

Twitter Leads to New Connections at Natural Products Expo West

Salem, OR
For Immediate Release

Summary:

By using Twitter to scout out exhibitors at Natural Products Expo West, Interpretive Exhibits was able to add over two dozen subscribers and meet several dozen people, demonstrating that Twitter is a powerful connection tool.

Release:

Interpretive Exhibits' VP of Sales and Marketing, Tim Patterson, met almost four dozen people in person at the Natural Products Expo West as a result of connecting with them via Twitter. More than half are now subscribers to the company's Tradeshow Tip Sheet marketing newsletter.

Demonstrating the power of connecting with people on Twitter, he sought out people and companies that were planning on exhibiting at Expo West by searching for the term "Expo West" and the Twitter-related 'hashtag' #expowest. A hashtag is a term preceded by the # symbol.

During the weeks leading up to the show, Tim tracked the exhibitors, made contact with them through Twitter and agreed to stop by their booth. While not all of the connections were made, more than two dozen people greeted him and eagerly signed on as new subscribers of his company's newsletter at <http://interpexhibits.com/newsletter>.

Several of the Twitter users that Patterson met indicated that they might become future clients.

Patterson is currently using the experience with Expo West and Twitter, and along with stories from other people using Twitter in conjunction with tradeshow, to write a comprehensive e-book showing how effective Twitter can be at making real-life connections at events, conferences and tradeshow.

Interpretive Exhibits featured nine custom designed and fabricated booths at Natural Products Expo West 2009, including booths for Kettle Foods, Nancy's Yogurt, Bob's Red Mill, Natracare, Hyland's, gDiapers, Earth Mama Angel Baby, Bi-O-Kleen and Mountain Rose Herbs.

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About IE:

Interpretive Exhibits is a full-service custom exhibit house that has designed and/or fabricated over 2000 projects, ranging from small roadside interpretive signage to large visitor centers, museum exhibits and tradeshow exhibits.

Keywords:

Twitter, custom exhibits, tradeshow exhibits, Portland, Salem, Oregon, Kettle Foods, Nancy's Yogurt, Natracare, Hyland's, gDiapers, Earth Mama Angel Baby, Bi-O-Kleen, Bob's Red Mill, Mountain Rose Herbs, Natural Products Expo West