

pure  
LONDON

X

JATC  
JUST AROUND THE CORNER

14 -16 JULY 2024 | OLYMPIA LONDON

## Marketing Brochure







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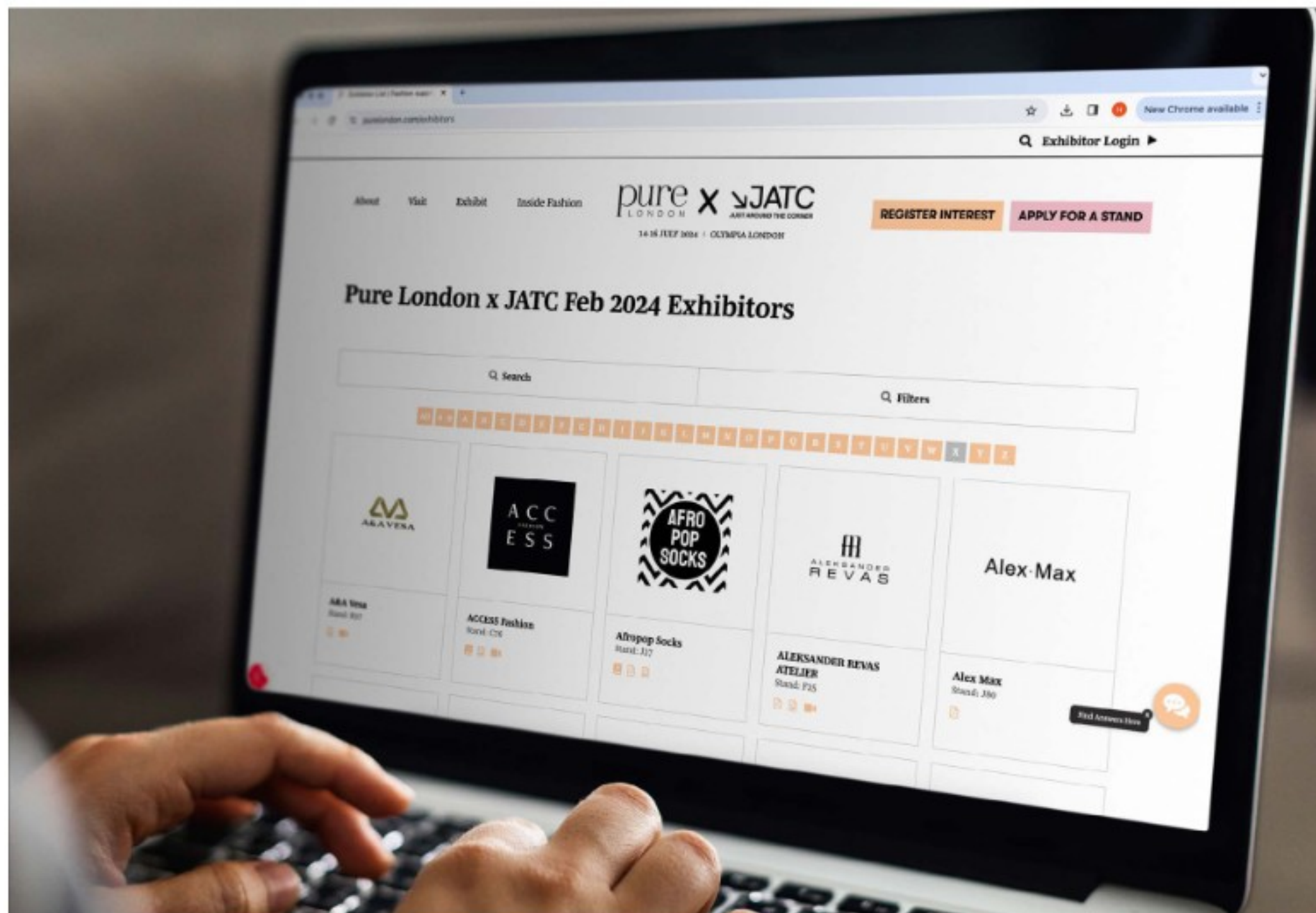
# The Exhibitor Zone

Upon registering to exhibit with Pure London x JATC, you'll be provided with login credentials for the Exhibitor Zone. This platform enables you to input your brand narrative, contact information, product brochures, catalogues, and collection categories. These details will seamlessly integrate into a virtual shop window featured on our website.

Your virtual shop window will captivate a broad spectrum of buyers exploring [purexjatc.com](http://purexjatc.com) in anticipation of the event.

To provide context, over the past 12 months, our website has garnered an impressive **770,302 views**, with a notable surge of **158,741 views** occurring during the month of the show.

These statistics are accurate from February 2023 to February 2024.



The Exhibitor Zone also serves as a dynamic hub of information, offering a wealth of resources including:

**Exhibitor Manual:**

A comprehensive guide detailing all logistical and operational aspects of participating in the show, ensuring a seamless experience for exhibitors.

**Marketing Support:**

Access to a variety of promotional materials and marketing opportunities.

**Team Contact Information:**

Direct access to our dedicated team members, facilitating swift communication and assistance.

**Event Announcements:**

Timely updates and announcements relating to the event, ensuring you stay informed and prepared for any pre-show or onsite activities.

## Click below for your step-by-step E-Zone guides

How to log in



[View on YouTube](#)

Navigating



[View on YouTube](#)

My Profile



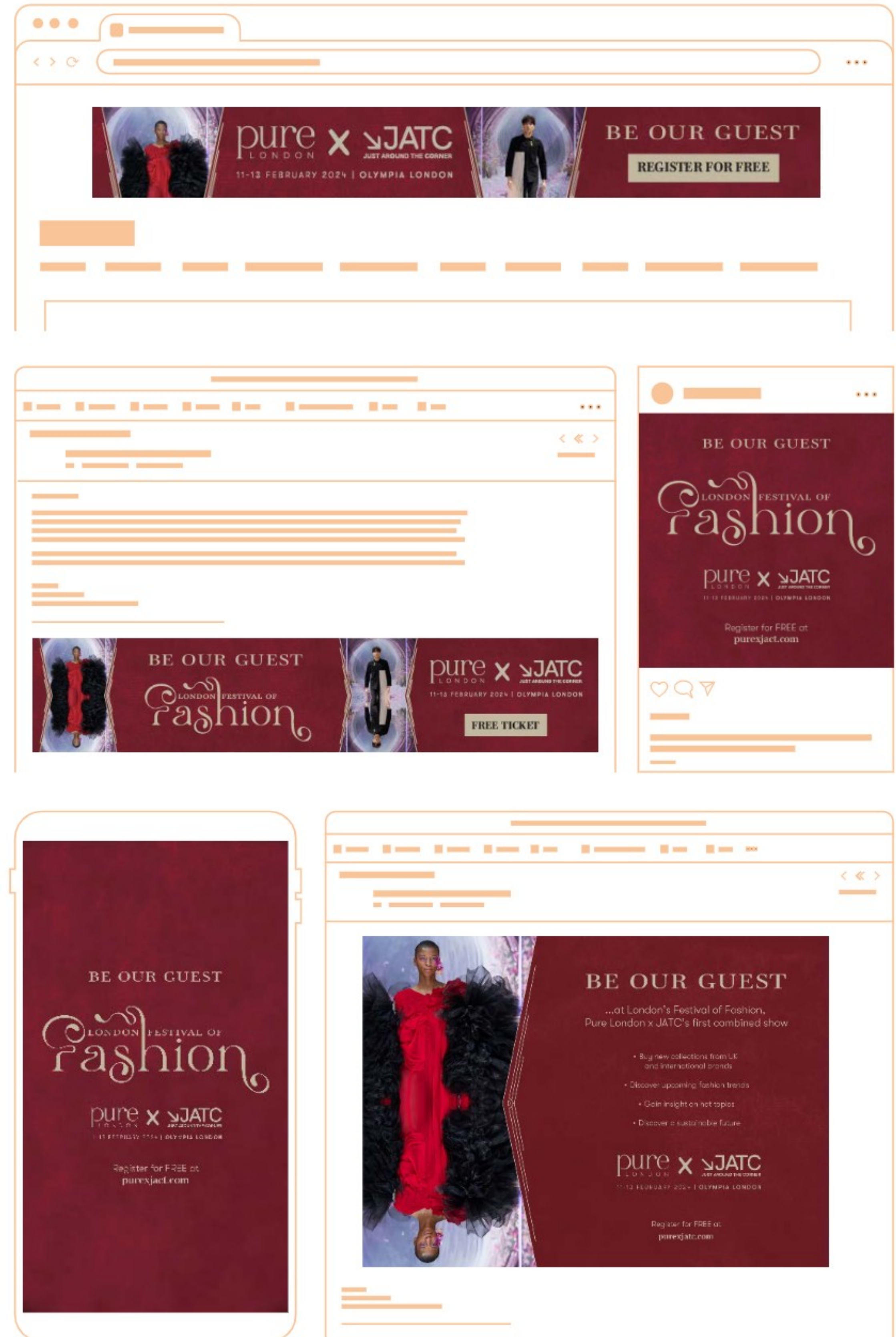
[View on YouTube](#)



# Marketing Assets

Our in-house creative team design a comprehensive array of branded assets, empowering you to promote your presence at the show and make a memorable impact with your audience.

- Engaging website banners
- Branded email signatures
- Invitations tailored for distribution to your contacts
- Dynamic social media assets for sharing across your channels
- Convenient QR codes facilitating swift registration
- Personalised invitations for a tailored touch
- Interactive GIFs to enhance your online presence





# Image Guide

We love to catch a glimpse of your lifestyle imagery as you prepare your collections for the show. Your visuals are invaluable for our marketing materials and can be shared across our social channels to highlight your presence at the event.

Pure London x JATC's Marketing Executive will reach out to you directly to request your imagery.

Please note that while these images won't be automatically added to your website profile, they will be securely stored for our marketing materials. Posting of your images are at our discretion and not guaranteed.

For any queries, feel free to contact:  
**[charlotte.macdonald@hyve.group](mailto:charlotte.macdonald@hyve.group)**





# Image Guide FAQ

## What images are you looking for?

Hero Images. Lifestyle pictures that best represent your brand and are a glimpse to what you're bringing to the show.

## How many images should we send?

Five to ten images is perfect. Rest assured, you will also have the opportunity to upload your imagery to the E-Zone.

## When and where will you post them?

We post brand images daily running up to the show across Instagram, LinkedIn Facebook, Twitter and Tik Tok. We will always tag your brand so look out for the notification. Please note, your images are not guaranteed to feature and the images we choose from your collection are at our discretion.

## Can I share video content?

Video content is a bonus, it's loved by our following!

Please share any:

- Behind the scenes video content
- Video campaigns
- Promotional videos
- Adverts
- Reels and Tik Toks



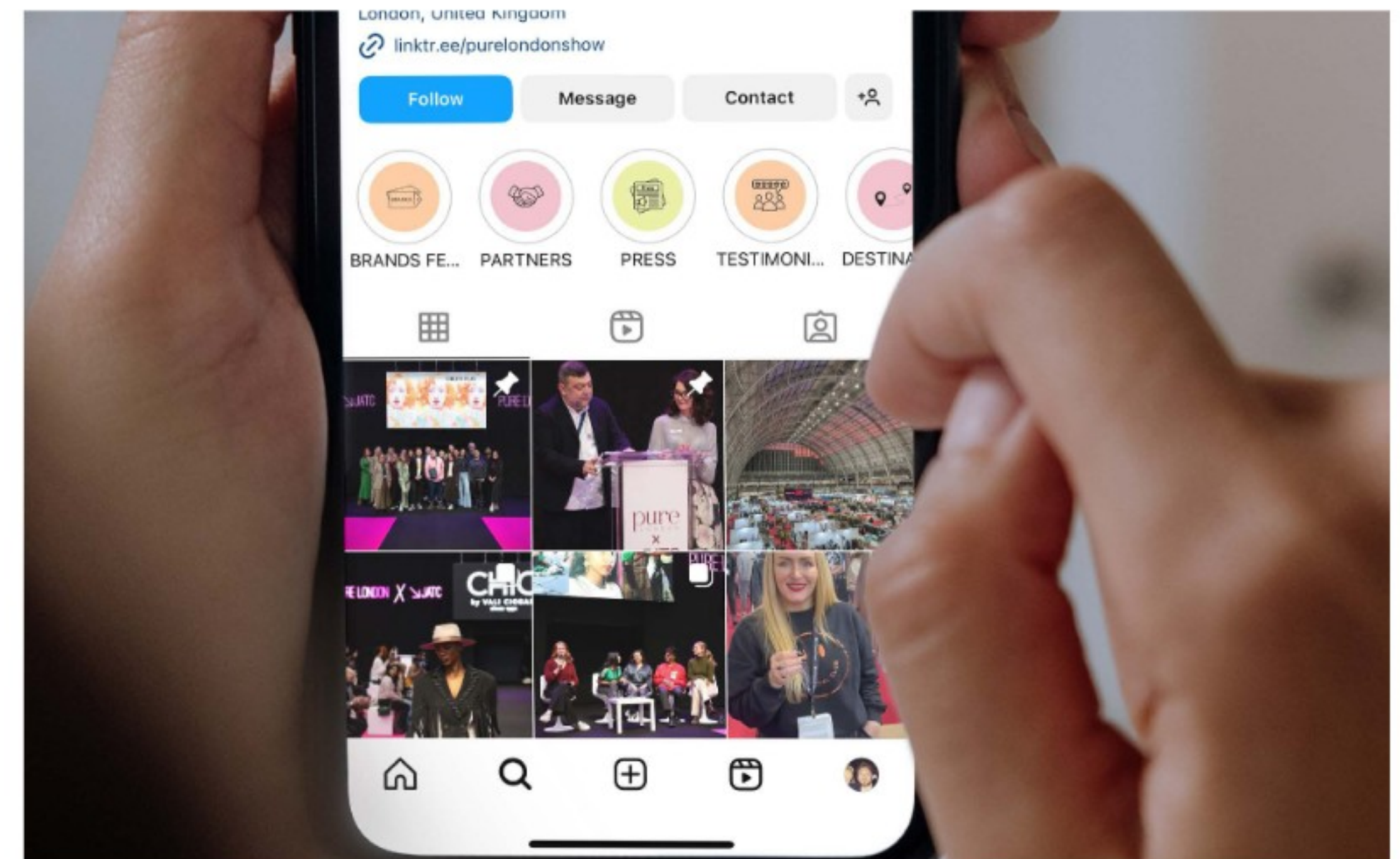


# Social Media

Our dedicated social media team is available year-round to champion our exhibitors on our social platforms.

The team love to share your brand narrative and imagery, starting from your initial sign-on, showcasing your stand at the event, and continuing through to any testimonials and feedback on your show experience that we capture.

With their strategic proficiency, your brand will extend its reach to both new and existing online audiences, fostering growth and engagement.



Accounts reached during the February 2024 show:



The channels for our community of fashion buyers, brands and retailers



Click each channel for more



# PR & Press releases

Our dedicated PR team work hard to craft and distribute press releases to media outlets, highlighting Pure London x JATC newness, our destinations, the latest developments, exhibitor lineups, returning favorites or new brands, the content program, theme highlights, and much more that excite our visitors.

We strive to incorporate numerous brand stories, with our February 2024 coverage showcasing 83% of our exhibitors.

## Stats relate to Pure London x JATC Feb 24

211 pieces of coverage in total across 26 weeks

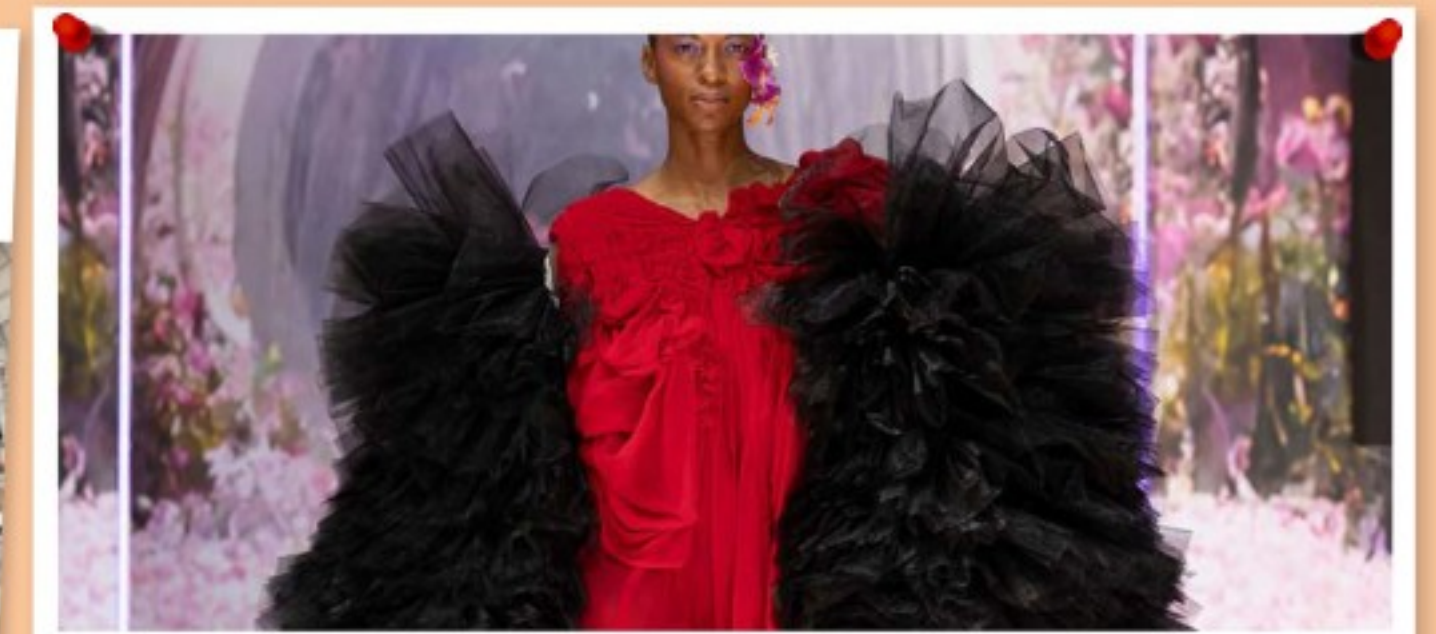
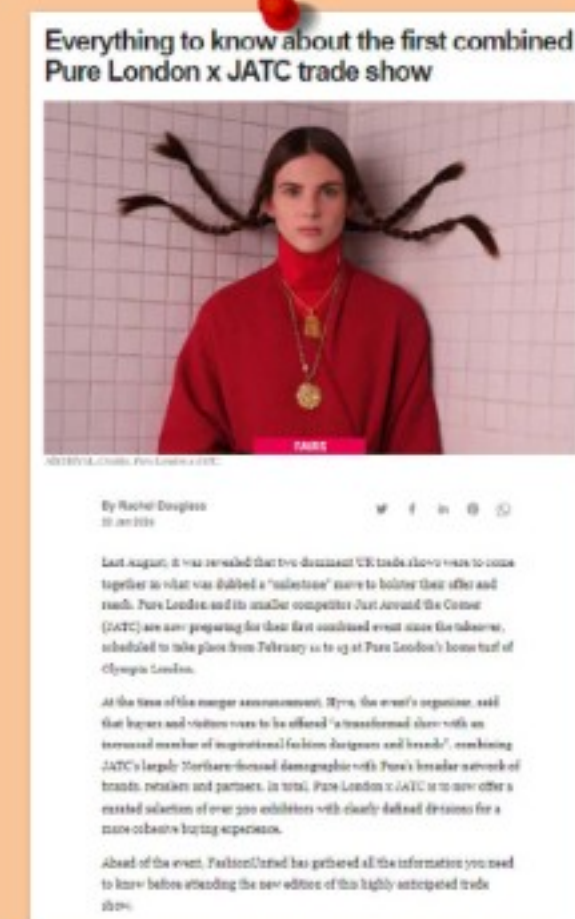
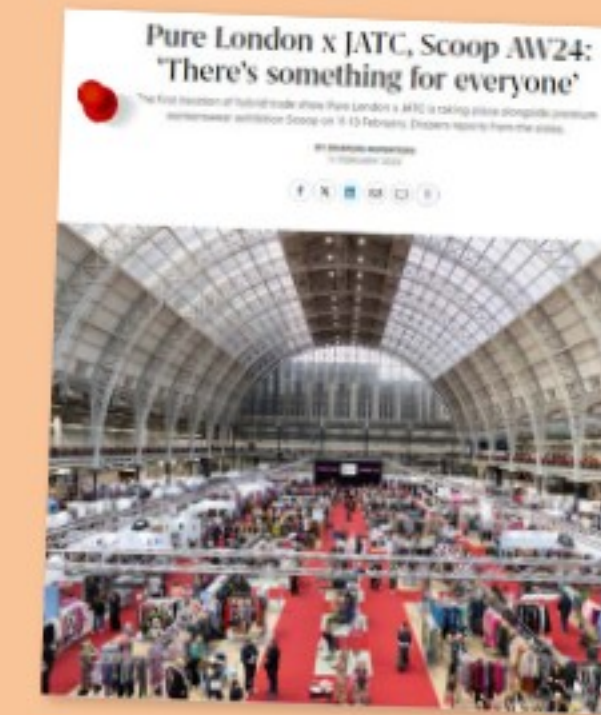
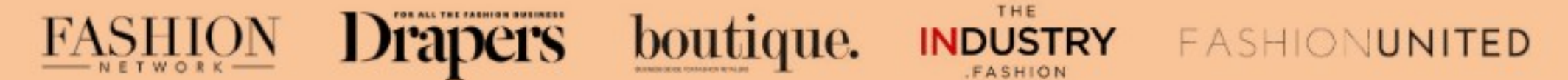
185 pieces of pre-show coverage across 25 week

23 pieces of coverage generated at the show

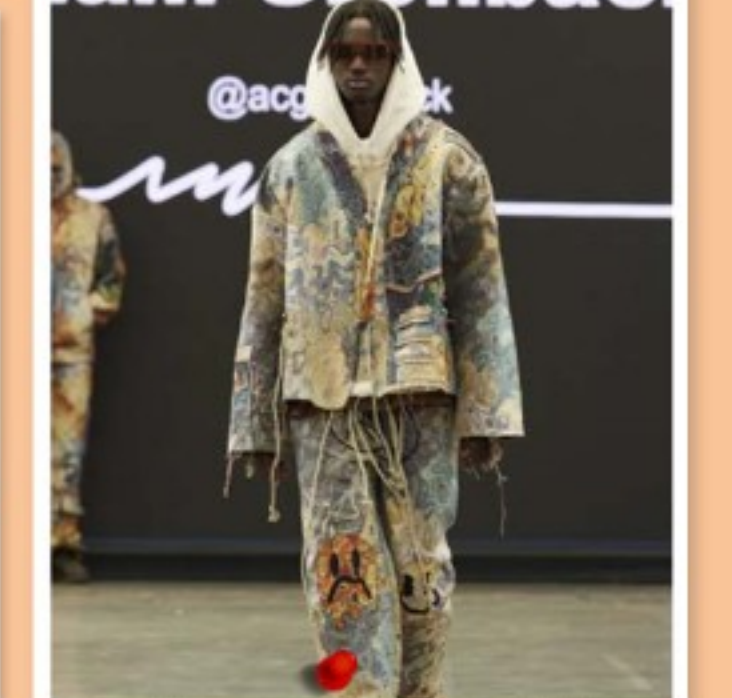
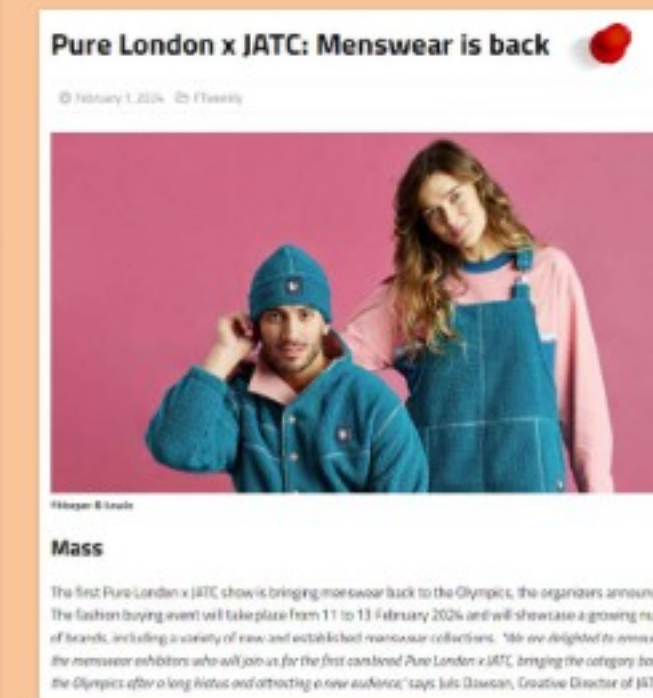
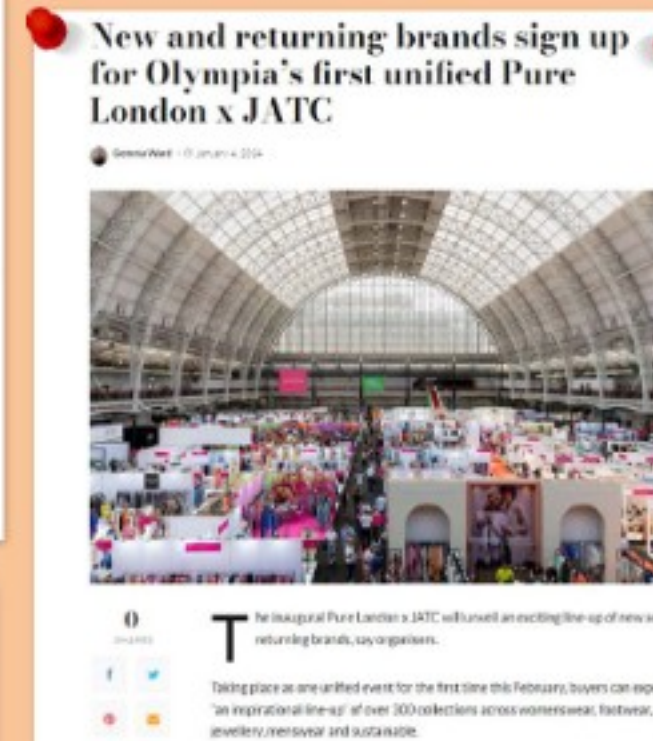
53 pieces of international coverage from 11 counties

## Press coverage

The press releases written by our PR team are picked up by numerous leading publications in the fashion industry, such as Drapers, Fashion United, Boutique Magazine, The Industry, and many more. This presents an excellent opportunity for significant exposure for your brand.



Pure London's Gloria Sandrucci and JATC's Juls Dawson on creating a new "festival of fashion"





# Hosted Buyer Programme

We extend invitations to over 1400 key retailers inviting them to receive a tailored, hosted experience.

Each invitee is personally welcomed by a member of our proficient PR team, who provides comprehensive show information.

The hosted experience can include transportation via taxi from a London airport, train station, or showroom, along with elevated treatment upon arrival at the event.

With our extensive experience, we've accumulated a valuable collection of VIP contacts. However, we're continuously seeking to broaden our network and warmly encourage any additional VIP buyer contacts you may have.

Please don't hesitate to provide us a list of contacts including their full name, job title, company, email address, town location and contact number if you'd like us to invite on your behalf.

Please share to [charlotte.macdonald@hyve.group](mailto:charlotte.macdonald@hyve.group).







# Visit Connect

Visit Connect is an app designed to streamline exhibitors' event experiences. It helps gather and assess connections made at events and distribute your company and product information to visitors.

**Key features include:**

1. Capturing and organising connections on-site.
2. Ability to invite clients and prospects to join the event.
3. Customisable questionnaires tailored to your business needs to aid in the follow-up process with buyers.

Example questions:

*What is your buying cycle?*

*What is your purchasing authority?*

*What products are you interested in?*

*What is your budget?*

*Are there any colleagues we should also contact?*

4. Reviewing and exporting connections for follow-up management post show.

## Here's how Visit Connect works...

**Preparation:**

Before the event, log in to Visit Connect via the exhibitor manual, register your team members, edit their permissions, purchase lead capture licenses and create tailored questions for visitors.

**Invitations:**

Invite your customers and prospects to join the event through personalised URLs.

**Event Interaction:**

During the event, use your smartphone or tablet to access Visit Connect and utilise the built-in badge scanner to instantly capture connections. The number of devices you can use depends on the licenses you have.

**To set up:**

1. Register your team members
2. Invite Guests
3. Purchase Licenses, share license QR codes or grant team members access to scan connections.
4. Create custom visitor questions
5. Review and export connection data

To purchase licenses, visit Visit's online shop. For support or more information, contact Visit Connect support at [visitconnect@ges.com](mailto:visitconnect@ges.com)

For additional details, refer to the **'User Guide'**





# At the Show

## Breakfast Presentation

You're invited to a trend breakfast presentation tailored specifically for exhibitors. We understand that during the show's opening hours, you may be occupied at your stand and unable to attend the various valuable content sessions available.

This exclusive presentation is scheduled before the show opens, providing you with the opportunity to discover upcoming trends, engage with guest speakers, and indulge in a hot beverage and pastry before embarking on a busy day. An official email invitation will be sent for RSVP's.

## Welcome post card

On the evening before the show opens, we extend a warm welcome to you with a post card with a personalised note from us, including a QR code granting you exclusive access to an invaluable array of resources. From the floorplan to the exhibitor list, content program and insights into the upcoming season of Pure London x JATC February 2025. This digital key unlocks a wealth of essential materials tailored to enhance your experience.

## Onsite social opportunities

Look out for us as we roam the show floor! Our dynamic marketing team are buzzing around to capture photography of stands and products.

We're always eager to engage in conversation with you. If you're comfortable in the spotlight we host a mini microphone series to create compelling content with you to feature on our social channels.





# Contact us

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**Fran Lister**  
Marketing Executive



**Charlotte MacDonald**  
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