

Marketing Manual

Take a look at how we will help you promote your presence at StocExpo Europe and generate leads!

This marketing guide shows all the marketing tools available to you that are included in your stand package and are free of charge. See how our dedicated marketing team will work with you to maximise your presence before, during and after the event.





My Easyfairs account

Manage your online account on www.easyfairs.com/my to upload your company description, logo, brochures, press releases and keep track of who registers via your registration link. You will have received your login details when you signed up.



Personalised banner

We will provide you with a banner, unique registration link and personalised image to help you promote your presence online. Link the banner to your unique registration link and keep track of anyone who registered.



Personalised Invitations

We will send you 100 personalised postcards that you can give to your clients and prospects to visit your stand at the exhibition. These are created just for you with your company name, logo and stand number.



Secure Mailing Service

We can send your personalised postcards directly to your clients/prospects and invite them to visit your stand at the exhibition. Simply let us know where to send the postcards and we will take care of the rest.



Email VIP invitations

We will create a personalised email invitation that we can send on your behalf to invite your clients and prospects. We will include your company name, logo and stand number and anything you wish to highlight.



Telephone invitations

Our team of expert telemarketers can contact up to 100 of your prospects by phone and invite them to the show on your behalf. We can also contact 15 of your top prospects and invite them to attend as your VIP guests.



Press Coverage

We are working with a dedicated PR company, taking new stories from our exhibitors and getting them into some of the leading publications for the tank storage industry.



Social Media

Benefit from our well-established social media community and send us anything you wish to highlight about your company or products that we can post on our social media channels.

Please contact lisa@stocexpo.com if you want to use these complimentary marketing tools, send over the relevant materials or in case you have any questions.

USEFUL CONTACTS:

Marketing

Lisa Mattes

lisa@stocexpo.com

+44(0)20 3196 4394

Operations

Amélie Degueldre

amelie.degueldre@easyfairs.com

+44(0)20 3196 4332

Sales & sponsorship

Matthew Barlow

matthew@stocexpo.com

+44(0) 20 3196 4380

Show guide advertising

David Kelly

david@tankstoragemag.com

+44(0)20 3196 4401

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