


# HOW TO GET THE MOST OUT OF YOUR INVESTMENT



*THE*  
**TRAVEL  
INDUSTRY  
EXHIBITION  
& CONFERENCE**



# How to get the most out of your investment



Over 96% of visitors rated viewing new products at the show as important/very important; why not market yourself pre-show to ensure our visitors know what you have and where to find you!



Exhibitions are continuing to grow and evolve worldwide, proving to be an effective marketing technique in delivering qualified buyers, face-to-face with real purchasing power.

To ensure you are getting the most out of your investment please read the information to your left which will assist you in your planning, marketing and onsite execution.

## Market yourself

Pre-show marketing is essential to ensure your database/clients know that you are exhibiting at the show and where they can find you. There are a number of methods you can use to achieve this, some ideas include:

- **Direct mail** – personalised direct mail is a highly effective technique to ensure your clients are up to date with your latest news/products releases and where they can meet with you; if possible set up appointments with clients in advance
- **Competitions/giveaways/show specials** – these prove to be a great incentive for visitors to visit your stand, it is important to market these 'onsite deals' pre-show to drive attendance.
- **Social Media** – be sure to post your presence at the show including what onsite deals/specials will be available – this will act as an incentive for visitors to visit your stand.
- **Advertising** – this reinforces your presence at the show and increases your company's recognition as well as building brand awareness with the show.
- **Newsletters** – another great and effective way is to let your database know you will be at the show and an opportunity for them to come and talk with you.
- **Event marketing** – show logos, email signatures and web banners are available for your pre-show marketing; we are more than happy to create artwork in specific size requirements.
- **PR opportunities** – if you have new products/industry news then let us know and we can work with you to maximize your media exposure. This is a complimentary service we offer but is limited, please contact us for more information.

# Marketing Packages



**We have created three marketing packages (Bronze, Silver, Gold) designed to maximize your exposure pre-show, onsite and post-show.**

**Website** – through the online exhibitor manual you can upload the below information which will automatically go live onto our website:

- Company profile/contact details
- Company biography
- Rolling ad banner (690px x 200px) / logo
- Company logo
- Product listings
- Document listings

**Show Guide** – our FREE souvenir guide to the event and take away item for visitors, please upload the below information through our online exhibition manual (**Deadline 1st June 2017**):

- Advertisement
- Company profile/contact details (as above)
- Company logo (as above)
- Company biography (as above)

Your online exhibitor information manual link would have been emailed to you, if you have not received this please contact:

**Georgie Chapman - Burgess**  
Operations Cordinator  
[gchapman-burgess@etf.com.au](mailto:gchapman-burgess@etf.com.au)





## Major Prize/Social Media giveaways

By having a major prize onsite at the event is a great opportunity for you to get involved with show branding.

If you can donate a product or service we will include your brand on all 'Major Prize' artwork which will be marketed through our website, social media and through our competition entry points onsite; if the product/ service.

This is a great opportunity to increase your brand awareness, enhance your image and gain media coverage.

We are also looking for social media prizes for facebook giveaways & PR news stories including new products/launches, celebrations or any other form of news worthy stories.

Please contact us if this something of interest.



## How can we help?

If there is something we can help with to assist with your pre-show marketing campaign then please let us know.

We are happy to help with artwork size + design, share/post on social media and assist you in reaching the media, your show success is our show success so please contact us to discuss your marketing plans/ ideas.



**EXHIBITIONS  
& TRADE FAIRS**

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