




**INTERMODAL  
EUROPE 2018**

# **EXHIBITOR MARKETING GUIDE**

 [www.intermodal-events.com](http://www.intermodal-events.com)

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## YOU'VE BOOKED YOUR STAND FOR INTERMODAL EUROPE 2018 – WHAT'S NEXT?

Although **face-to-face marketing remains the most powerful way to connect with your customers** – no marketing channel operates in isolation and exhibitions are no different.

This Exhibitor Marketing Guide is designed to help you implement the promotional opportunities available to you as an Intermodal Europe exhibitor, including some best practice tips on how you can use marketing to turn your exhibiting investment into a great ROI.



# EXHIBITOR MARKETING DEADLINES

EXHIBITOR ZONE	DEADLINE
<p>✓ <b>Complete your task list:</b></p> <ul style="list-style-type: none"> <li>- Upload logo</li> <li>- Update online profile</li> <li>- Update address</li> <li>- Select all relevant product categories</li> <li>- Update company URL</li> </ul>	Monday 10 <sup>th</sup> September
<p>✓ <b>Prepare and upload your press releases</b></p>	As available, if relevant

EXHIBITOR PORTAL	DEADLINE
<p>✓ <b>All exhibitor staff to register for exhibitor badges</b></p>	Friday 2 <sup>nd</sup> November
<p>✓ <b>Order data capture devices via our registration supplier 'Visit by GES'</b></p>	Friday 2 <sup>nd</sup> November



# CREATING YOUR OWN PRE-SHOW MARKETING CAMPAIGN

As organisers, it is our responsibility to market the exhibition as a whole. However, as an exhibitor, you have the ability to create awareness about your participation at the event to your existing database.

Your own marketing campaign and promotional plan should include a combination of these options:

- ✓ **Use your personalised registration link and add your logo to the registration page** to invite your clients and prospects.
- ✓ **Download our event logo and banners** to use on your own promotional materials.
- ✓ **Insert an advertisement flash** on all advertising you carry out until the event.  
(e.g. a small Intermodal Europe logo and 'JOIN US AT STAND XXX' in the corner of your design to promote your presence). Make sure potential visitors know where to find you!
- ✓ **Add your personalised email banner** to your email signature and **post your personalised social media banner** on your social media accounts.
- ✓ **Customise your own email invitation** and send to your database. Low cost – no postage!
- ✓ **Send FREE visitor postcards** with all correspondence that leaves your office.
- ✓ **Publish details of your attendance at the event**, including stand number and your personalised registration link on your company website (*a personalised banner is perfect for this*).
- ✓ **Create a teaser video** demonstrating your products and services. Post this with the official hashtag **#IME18** on social media to engage existing and potential customers in advance of the event.
- ✓ **Become a featured exhibitor** on our website and gain added exposure to thousands of unique visitors to the Intermodal Europe website. Contact the sales team to discuss your options.
- ✓ **Organise a launch / product demonstration** at the exhibition to create incentive for key clients to visit your stand.
- ✓ **Hold press conferences or briefings** to benefit from free PR.
- ✓ **Arrange appointments with prospective clients** to take place at the event.



## REMEMBER:

The sooner you start implementing your marketing campaign the better – we are here to help you!

Please read on to find more information on what assistance we can offer you with your campaign.



# YOUR EXHIBITOR MARKETING ZONE

**The Exhibitor Marketing Zone allows you to promote your presence at Intermodal Europe through your Online Exhibitor Profile.**

The information that you provide will be used for your **Online Exhibitor Listing** and **Event Guide Profile**, so it is crucial that you upload these details as soon as possible to maximise your presence.

## INCLUDED IN YOUR EVENT GUIDE ENTRY:

- ✓ Company name
- ✓ Company address
- ✓ Company URL
- ✓ 50-word company description
- ✓ Product/service categories  
To be listed at the back of the event guide and used by visitors to locate companies of interest, providing you with the opportunity to drive an increased amount of the right visitors to your stand.



## INITIAL ACCESS

You will receive an email with a username and a link to create your password to access this area.

## HOW TO LOGIN

- Open up your web browser and go to [www.intermodal-events.com/ezone](http://www.intermodal-events.com/ezone)
- You will be asked to enter your **USERNAME** and the **PASSWORD** you created when first logging in.
- If you have misplaced your username or password, please click the **'forgotten your password'** link and follow the steps as instructed.

**DEADLINE: UPLOAD EXHIBITOR PROFILE**

**MONDAY 10<sup>TH</sup> SEPTEMBER**

# OFFICIAL EVENT GUIDE

**The Official Event Guide is a vital publication for visitors, which will be distributed free of charge at the show.**

The Event Guide is the only on-site publication specifically designed to connect every visitor with every exhibitor and is:

- **Uniquely designed** to drive more visitors to your stand.
- **Works for you after the show** – buyers use the event guide as an invaluable sourcing guide for products and services.



## ENTRY GUIDELINES:

- ✓ Give a brief description of what your company is exhibiting, i.e. products and services that will be on your stand.
- ✓ Mention any new products or services being launched at this year's show.
- ✓ Do not include your stand number in your 50-word text as this will automatically be included in your entry.

**DEADLINE: SUBMIT EVENT GUIDE PROFILE**

**MONDAY 10<sup>TH</sup> SEPTEMBER**

Event Guides is the official event guide publisher for Intermodal Europe.



## ADVERTISING OPPORTUNITIES

There are a number of advertising options to suit all budgets available within the event guide, including full and half page adverts, enhanced profiles and sponsorship.

To guarantee that you get yourself noticed in the official event guide, contact Ben Bewley at [ben.bewley@eventguides.co.uk](mailto:ben.bewley@eventguides.co.uk) or call 44 (0)1228 541200.



# YOUR EXHIBITOR REGISTRATION PORTAL

## EXHIBITOR BADGES

**Due to the introduction of GDPR, each exhibitor will need to register themselves individually via the Exhibitor Portal.**

Once registered, you will receive a confirmation email with your electronic exhibitor badge to print off and bring with you to the event. Alternatively, badges can be printed directly from the Exhibitor Portal.

If you are unable to bring your exhibitor badge with you, badges will be available for collection from **Monday 5th November, 14:00**.

**All stand personnel will require a badge to gain access to the exhibition hall.**

## YOUR PERSONALISED REGISTRATION URL

- **Upload your logo to create your personalised registration page and integrate your personalised registration URL** within your marketing e-mails, newsletters and web site to capture sales leads even before the event opens.
- **Track your registrations** – start interacting and planning meetings with customers before the event.



## INITIAL ACCESS

You will receive an email with a username and a link to create your password to access the Exhibitor Registration Portal.

## HOW TO LOGIN

- Open up your web browser and go to [www.intermodal-events.com/exhibitor-reg](http://www.intermodal-events.com/exhibitor-reg)
- You will be asked to enter your **USERNAME** and the **PASSWORD** you created when first logging in.
- If you have misplaced your username or password, please click the **'Forgot password?'** link and follow the steps as instructed.



**DEADLINE: REGISTER FOR EXHIBITOR BADGES**

**FRIDAY 2<sup>ND</sup> NOVEMBER**

# VISIT CONNECT

**The idea behind Visit Connect is quite simple. Exhibitors who communicate well, attract more visitors and leads to their stand. This results in more follow-up appointments after the event for the sales department and in turn, more orders.**

Visit Connect gives you total management of the pre-event, at event and post show process; offering you total control over every aspect of your event participation.

## With Visit Connect, you can:

### Pre Event

- ✓ Set targets for what makes a good event for you
- ✓ Pre-define questions, specific to your business
- ✓ Assign more than one device to your team

### At Event

- ✓ Collect leads
- ✓ Record each leads' unique answers
- ✓ Monitor your performance
- ✓ Add or edit questions as you go

### Post Event

- ✓ Download leads to excel
- ✓ Follow up on leads
- ✓ Make notes and change the stage of any lead
- ✓ Check your targets and prove ROI

**Order your Visit Connect license via the exhibitor registration portal.**

For more information please contact the Visit Connect team at:

**VisitConnect@ges.com** or **+44 (0)1923 690 690 Opt. 1**





# INVITE YOUR CLIENTS AND PROSPECTS

## SEND AN EMAIL INVITE



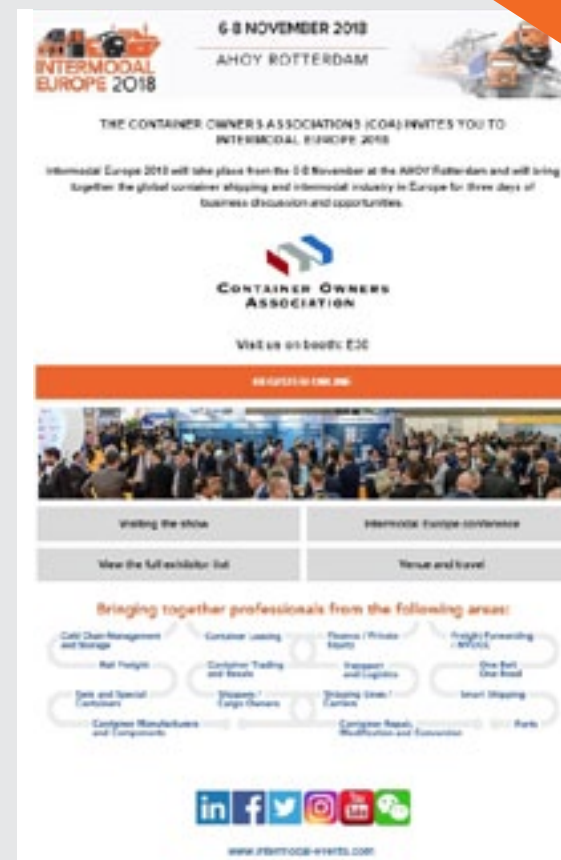
At the last count there was **5.2 billion active email accounts** and over **122 billion emails sent every hour**. With statistics like that – an email invite is a cost-effective way to reach a large number of your customers and prospect clients.

## LET US DO THE WORK FOR YOU...

The Intermodal Europe 2018 HTML email invite can be customised to include your:

- ✓ Company name
- ✓ Stand number
- ✓ Company logo
- ✓ Information about your product / services

RESEARCH HAS  
SHOWN THAT VISITORS ARE  
**70% MORE LIKELY TO VISIT  
YOUR STAND IF YOU HAVE  
PERSONALLY INVITED THEM**



# INVITE YOUR CLIENTS AND PROSPECTS

## VISITOR POSTCARD

**We can provide you with a visitor postcard invite to send out to your clients and prospects.**

The visitor postcard invite is an essential tool in promoting your presence at the event. It is often underutilised, so if you are wondering how to use the visitor postcard to your best advantage, here are a few suggestions:



### TOP TIPS:

#### ✓ Attach to your emails

Attach the visitor postcard when sending emails to clients and prospects, inviting them to visit you at the event.

#### ✓ Insert into your mail

When sending your usual letters to your clients, include a visitor postcard to remind them of your participation.

#### ✓ Post on social media

Engage with your social media network - post the visitor postcard and let them know where to find you.

#### ✓ Sales team visits

Ensure that your sales team take visitor postcards to external meetings to inform clients that you will be exhibiting.

**» DOWNLOAD THE DIGITAL POSTCARD**



# INVITE YOUR CLIENTS AND PROSPECTS

## PERSONALISED BANNERS

**All exhibitors will receive personalised email and social media banners with your stand number included.**

By adding your banners to your email signature and posting on your social media channels, you will increase awareness of your participation at Intermodal Europe and create a platform to initiate interaction and discussions with your clients and prospects.



### TOP TIPS:

- ✓ Add your personalised banner to your website - make visitors to your website aware of your participation and where they can find you at Intermodal Europe.
- ✓ Get your colleagues to add your personalised email banner to their email signatures to widen the reach of your presence amongst your clients and prospects.



If you require specific sizes, please [contact us](#) with your requirements.



# THE POWER OF SOCIAL MEDIA

**FOLLOW THE INTERMODAL EUROPE EXHIBITION PAGES:**



**Customer interaction through live events and social media can create ever-increasing circles of influence and engagement.**

During the weeks and months leading up to Intermodal Europe, use your social channels to create a growing 'buzz' about your involvement.

✓ **Follow Intermodal Europe's social media accounts**

Cross-promote announcements, website links, photos, and videos by liking, sharing and re-tweeting. (We will share and RT your posts to our followers across all social media accounts.)

✓ **Post your personalised social media banner**

Promote your participation at the event – include your stand number and any product launches, hospitality or incentives to drive visitors to your stand.

✓ **Use the event hashtag! #IME18**

To create a buzz in the lead up to the event – use this as a catalyst to maintain and build awareness.

✓ **Add your Social media links to your web profile on the marketing exhibitor zone**  
([www.intermodal-events.com/ezone](http://www.intermodal-events.com/ezone))

**» THE ESSENTIAL GUIDE TO SOCIAL MEDIA FOR LIVE EVENTS**



# VIDEO CONTENT

Online video is becoming the most consumed content format around and has become a powerful marketing tool, with around 59% of business executives preferring video over text.

Creating a video can be a low-cost, high-impact option for attracting customers.

- Add video to your website and emails or post them with the official hashtag **#IME18** on social media to engage existing and potential customers in advance of the event.
- **Submit your videos to us** and we can promote them across our extensive digital platforms.



## TOP TIPS:

Why not try one of the following themes:

- Q&A with company / product experts
- Product demonstrations
- How it's made
- Meet the team

» HOW TO UPLOAD A VIDEO TO YOUTUBE





# INCREASE YOUR PR OPPORTUNITIES

Public relations are an essential element of your marketing campaign and an extremely effective method of not only promoting your presence at the show, but also bringing visitors to your stand.

With 70+ industry media partners supporting the show, we can ensure that your company benefits from free publicity opportunities.



## TOP TIP:

By uploading your latest press releases to your online profile, you will:

- Increase your exposure
- Provide your company with another promotional vehicle

Any news received may also be included in one of our event emails or press releases.

» **UPLOAD YOUR PRESS RELEASES VIA THE EXHIBITOR MARKETING ZONE**







# INTERMODAL EUROPE 2018

For any requests or guidance in  
implementing your marketing campaign  
please contact:

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