

MAY 23-26, 2022 | LAS VEGAS, NV

BIOGAS AMERICAS

POWERED BY ABC

Greetings BIOGAS AMERICAS Exhibitors,

First, I want to thank all of you again for your participation in this year's BIOGAS AMERICAS conference this May 23-26 in Las Vegas. It is sure to be a fantastic event with companies such as yours on our expo floor. By now, you should all have information on how to register your attendees for the event. If you didn't know, as soon as you're registered, you can [begin networking in our event app](#). Now that you have also chosen your booth locations, this letter and packet outline your next steps – building your physical booth, your virtual exhibitor profile, and promoting the event! While we're still a couple months away from the event, the sooner you act on these action items, the more you'll benefit from all the promotion we're doing leading up to the event, during, and even after the in-person event.

Build your Physical Booth

The items in this packet will give you details on everything you'll need to setup and customize your physical booth space with Shepard. You're in great hands with them for all your decoration, furniture and shipping needs.

Build your Virtual Exhibitor Profile

Also included as a benefit with your exhibit booth purchase, is a virtual presence in our event app. You can consider this a "virtual booth" or more realistically, an exhibitor profile. While it has an optional chat feature, you won't have to devote time to your exhibitor profile in order for it to generate leads for you. Instead, you'll just provide us with any resources you'd like to share with attendees, we'll upload them to your profile, and soon after the event, we'll give you a full report on your click-throughs and interactions so you have even more leads to reach out to. We'll also be holding a virtual version of our conference in June that all attendees will be able to attend, and you'll be able to use your exhibitor profile to communicate with attendees there as well. To see examples of what your profile can look like, check out [this example event](#), enter using your email, and then click on "Sponsors" in the navigation on the left. Click into different profiles to see all the ways you can customize this space. To put together your booth, [please fill out this Google Form](#) with your materials no later than **Friday, April 29, 2022**.

Promote the Event to Help Get People to Your Booth with our Promotional Toolkit

While you're setting up your physical and virtual event environments, don't forget to help us promote the event to maximize attendance to make sure you get the most value from your investment! To help you help us, we've put together a [Promotional Tool Kit](#). This toolkit provides you with ready-made communications to make promoting your involvement quickly. Your kit includes:

- Social media posts—simply copy and paste our sample messages to share with your followers on Facebook, LinkedIn, Instagram and Twitter.
- Social media graphics—boost your posts' views with an official BIOGAS AMERICAS image.

- Website Banner/Email Signature graphics —include these on your website, or as an image in your email signature on outgoing emails, to promote your association with the event. Just edit the booth number with any PDF editor.
- Email invitation—customize our email template to personally invite your colleagues and contacts.

Sponsors with additional benefits not included in this packet, I will be reaching out to you individually with information and details for other materials I'll need from you.

As always, if you need help with any of these items, or if you have any questions about the event, please don't hesitate to reach out to me. You can reach me directly at 202-261-1321, or by email: cpeat@ttcorp.com. Or if you'd like to setup a meeting, you can do so on my calendar here: <https://calendly.com/carolinepeat>.

Thank you for your support of the event,
Caroline

Caroline Peat

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The Voice of the US Biogas Industry

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BIOGAS AMERICAS | Las Vegas

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