

easyFairs® Marketing & Visibility Packages

Boost your opportunities at the next easyFairs show with the following services:

easyFairs® BOOSTER PACK

Ensure that the maximum number of quality visitors are aware of your participation and call at your stand. Boost your opportunities before, during and after the show.

easyFairs® STAND CUSTOMISER

Customise your stand with extra furniture and audio visual equipment according to your sales and promotions strategy.

easyFairs® ONSITE VISIBILITY

Gain additional visibility at the show! Present your company as a leader in your industry, build awareness and drive visitors to your stand.

easyFairs® BOOSTER PACK order form

Please complete the form to register your interest or contact your local easyFairs sales representative

Show : _____

Date : _____

Company : _____

Contact person : _____

Stand number : _____

Telephone : _____

SPECIAL INTRODUCTORY OFFER PRICE

easyFairs® BOOSTER PACK CHF 790.-

Signature & company stamp

Fax back + 41 (0)61 228 10 09

easyFairs Switzerland GmbH • Utengasse 44 • 4058 Basel • Schweiz • Telefon +41 (0)61 228 10 00

BOOSTER PACK

The “no-shows” are as valuable as the “do-shows”
So don't miss out!



- Capture every sales opportunity - with non-attendees as well as visitors

- Squeeze maximum benefit from thousands of cross-media campaign impressions

- Grab attention with pre-show email marketing
- Drive more visitors to your stand with onsite logo visibility
- Follow-up with every individual who registered

Increase your sales opportunities before, during and after the show!

FOR THE SPECIAL PRICE OF ONLY CHF 790.-

The easyFairs® BOOSTER PACK

We are delighted that you have chosen to exhibit with easyFairs. The easyFairs® BOOSTER PACK will help to ensure that you squeeze every possible opportunity from your participation.

The package includes the following marketing and visibility tools:

- ✓ **PRE-SHOW PRODUCT REVIEW E-MAIL**
Maximise your visibility in easyFairs e-mail marketing to visitors in the build up to the show. Your logo (or product picture etc.) and message are included in the body of the e-mail.
- ✓ **PRODUCT SHOWCASE**
Feature a product at the top of the exhibitor catalogue - a photo and unlimited text with click-through to your own website.
- ✓ **LOGO IN ONLINE CATALOGUE**
Your logo appears against your entry in the exhibitor catalogue on the website.
- ✓ **LOGO INCLUSION ON WEBSITE**
Your logo appears on a special scroller for "boosted" exhibitors.
- ✓ **LOGO IN FLOORPLAN**
Your logo appears on both the online and the onsite floorplan, making your stand stand out!
- ✓ **POST-SHOW HIGHLIGHTS E-MAIL**
Maximise your visibility in post-show communication (not only with visitors but also with potential buyers who pre-registered but did not attend). Your logo (or product picture etc.) and message are included in the body of the e-mail.

NEW FOR 2010 !

Enhanced website with Exhibitor Selfcare!

Book online or via your easyFairs sales representative

