

HOW TO REACH CONVENTION ATTENDEES

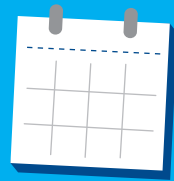
Offer a **SHOW US YOUR BADGE** or **DAILY DEAL** coupon/discount



ENGAGE ON SOCIAL MEDIA: utilize the convention calendar to know when conventions are in town



Get **RACK CARDS** or other small marketing collateral to our team to place at our Convention Info Desks and Visitor Centers



Utilize the **CONVENTION CALENDAR** to identify groups that match your interests, and reach out to our team seeking connections to the planner

Make sure your **VISITINDY.COM LISTING** is robust

ADVERTISE on VisitIndy.com



Check **CONVENTION WEBSITES** for exhibitors/sponsors, and reach out, as most of them will host customer events while in the city

EDUCATE THE VISIT INDY TEAM

on what you offer groups, like classes, experiences, programs, or experiential/private dining, and provide us with any related marketing materials



Make sure **HOTEL CONCIERGES** are familiar with your offerings



Display Visit Indy's **WELCOME PROGRAM** materials and put a sign out front "Welcome [Group]!"



If you are outside of the downtown core, consider providing **TRANSPORTATION** options

For additional information, please contact:
MARISSA RENALDI
Convention Marketing Coordinator
mrenaldi@VisitIndy.com | 317.262.8231

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