



JULY 9 – 11
OMNI ATLANTA HOTEL, GA

Marketing Overview

The number one question asked by prospective exhibitors is “who is attending the event?” or “what buyers will be there?” While we have decades of experience building trade events in nascent industries, the key to building a successful event requires a partnership between event management and the exhibitors and sponsors. As they saying goes...it takes a village.

Our Marketing Plans

As a category-centric event, we are targeting a number of buyer channels. Specifically; beer, wine, & spirit wholesalers and retailers, c-stores and petroleum, foodservice, hospitality, and FDM. We are marketing through digital, social, direct mail and print. We are sourcing leads through web capture, ZoomInfo, and list acquisitions. We are leveraging partnerships with key associations and influencers.

We are positioning HBE as the largest gathering of hep beverage brands of any trade event in the world, with expert-led programming, and curated networking opportunities.

But the most powerful marketing remains word of mouth.

Exhibitor Marketing Tools

Spread the News Toolkit

In this ERC, you will be able to download our Spread the News Toolkit. Please be sure this gets in the hands of your marketing team and is loaded with ready to use assets for promotion on your social media, email marketing, newsletters, and include your email signature block.

GleanIn

Each exhibitor, speaker and sponsor will be emailed a link to log in and download customized social media assets featuring your company as an exhibitor. You can switch between multiple themes and layouts.

Promo Codes

On request, we can provide your company a custom discount code for attendees to save 15% on attendance. HBA members get a 30% discount on registration and these are not stackable. Please email registration@hempbeverageexpo.com to request a Promo Code.

Got a list?

If you are willing to share your list of prospective buyers, whether just physical addresses or full contact details, please email Evan at evan@jagemedia.com.

