2105 S Goliad St, Rockwall, TX 75032
Love's Travel Stop	1990 I-30 Frontage Rd, Rockwall, TX 75087
Pilot Travel Center	2226 FM1903, Caddo Mills, TX 75135
Love's Travel Stop	2500 S I-45, Hutchins, TX 75141
Flying J Travel Center	7425 Bonnie View Rd, Dallas, TX 75241
Pilot Travel Center	8787 S Lancaster Rd, Dallas, TX 75241
IdleAir	8181 S Lancaster Rd, Dallas, TX 75241
IdleAir	7425 Bonnie View Rd, Dallas, TX 75241
Love's Travel Stop	8800 S Polk St, Dallas, TX 75232

