

PUBLICITY GUIDE 2022

**9 SIMPLE WAYS TO
GENERATE SALES
LEADS BEFORE THE
DOORS OPEN**



**CLOUD EXPO
EUROPE**



**DEVOPS
LIVE**



**CLOUD & CYBER
SECURITY EXPO**



**BIG DATA
& AI WORLD**



**DATA CENTRE
WORLD**

ORGANISED BY



CloserStill

9 EASY WAYS YOU CAN PROMOTE YOUR PRESENCE AND GENERATE LEADS BEFORE THE EVENT

These activities will help you make the most of the show, getting as much coverage and as many leads as possible, generating a great return on investment.

According to the Centre for Exhibition Industry Research (CEIR), 76% of trade show visitors leave home already having decided which companies they want to visit.

Therefore we have designed this simple guide to help **maximise your investment** and to **optimise exposure** for your company, products and services.

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<p>DEADLINE: 5th November</p>	<p>DEADLINE: 5th November</p>	<p>Opening 7 weeks out</p>

More information can be found in the Ezone via the show website

1. MAXIMISE 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.

Download the show logo from you e-zone.

ONLINE PROFILE

 Add descriptions of your company :

- 150 words - for your profile on the website and app
- 50 words - for the Showguide

and add your logo (jpeg/png) via your Ezone.

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

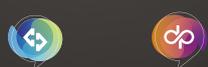
PRESS RELEASES

 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. ENGAGE ON 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. If you have any questions, please contact your marketing team, details can be found in the Ezone.



CLOUD EXPO EUROPE **DEVOPS LIVE**

 [Cloud Expo Europe Paris](#)

 [@CEE_Paris_](#)

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CLOUD & CYBER SECURITY EXPO

 [Cloud & Cyber Security Expo Paris](#)

 [@CCSE_Paris](#)

 [Cloudcyberseparis](#)



BIG DATA & AI WORLD

 [Big Data World Paris](#)

 [@BDW_Paris](#)

 [@BigDataWorldParis](#)



DATA CENTRE WORLD

 [Data Centre World Paris](#)

 [@DCW_Paris](#)

 [@datacentreworldparis](#)

TOP TIPS

- 1) Encourage your team to be involved! Getting team members to like and share the post on social media will help to reach their own connections.
- 2) Use hashtags strategically and tag the official event account. Use the most relevant and impactful few hashtags and let us help to share your posts too!

- 3) Share the love! Besides creating your own content, the shows posts can be utilized and easily shared to your connections with the click of a button.
- 4) Create a Facebook event and invite people to attend. Post details of where you'll be at the event, what you'll be doing, and what visitors can look forward to.
- 5) Increase your chances of getting noticed by industry peers. Research shows that optimal time to maximize eyeballs is between 12pm– 3pm, and use relevant keywords in your posts to appeal to your audiences.

More information can be found in the Ezone via the show website

3. BESPOKE BANNER AND REGISTRATION LINK

REGISTRATION LINK

AVAILABLE EARLY SEPTEMBER



Your bespoke registration link redirect 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 it in your signature, on your website, in your press releases – anywhere that you mention us! **You will receive an email from us with this bespoke link early September. If you do not please contact our Marketing team.**

BESPOKE CO-BRANDED BANNERS



Grow, engage and convert your audience using this marketing tool.

- Get your personalised co-branded web banners to promote your participation (3 sizes available). These are a great tool to insert in every communication material ahead of the show: email, website, social media.



REAL RESULTS*



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

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

THEIR RESULTS

THEIR RESULTS

40
REGISTRATIONS

They received these leads before doors opened



200
REGISTRATIONS

They received these leads before doors opened



THEY ACHIEVED IT BY

THEY ACHIEVED 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!

- 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!

*Results obtained in 2019 during Cloud Expo Europe, Cloud & Cyber Security, Big Data World and Data Centre World London.

More information can be found in the Ezone via the show website

4. VIP PASSES FOR YOUR CLIENTS

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

How It Works

Nominate up to 25 of 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.

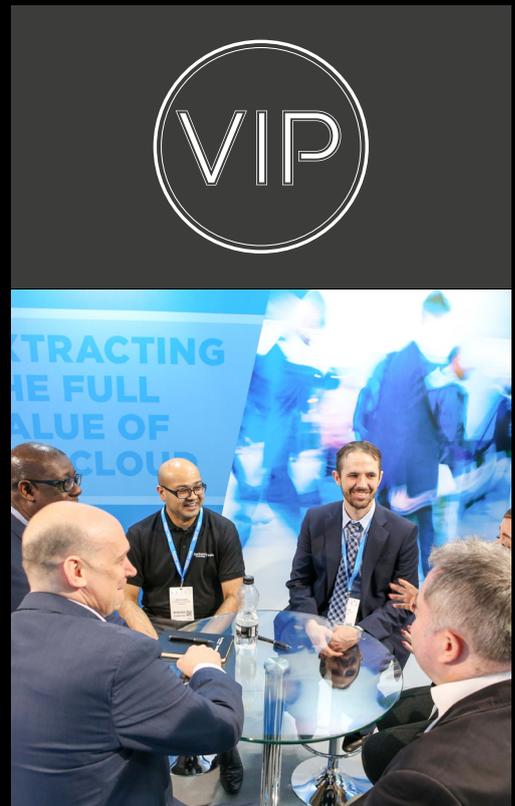
The Results

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.

The VIP pass is only for Senior Level managers, subject to Paris Technologies Team's approval.

Any questions, please get in touch with us.



5. DIGITAL SHOW GUIDE

 Submit your Show Guide listing via the Ezone by **14th October** - every exhibitor is given a free listing in the show guide.

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 the team via the Ezone.



More information can be found in the Ezone via the show website

6. REACH OUT TO THE PRESS



Please bring your press packs to the press office on the show floor on the morning of **16th November**. The press office provides an opportunity for press to collect information about exhibitors and relax in between stand visits, press briefings and interviews.

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.

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.

7. PROMOTE YOUR SPEAKER SESSION



More than 50% of our delegates visit the show with the aim of attending the content sessions to keep abreast of the latest developments and learn more from leading industry practitioners.

Make sure your speaker sessions stand out from the rest in these two busy show days. Our Conference Team will contact you to obtain these critical details:

- A. Speaker information (full name, job title, bio profile and headshot)**
- B. Session topic title and synopsis**
- C. Presentation slides**

BESPOKE SOCIAL MEDIA PROMO

Own your personalised banner featuring your company & session for digital marketing across your network as well as our corporate platforms

RETOUR D'EXPERIENCE

D'un démarrage DevSecOps à partir d'un environnement IT traditionnel

Ludovic Eschard
DevSecOps Team Leader
Orange

CLOUD & CYBER SECURITY EXPO
SOMMET VIRTUEL

23 JUIN 2021 13h25-13h50

More information can be found in the Ezone via the show website

8. EXTRA SPONSORSHIP OPPORTUNITIES

➔ 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.

OPPORTUNITÉS DE SPONSORING 2021
Réservez votre pack, nous avons le sponsoring idéal pour:
➤ Augmenter votre visibilité sur le monde du Data Centre en France
➤ Communiquer sur votre entreprise lors d'un événement prestigieux
➤ Attirer un maximum de visiteurs sur votre stand

OPPORTUNITÉS DE SPONSORING 2020

OPPORTUNITÉ	PAQUET	PRIX
Logo sur le plan de l'exposition	1000	2 500 €
Logo sur le plan de l'exposition + 1000 cartes de visite	2000	4 500 €
Logo sur le plan de l'exposition + 1000 cartes de visite + 1000 flyers	3000	6 500 €
Logo sur le plan de l'exposition + 1000 cartes de visite + 1000 flyers + 1000 badges	4000	7 500 €

OPPORTUNITÉS DE SPONSORING 2020
PRIX 8 000€

DIGITAL OPPORTUNITIES

Create personalized content, communicate beyond your network and generate new leads with our digital offer.

NEWSLETTER

Include your content in our monthly newsletters. They are a great way to gain exposure for your company, products and services.

WEBINAR

The opportunity to speak to a targeted audience and educate new prospects. We work with you from start to finish to create a fully personalised webinar that fits your current marketing and sales needs.

Please contact the sales team for more information.

9. APP AND NETWORKING ONLINE PLATFORM

➔ Access the mobile application and/or platform CloserStill Tech – Swapcard, 7 weeks before the show to prepare your company's exhibitor profile – your virtual booth. Upload the description, a video, photos of your products to make your showcase attractive.

You will have access to the list of visitors (4 weeks before the show) to organise appointments at your stand.

Visitors will also have the possibility to send you requests for appointments before and during the show.

This excellent commercial tool allows you to initiate discussions with your prospects and organise tailored meetings at your booth during the show and convert them into your future clients.



More information can be found in the Ezone via the show website

CONTACT

Cloud Expo Europe & DevOps Live

Nicolas Jonet, Show Director
+44(0) 207 0134 675
n.jonet@closerstillmedia.com

Cloud & Cyber Security Expo

Caroline Ballu, Event Director
+44 (0)207 348 5255
c.ballu@closerstillmedia.com

Big Data & AI World

Paul Hammer, Event Director
+44(0) 7 881 994 839
p.hammer@closerstillmedia.com

Data Centre World

Adrien Boulongne, Event Director
+44 (0)207 348 57 60 / +44(0)7 545 854 595
a.boulongne@closerstillmedia.com

More information can be found in the Ezone via the show website