

TECH SHOW LONDON

2 - 3 March 2022 ExCeL, London
techshowlondon.co.uk

PUBLICITY GUIDE 2022

8 WAYS TO PROMOTE YOUR
PARTICIPATION & GENERATE SALES
LEADS BEFORE THE EVENT STARTS!

By CloserStill Media incorporating



CLOUD EXPO
EUROPE



DEVOPS
LIVE



CLOUD & CYBER
SECURITY EXPO



BIG DATA
& AI WORLD



DATA CENTRE
WORLD

ORGANISED BY



1. Your Online Presence



➔ SHOW LOGO

Incorporate the show logo, dates and your stand number in any publicity material and advertising you carry out leading up to the show.

Place the logo at the top of any event listings, on your website, in your email signature and put flashes on any advertisements you are currently implementing in your direct mailings and email shots.

➔ ONLINE PROFILE

Upload your free web listing (150 words max) and logo (jpeg/png) via the Exhibitor Zone.

Access the Exhibitor Zone via the show website and log in with your username and password which will be sent to you in your welcome email.

➔ PRESS RELEASES

Publish your company news stories and press releases on your online profile. They will also appear in the News section of our website. Take advantage of this opportunity to keep our visitors informed in the run up to the event.

2. Social Media



Make sure you post, tweet and blog content to support your presence at the show. Do this ASAP to make sure your customers, prospects and followers save the date in their diary.

Mention specific product launches, promotions and incentives, special show activities, draws & giveaways you are running. We will re-tweet or share social media posts about our shows.

For more handy hints, please see our Social Media Guide which can be found in the **Exhibitor Zone**. If you have any questions, please contact your marketing team, details can be found in the Exhibitor Zone.



CLOUD EXPO EUROPE



@CloudExpoEurope



Cloud Expo Europe London

#CEE22

#TechShowLondon



3. Your Marketing Toolkit

➔ REGISTRATION URL

Your bespoke registration URL links to the event registration page and allows us to track all visitors who register via this link. We will send you their contact details two weeks before the show, so that you can plan your event and set up onsite meetings.

Include your bespoke URL in your signature, on your website, in your press releases - anywhere that you mention us!

Request your registration URL now by emailing the marketing team.

➔ MARKETING TOOL

Grow, engage and convert your audience using a brand new referral marketing tool. This will be launched later this year. You will find the following tools useful for your exhibitor marketing campaign:

- Customised Co-branded Event Landing Page for you to highlight your participation with the show. Share it on social media, newsletters, or send it directly to your customers!
- Personalised Email Invites allowing you to send invitations directly to your audience. Get information about who opens, clicks, and interacts with your messages on your dashboard and share it with your network!
- Bespoke Co-branded Web Banners to drive your audience to your landing page and exhibitor profile. Quickly direct people to engage with your presence at the show anywhere an image can be placed!



4. Case Study

➔ CITRIX

Citrix used all of their free marketing materials and got real results and were able to arrange meetings before doors even opened.

Results

They received leads from **40 registrations** before doors opened

They received it by

- Sharing their bespoke banner in their email signature, on their websites and through social media
- They sent out an EDM which included their registration link
- Citrix utilised every marketing material available to them - and it shows in their results!

➔ SOPHOS

Sophos also made the most of their presence through the free materials

Results

They received leads from **200 registrations** before doors opened

They received it by

- Using their bespoke banners through a specific social media campaign
- Their bespoke EDM was sent to their top prospects and the results came in.
- Sophos utilised every marketing material available to them - boy did it pay off!



5. VIP Passes



Invite customers and gather sales leads before the show even opens!

How It Works

Nominate your most important current or prospective customers, who are C-level or above. You pass their details to us and we will call them to invite them to the event on your behalf, followed by an email invitation from our VIP Delegate Team.

The Benefits

With your compliments, your nominees will be given 'first-class' treatment at the show. They will be given fast-track entry into the show, exclusive access, use of the VIP Lounge on the show floor and they will receive complimentary refreshments. Your VIPs will also be given priority front row seating in all conference theatres.

The Results

A greater incentive for your most important current or prospective customers to attend the show and visit your stand. We will send you the contact details of your registered VIPs two weeks before the show, so that you can plan your event and set up onsite meetings.

To recommend contacts for VIP passes, please email the full name, job title, company, full address, email and phone number of your nominees along with a non disclosure agreement to the team. Any questions, please get in touch with us.



6. Your Show Guide Listing



Submit your Show Guide listing via the Exhibitor Zone by **1st February** - every exhibitor is given a free listing in the show guide.

The Show Guide is handed to every delegate at the event. The official show catalogue provides a fantastic platform for promoting your brand to your target audience and driving key buyers to your stand so you can do business.

A member of the team will be contacting you during the coming weeks to advise you of sponsorship and advertising opportunities in the official publication.

If you have any queries, please do not hesitate to contact

Leanne Goldenberg
Publications Manager
+44(0) 203 978 1671
l.goldenberg@closerstillmedia.com



7. Press



Please bring your press packs to the press office on the show floor on the morning of **2nd March**. The press office provides an opportunity for press to collect information about exhibitors and relax in between stand visits, press briefings and interviews.

We run an internal PR campaign and we will compile a Press Attendance List, which will be sent to those who request it 1 week before the event takes place.

Please send through any relevant and exciting information about your presence at the event to TechPR@closerstillmedia.com with the subject line **PR Information**, including brand new product launches, cutting edge announcements made by your speakers and any special activities taking place at the event. This information can be used to pitch the media.



PRESS PACKS

These should include all relevant press releases, corporate information and photographs. Photos should be labelled with your name and contact number. Ideally all the information should be contained in a clearly labelled folder.

Boxes containing press materials should be clearly marked with the company name and for the attention of the press office. Press packs should include a relevant press release, background on your company and good, appropriate, captioned photography. It is important to bear in mind that journalists will be interested in news stories, so brochures and other sales materials alone are not suitable.

All press material that you produce for the show should include your stand number so that readers – and journalists – can find you on the show floor.

8. Sponsorship



We have a host of opportunities to increase your visibility, including lanyards, floor tiles, foot print floor stickers (from outside the entrance to your stand), floorplan, 'you are here' boards and A-boards (outside directional signage). Inserts into delegate badge mailings, email and newsletter advertising are also available.

Lots of highly effective branding and traffic building ideas to increase your return on investment and to ensure your stand gets the highest possible footfall. Many exhibitors use these sponsorship opportunities to reinforce brand identity and as the perfect complement to product launches and brand awareness campaigns.

Please contact the sales team for more information.

Nicki Morris, Event Director
+44 (0)207 348 5261
cloudsales@closerstillmedia.com





CLOUD EXPO EUROPE

See you at the show!

We can't wait to welcome you to our exhibitor drinks on the evening of the 2nd March at The Fox.

Nicki Morris, Event Director
+44 (0)207 348 5261
cloudsales@closerstillmedia.com

