



**Flooring
Markets**

DEALER INVITES PROGRAM

MARKETING TOOLKIT

Custom Dealer Invites

The Dealer Invites Program is accessible through the exhibitor services tab on the marketing toolkit page and includes customized brand assets to share with your current and prospective dealers so you can build your lead list and drive traffic to your booth.

Non-Tech Version: We have a couple of options for those of you who prefer to invite your customers by mail or in person. Flooring Markets provides each exhibitor with complimentary unlimited appointment postcards and customized PDFs that you can email to customers or print and send out with your reps.

FOUR WAYS TO PROMOTE YOUR EXHIBIT

1

**Custom Emails, Landing Page
and Banners**

2

Customizable PDF Invite

3

Appointment Postcards

4

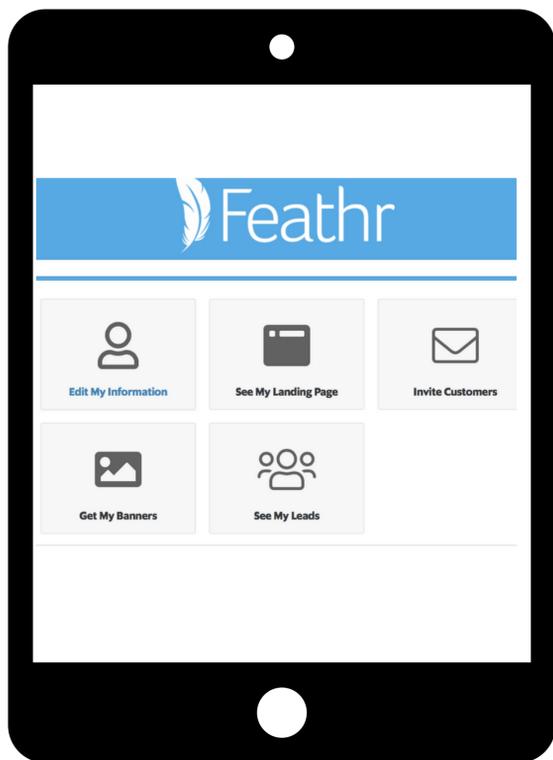
**Download Social Graphics &
Market Logos**

Start Promoting

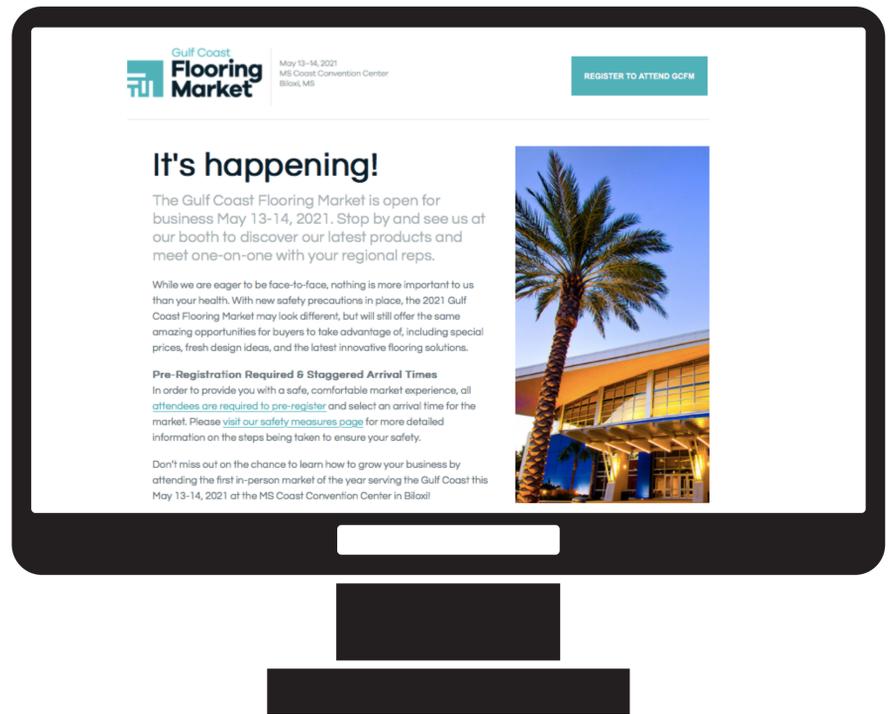
Customized, Just For You!

Custom Emails, Landing Page and Banners

Through the Dealer Invites Program, you can announce to current and prospective dealers that you're participating in the first markets to be held live in early 2021.



Edit Your Company Information



Embed Your Custom Landing Page



Send Out Your Custom Emails



Download & Promote Your Custom Banners

Digital Invite Instructions

Get Started:

STEP 1: Click on your exhibitor dashboard (Link)

STEP 2: Review the dashboard information

STEP 3: Start Inviting Your Prospects & Current Buyers

[View Step-By-Step Guide](#)

[Watch How-To-Video](#)

Edit Your Information

We've started the process for you.

Confirm the information we have set up for your company is correct. You can update your company's information:

- Name
- Email
- Website
- Logo

Make sure to press UPDATE when finished!

←
Edit My Information
Update your company information below to customize your unique marketing materials.

Name
Karndean Design Flooring

Email
|

Website
|

Description
|

Logo

Upload Logo/Image

This determines whether or not you get an email when a new Lead is created.
 Lead Notifications Update

[Start Promoting](#)

Digital Invite Instructions

Your Landing Page

Custom Promo Code & URL Included

Embed, host, or share your company's branded landing page to encourage dealers to register for market.

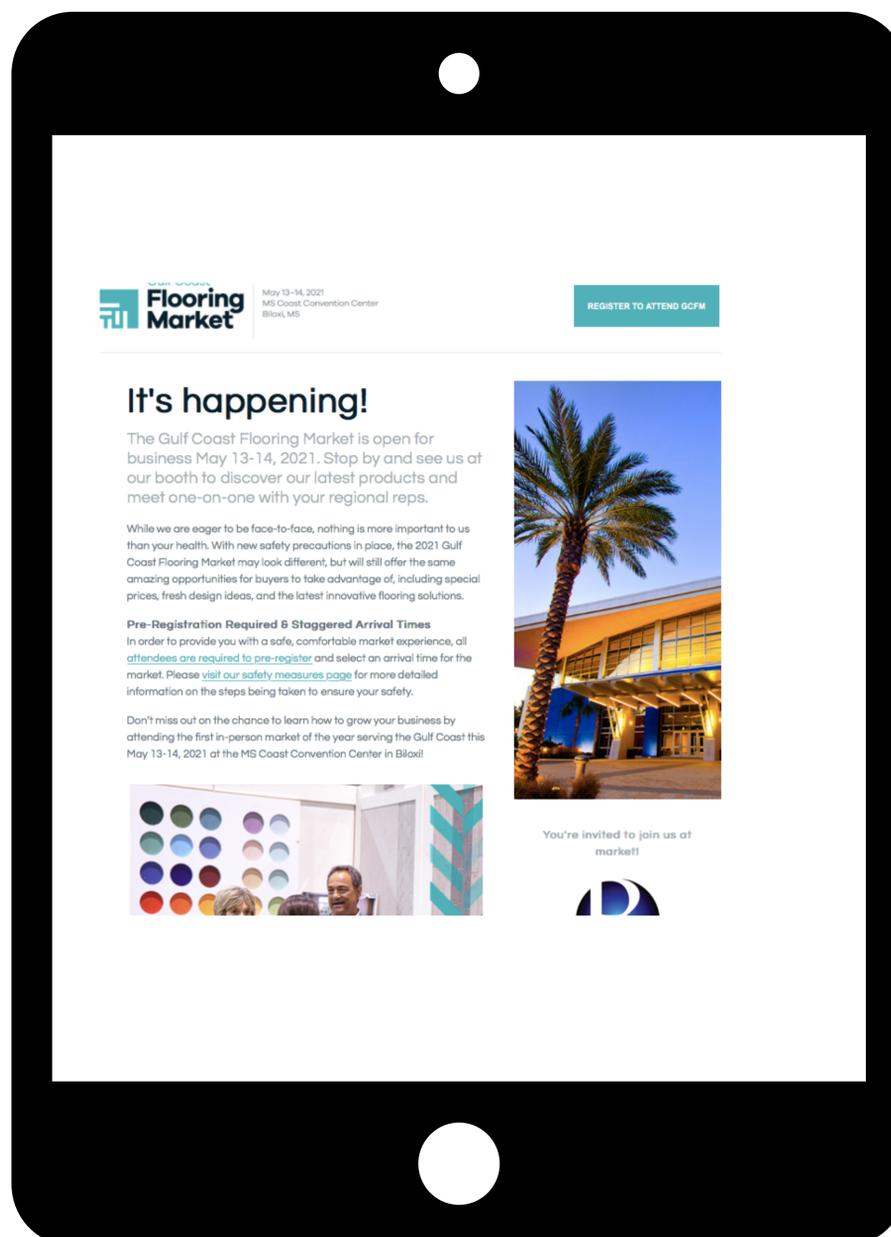
Option 1:

To embed, select the "Copy to Clipboard" button and place the URL where desired.

Option 2:

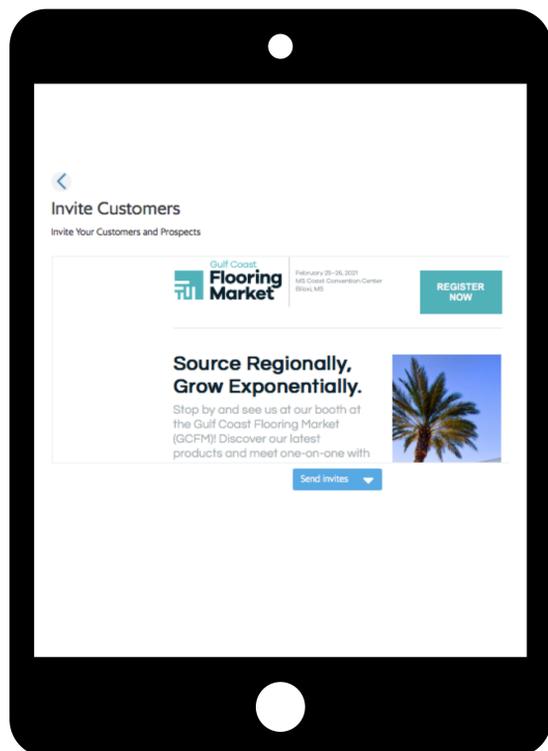
To share your custom landing page on social, select the "Share" button and then the desired platform on which you wish to share.

[Watch How-To-Video](#)



[Start Promoting](#)

Digital Invite Instructions



[Watch How-To-Video](#)

Invite Buyers by Email

Customized Email Template

Your email comes coded with your company's promo code. All you need to do is send your company's branded email to prospective and current dealers to register for market.

Option 1: Sending to Multiple Recipients

Step 1: A pop-up window will appear where you can edit the subject line, schedule the send date and time, and add the recipient(s) email address(es).

Note: To update your "From address" and "Company Name", you will need to update your information on the "Edit My Profile" page.

Step 2: Select the SEND TO LIST button next to SEND SINGLE INVITE and a drop-down will appear. Form here, you can either

download the template to use for upload OR upload your contact list by selecting the upload button at the bottom of the pop-up.

Step 3: Once you have either input your recipient's email address(es) or upload your list. Select the blue ok button at the bottom right-hand corner to deploy.

Option 2: Sending to Single Recipient

Step 1: A pop-up will appear where you can edit the subject line, schedule the send date and time, and add the recipient(s) email address(es). NOTE: To update your From Address and Company Name. You will need to update your information on the Edit My Profile page.

Step 2: Select the Send Single Invite button and then type or paste your desired email(s) into the To Address box/line.

Step 3: Once you have either input your recipient's email address(es) or upload your list. Select the blue ok button at the bottom right-hand corner to deploy.

Option 3: Sending Through Your Email Marketing Platform

Step 1: A pop-up will appear where you can edit the subject line, schedule the send date and time, and add the recipient(s) email address(es). NOTE: To update your From Address and Company Name. You will need to update your information on the Edit My Profile page.

Step 2: Your exported invite should appear in your downloads folder on your computer. Once downloaded, you can access the HTML code and upload it directly to your email marketing platform.

[Start Promoting](#)

Digital Invite Instructions

Get Your Banners

Multiple Options to Download

Download and share your company's customized digital banners on your website, social media, print ads and emails.

Option 1: Copy Banners via HTML

Step 1: Select the blue "Copy HTML to Clipboard" button. Once copied, you will see the notification in the bottom left-hand corner of your screen notifying you it has been successfully copied.

Step 2: Once Copied, you can paste the HTML code into your desired location to publish online.

Step 3: Once saved, you can upload, embed or share your custom banners.

Option 2: Save Directly to Your Desktop

Step 1: Select the Banner image on the Get Your Banners page.

Step 2: A new window will pop-up. Right click and select SAVE AS from the drop down.

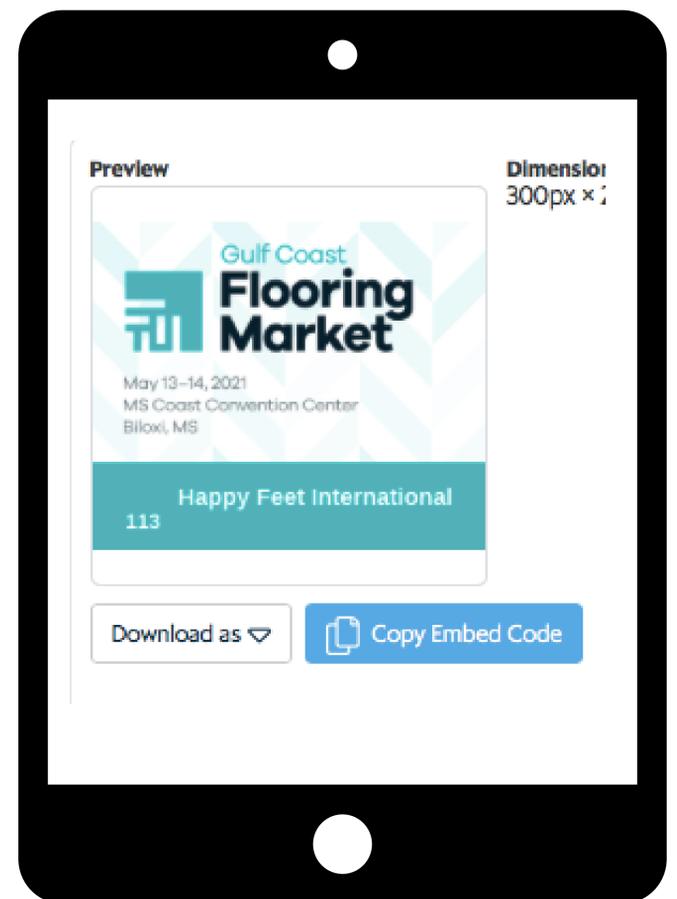
Step 3: Once saved, you can upload, embed or share your custom banners

Option 3: Converting HTML Code into a Saved File

Step 1: Select the blue COPY HTML TO CLIPBOARD button.

Step 2: To save it as an HTML file, paste the HTML code into your computer's notepad and then select SAVE AS from the menu dropdown.

Step 3: When you save it, you will need to name the file and then change the default file type *.txt in the file name bar to .html. Select SAVE. Once saved, you should receive an HTML file in the designated folder on your computer.



[Watch How-To-Video](#)

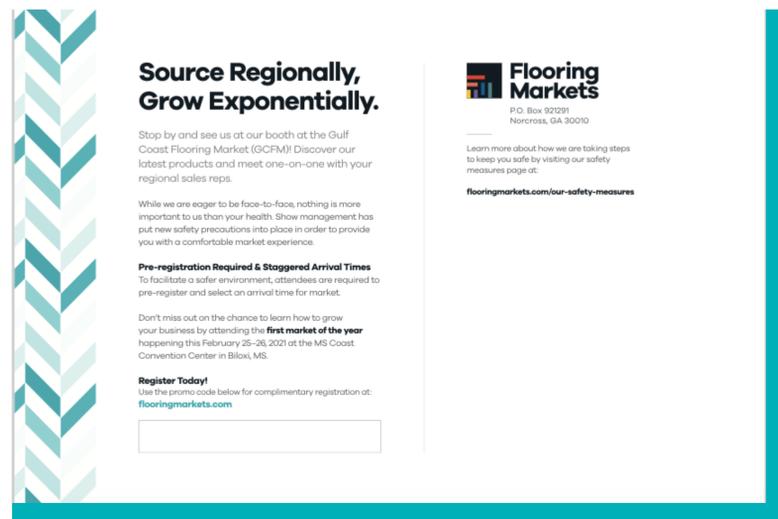
[Start Promoting](#)

Appointment Cards, Custom PDF's and Graphics

Complimentary Tools for All Exhibitors

Appointment Cards

Appointment cards are available to all exhibitors to send to prospective and current dealers. Each postcard includes a space for exhibitors to enter a message or promo code. Order as many as you need!



Custom PDFs

Exhibitors can email PDF invitations or print and distribute to their company representatives to hand out in person. PDF invitations are customized with the exhibitor's logo and booth number.

Market Logos & Social Media Graphics

Use our logos and social media graphics to insert on ads, emails, websites and social media.



May 13-14, 2021
MS Coast Convention Center
Biloxi, MS

[Place Your Order Today.](#)

NEED FURTHER ASSISTANCE?

Contact us today for further information on the Dealer Invites Program.



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