

## 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 £395

Signature & company stamp

# Fax back +44 (0) 20 8892 1929

**Organisor:** easyFairs UK Ltd, 8 Oak Lane  
Twickenham TW1 3PA

T : +44 (0) 20 8843 8800 • F : +44 (0) 20 8892 1929

# 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

FOR THE SPECIAL PRICE OF ONLY **£395**

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

## 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

