

Hello AABP Exhibitors,

- Want to increase flow of traffic to your booth?
- Want a fun way to do so?
- Want some suggestions on how to attract our members?
- Would you be more interested if I told you there are **ONLY** up to 3 simple steps to participate for **FREE?** **Read below for more information.**

NEW this year that we've put together is a **simple** scavenger hunt for more of our members to reach YOU.

All you have to do is 1, maybe 3, steps. You don't have to participate, however, what is there to lose, right? If you do not want to participate leave areas in your contract blank.

1. Create a Phrase/Keyword- sign in to your contract [here](#) and fill out the sections under 'Exhibitor Scavenger Hunt'
2. **Optional:** Enter a Redirect Web Address
This can be used to take a member to a page of your choice after they enter your Phrase/Keyword. It can be a page with info of your products, sales Page, home web page of your company, contact page etc... If you have any further questions about this contact our I.T., Steve. [Click here.](#)
3. **Optional:** A great attraction is an item to giveaway to members who visit your booth. Listed below are a few suggestions that our members LOVE!!
 - a. T-shirts
 - b. Hats
 - c. Drawings for giveaways
 - d. Little trinkets such as keychains, hand sanitizers, koozies, (cows or cow related are very likable)
 - e. Snacks- must be approved by Exhibits Manager per your contract

The members will be asked to visit a certain number of booths that they MUST have interest in, in hopes it will cut out wasted time between members and Exhibitors. They will enter your chosen Phrase/Keyword into their LEADS Retrieval.

You can choose if you want to talk to each individual and verbally tell them the Phrase/keyword **OR** have a sign displayed with the phrase or Keyword and approach individuals at your discretion. I would recommend doing both because you may get caught up with a member/group.

If you choose to do a redirect web address it will remain in their LEADS for future reference. You do NOT have to; you can just do a keyword.

Members who complete all tasks of the Scavenger hunt will be entered into a drawing for a \$500 Visa Gift Card on Friday.