

NEC | Birmingham | 16-19 February 2023

Your pre-show to-do list:



RUN A TICKET GIVEAWAY

Run a competition for your audience to attend the show - we can provide you with complimentary tickets to give away.



SPECIAL DISCOUNT CODES

We can create a dedicated discount code for you to share, so your valued customers and followers can purchase tickets at a preferential rate.



SOCIAL MEDIA

Don't forget to invite your followers!

If you're posting about the show on social media, be sure to tag us so we can share with our followers too - @boatlifeevents on Instagram, Twitter and Facebook. #sbsboatlife23



INVITE YOUR NETWORK

Drop your audience an email ahead of the show and encourage them to visit your booth.



DOWNLOAD BANNERS AND BRANDING

Head to the exhibitor area of our website to download branded BoatLife banners of all shapes and sizes.

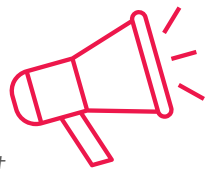
Customize and use them on your website and in your comms to let people know you're exhibiting.



PRESS DAY

Media events day 16th Feb 2023, a schedule of events will be published on the website.

To avoid event clashes, please contact us and get your event listed soon.



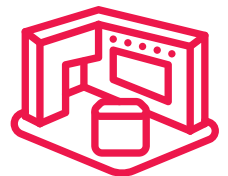
SEND US YOUR NEWS AND UPDATES

If you've got something new and exciting to shout about, then we want to know about it! Simply send us a press release or quick summary with some pictures or even a video, and we'll to add it to the "News" section of our website, and share on social media.



WHAT ARE YOU BRINGING TO THE SHOW?

Tell us what you'll have on show; new or exciting products, any well known boating figures or celebrities? Send it over and we'll do our best to include it in our pre-show promotions and PR campaign.



CONTACT:

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