

easyFairs®

# ONSITE VISIBILITY

**Take your brand beyond your stand!**

The easyFairs® **ONSITE VISIBILITY** package is ideal if you want to stand out as a leader in the sector and leave a lasting impression on visitors' minds.

Used in conjunction with a stand at the show, this is a great opportunity to give your company, product or service optimum exposure.

- Achieve visibility through logo placement on physical items
- Leverage the credibility of association with a leading event in the industry
- Promote your products and services
- Drive more traffic to your stand

All offers are strictly subject to availability so please get in touch to secure your opportunity of choice.



# ONSITE VISIBILITY



## Exclusive Show Lanyard

You have the exclusive right to supply the Show Lanyard bearing your company name, message or logo.

**Price: £2000**

## Package 1: Main Show Entrance & Registration Area

Ensures instant visibility among visitors as they arrive and throughout the show.

### Package includes:

- Placement of your logo (A3 size) and stand number plus message in the entrance/reception area
- At least five carpet tiles in the entrance area will bear your logo
- Your logo and/or company name appears on all delegate badges
- Upcoming shows poster: Your logo and message appear on posters promoting upcoming easyFairs shows in the sector, posted around the exhibition area
- Maps and signage: Your logo appears on maps of the floor plan at strategic locations around the exhibition (entrance, aisles, learnShops™)
- In addition to the graphic displays, you can also clothe the registration staff and give away branded pens.

**Package price: £5000**

*\*Exclusive to one sponsor only*

## Package 2: Floor Plan Display Visibility

- There are visitor orientation maps on the show floor plan
- Your logo and stand number will be prominently displayed on all of the Floor Plan Displays around the show.
- Right to display pop up signage in main entrance and registration area.

**Package price: £995**

**EXTRA**

### DON'T FORGET...

You can combine each standard package with an extra visibility package to enhance your presence at the easyFairs show even further.

## Package 3: learnShops™ Visibility

easyFairs learnShops™ are compact seminars and presentations featuring case studies and practical information about the burning issues in your industry. This opportunity is therefore strongly recommended to any company that wants to be perceived as a thought leader in the sector.

### Package includes:

- Your logo and message are included in emails to promote and inform visitors about the learnShops™ programme
- Your logo and message are included in the flyer and/or catalogue for the show
- Placement of your logo (A3 size) and stand number at the front of the learnShops™ theatre which you sponsor
- Your logo and message are prominently displayed at the front of the learnShops™ theatre
- Your logo and message are prominently displayed on the learnShops™ flyer (carrying the abstracts and speaker biographies) which is received by all delegates.
- Logo & hyperlink on the learnShops pages of the website

**Package price: £5000**

**\*Exclusive to one sponsor only**

## Package 4: Summit Visibility

easyFairs SUMMIT is a one day event comprising of case study presentations and inspirational keynote seminars focusing on relevant issues within your industry.

- Logo website address and stand number on the conference programme
- Logo & hyperlink on the event website
- Your logo website address & stand number on holding slides between presentations
- Graphics in the summit theatre, opportunity to put give-aways on delegate seats access details for post-event marketing follow up
- x2 delegate passes to the event
- POP up displays in the lounge.

**Package price: £5000**

**\*Exclusive to one sponsor only**

## Package 5: Networking Bar Visibility

Catering Visibility is a great way to grab attention while visitors take a relaxing break, at one of the busiest spots on the show floor.

### Package includes:

- Right to display logo in restaurant/cafeteria area (e.g. on pop-up display or stand)
- Your literature (A4 brochure or flyer) can be distributed to restaurant tables and bars
- Logo and acknowledgement of sponsorship on the show website.

**Package price: £3000**

**\*Exclusive to one sponsor only**

**EXTRA**

## Exclusive Coffee Sponsorship

Available exclusively to one sponsor. Your logo appears on the free beverage voucher distributed onsite to all visitors (plus credit and acknowledgement when visitors register).

**Price: £3000**

**EXTRA**

## Plus... Video displays

Get your message across loud and clear with a slot on the two 50" plasma screens displays that greet visitors at the show.

Strategically located at the entrance and in (or next to) the coffee area, the screens are key orientation points and provide visitors with important information about the event. This is a great opportunity to tell visitors about your product or service and drive visitors to your stand!

**You are guaranteed at least 20% air time on a continuous loop broadcast.**

**Price: £1500**

## easyFairs® Marketing & Visibility Packages

The easyFairs All-in Package gives you everything you need to take part and make sales at an easyFairs trade show. If you want to do more to boost your opportunities and your visibility, you can also invest in these additional services:

### easyFairs® BOOSTER PACK

Prepare your marketing actions and sales team in order to optimise the opportunities that participation brings – ensure that the maximum number of quality visitors call at your stand.

### 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 traffic to your stand.

## easyFairs® ONSITE VISIBILITY ORDER FORM

Show: \_\_\_\_\_

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Contact person: \_\_\_\_\_

Stand number: \_\_\_\_\_

Telephone: \_\_\_\_\_

Please complete the form to register your interest

Description	Price	Total £
Package 1: Main Show Entrance & Registration Area	£5000	
Package 2: Floor Plan Display Visibility	£995	
Package 3: learnShops™ Visibility	£5000	
Package 4: Summit Visibility	£5000	
Package 5: Networking Bar Visibility	£3000	
<b>Exclusives</b>		
• Show Lanyard	£2000	
• Coffee Area	£3000	
• Video Displays	£1500	
<b>Total incl. local VAT</b>		

Signature & company stamp

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All offers strictly subject to availability - please contact your easyFairs sales representative for details.