



IT'S SO EASY TO BOOST YOUR REACH, EXPOSURE AND ROI

Select your preferred EasyGo package now

www.easyfairs.com/easygo • By **EASYFAIRS**



BOOST YOUR REACH, EXPOSURE AND ROI

EasyGo replaces the Online365 to include new features based on the latest developments in digital marketing technology. It forms part of the standard Easyfairs offer, but we give you a choice, depending on your objectives: more visibility or more leads. Or perhaps you would like both? In that case we recommend an upgrade to GoPlus to boost both your visibility and your potential to win new leads, together with prominent display of your logo onsite at the event. **Select your package of choice to raise visibility, generate contacts or do both while also achieving maximum brand awareness, online and onsite.**

GO VISIBILITY

Raise the profile of your company and its offerings before, during and after the event.

GO LEADS

Generate even more new leads and deepen customer relationships.

GO PLUS

Get leads, visibility and maximum brand awareness, both onsite and online.

GO FOR MORE VISIBILITY

GOVISIBILITY

Get access to My Easyfairs
 Display your company profile online
 Display your products/services online
 Distribute digitally your literature at the event*
 Invite your customers and prospects
 Enjoy advanced networking



- Display your logo online on the exhibitor list
- Highlight a product online
- Get visibility in Easyfairs' emails
- Increase your press and community visibility
- Post jobs

GO FOR MORE CONTACTS

GOLEADS

Get access to My Easyfairs
 Display your company profile online
 Display your products/services online
 Distribute digitally your literature at the event*
 Invite your customers and prospects
 Enjoy advanced networking



- Get a list of visitors who asked for your literature*
- Capture visitor contact details onsite
- Get real-time alerts when your visitors arrive
- Participate in the "Ask the Expert" online forum

GO THE EXTRA MILE

GOPLUS

Get access to My Easyfairs
 Display your company profile online
 Display your products/services online
 Distribute digitally your literature at the event*
 Invite your customers and prospects
 Enjoy advanced networking



- GOVISIBILITY
- GOLEADS
- Display your logo onsite



*Visitors can collect information by simply touching the reader(s) placed on your stand with their smart badge. They will receive all of the company and product information that you uploaded to My Easyfairs via email at the end of the day. One reader is included in the offer. If you are exhibiting several products you may wish to order more.

MAXIMISE YOUR ONLINE & ONSITE PRESENCE

EasyGo boosts your reach, exposure and ROI every time you participate at an Easyfairs event. With EasyGo you can manage your entire event promotion and participation via My Easyfairs.

FEATURES COMMON TO ALL PACKAGES

- Get access to My Easyfairs
- Display your company profile online
- Display your products/services online
- Distribute digitally your literature at the event*
- Invite your customers & prospects
- Enjoy advanced networking

BENEFITS & ADVANTAGES

- Self-manage your event participation efficiently
- Share information easily and cost-effectively using new technology
- Drive traffic to your website
- Get visibility for your company and products throughout the year
- Promote your participation & invite your customers
- Increase your connections with the community

GOVISIBILITY

RAISE THE PROFILE OF YOUR COMPANY AND ITS OFFERINGS BEFORE, DURING AND AFTER THE EVENT

If your number one priority is to boost awareness of your company and its offerings within your target audience, select GoVisibility.

FEATURES IN THIS PACKAGE

- › Display your logo online on the exhibitor list
- › Highlight a product online
- › Get visibility in Easyfairs emails
- › Increase your press & community visibility
- › Post jobs



BENEFITS & ADVANTAGES

- Ensure maximum visibility online
- Get extra visibility for one of your flagship products
- Generate more interest in your company
- Drive more traffic to your website
- Obtain additional press coverage
- Recruit top talent from within the community

Find out more on www.easyfairs.com/easygo



GOLEADS

GENERATE EVEN MORE NEW LEADS AND DEEPEN CUSTOMER RELATIONSHIPS

If your number one priority is to win sales leads and establish or deepen customer relationships, select GoLeads.

FEATURES IN THIS PACKAGE

- Get a list of visitors who asked for your literature*
- Capture visitor contact details onsite
- Get real-time alerts when your visitors arrive
- Participate in the “Ask the Expert” online forum

BENEFITS & ADVANTAGES

- Turn visitors into leads
- Simplify the post-event follow up
- Make connections with key customers and prospects faster and more efficiently

* Visitors can collect information by simply touching the reader(s) placed on your stand with their smart badge. They will receive all of the company and product information that you uploaded to My Easyfairs via email at the end of the day. One reader is included in the offer. If you are exhibiting several products you may wish to order more.

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GOPLUS

GET LEADS, VISIBILITY AND MAXIMUM BRAND AWARENESS – BOTH ONSITE AND ONLINE

Upgrade to GoPlus and reap maximum advantage!

We strongly recommend that you upgrade to GoPlus. With GoPlus, you get all of the features and benefits of **both GoVisibility and GoLeads**: the opportunity to raise your profile throughout the year and to maximise business opportunities. In addition, your logo will be displayed prominently onsite. Simply book online or contact your sales representative now.

BENEFITS & ADVANTAGES

- Ensure maximum visibility onsite and online
- Increase traffic to your website and to your stand



Find out more on www.easyfairs.com/easygo





BOOK YOUR EASYGO PACKAGE OF CHOICE ONLINE
OR GET IN TOUCH WITH YOUR SALES REPRESENTATIVE

www.easyfairs.com/easygo



Part of the Artexis Easyfairs Group, Easyfairs currently organises 125 events in 17 countries: Algeria, Austria, Belgium, Canada, Denmark, Emirates, Finland, Germany, the Netherlands, Norway, Portugal, Singapore, Russia, Spain, Sweden, Switzerland and the United Kingdom.

As an events organiser, we give communities a vision of their future, providing the tools & knowledge needed to face this future with confidence, offering a positive, and potentially life-changing experience.

For more information, visit our website www.easyfairs.com

