HOW TO REACH CONVENTION ATTENDEES

Offer a **Show Us Your Badge** or **Daily Deal** coupon/discount

**Indy Daily Deals** | **Show Us Your Badge**

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

**Engage on Social Media:**
Utilize the convention calendar to know when conventions are in town

**Welcome Program**
Display Visit Indy’s **Welcome Program** materials and put a sign out front “Welcome [Group]!”

**Advertise** on VisitIndy.com

Make sure your **VisitIndy.com Listing** is robust

**Conduct** 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

**Transportation Options**
If you are outside of the downtown core, consider providing transportation options

**For additional information, please contact:**
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