

THE KEY TO ICFE SUCCESS: INVITE YOUR CLIENTS

What if we told you that a simple invite to ICFE could elevate your business, generate leads, and build client goodwill? Sounds like a win-win, doesn't it? Yet, many exhibitors underuse one of the most powerful tools at their disposal: the exhibitor referral dashboard and custom promo codes. Here's why you can't afford to ignore it this year.

THE CHALLENGE EVERY EXHIBITOR FACES

We get it. Exhibiting at ICFE is an investment, not just in money but also in time and resources. Every moment spent on the exhibit floor needs to count. When you're surrounded by hundreds of other brands, the goal isn't just foot traffic—it's qualified traffic. You want attendees who are actively working on projects, looking for solutions, and ready to have meaningful conversations.

Without a targeted approach, connecting with the perfect audience can feel like searching for a needle in a haystack. But with the exhibitor referral package, you don't have to leave it up to chance.

THE SECRET WEAPON YOU'RE NOT USING ENOUGH

The exhibitor referral package isn't just a marketing gimmick. It's a business tool with tangible ROI. Here's why it matters and how it works for you.

1. **Attract Quality Attendees Who Already Know You**

Inviting your current clients to attend for free isn't just thoughtful; it's strategic. These are the people who already know your business and are actively engaging with you. By getting them into the ICFE environment, you're adding depth to your relationship, showing them solutions, and reinforcing your expertise in the industry. Your booth will become a hub of activity that sparks meaningful conversations.

2. **Expand the Pool of Active Project Participants**

Attendees actively working on senior living projects fuel the energy at ICFE. By personally inviting your connections, you're expanding the pool of decision-makers on the exhibit floor.

3. **Make a Lasting Impression on First-Time Visitors**

Clients who have never attended ICFE before are a target-rich audience. By introducing them to the energy, innovation, and sheer scale of products, you're showing them firsthand why this is a must-attend event. **They'll leave inspired, energized, and much more likely to associate your brand with their positive experience.** ICFE will become a must-attend event for them, with your booth at the top of their must-visit list.

SHARING MADE EASILY, SERIOUSLY!

We've made sharing your referral dashboard foolproof. Here's what you get access to in the exhibitor referral package:

- **Customized Graphics** with your booth number and logo for sharing across social media platforms and on your website.
- **Pre-written Email Copy** that you can send directly to your mailing list with minimal effort.
- **Downloadable PDFs** to give your clients all the information they need.
- **A Custom Code** that you can embed into your own ads or branded materials for seamless consistency.

Whether you share through social media, email, or print, **there's no wrong way to spread the word.** Just dial it into what works best for your business.

WHY REFERRALS ARE A GAME CHANGER

Inviting clients isn't just about goodwill; it's about results. Take a look at these numbers:

- 2024 ICFE exhibitors who used their custom referral dashboard and shared their promo code saw a **997% increase** in leads over those exhibitors who didn't.
- The top referring ICFE exhibitor in 2024 achieved a **staggering 1600% increase in leads.**
- If every ICFE exhibitor registers at least two buyers in 2025, attendee registration will increase by 8% over 2024 (over 800 buyers!) just from exhibitor referrals alone.

When you invite clients to attend for free, you're not only boosting the event; you're bolstering your own success.

THE ROI OF A SIMPLE INVITE

At its core, ICFE is about connecting with buyers, clients, and industry innovators. Inviting your clients for free creates a powerful ripple effect that amplifies your efforts. You're showing appreciation for their business, encouraging them to join the conversation, and fueling your company's growth. **All it takes is sending the invite.**

TAKE ACTION TODAY

This is your opportunity to make ICFE one of your biggest successes yet. **Log into your referral dashboard**, customize your materials, and start inviting your clients today.

Your business will thank you later. And who knows? You just might win a fabulous advertising package!

Start sharing now, and we'll see you in New York!