

TECH SHOW

LONDON

12-13 March '25 ExCeL, London
techshowlondon.co.uk

PUBLICITY GUIDE 2025

9 WAYS TO PROMOTE YOUR PARTNERSHIP &
GENERATE SALES LEADS FOR THE EVENT!

INCORPORATING



CLOUD EXPO
EUROPE



DEVOPS
LIVE



CLOUD & CYBER
SECURITY EXPO



BIG DATA
& AI WORLD



DATA CENTRE
WORLD

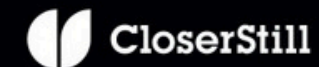
THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN THE UK

AWARDS



Best UK
Tradeshow '22

ORGANISED BY



1. Your Online Presence



➔ SHOW LOGO

Incorporate the show logo, dates and your stand number in all online platforms leading up to the show.

Our logo can feature on event listings, websites, email signature and you can also put flashes on any advertisements you are currently implementing in your direct mailings and email shots.

Ensure this links to your registration URL to drive registrations, meaning more visitors to your stand and the chance to win our exhibitor competition!

➔ ONLINE PROFILE

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

Access the Exhibitor Zone (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 about any exciting releases or news in the run up to the event.

Do you have interesting content that we can tap into and share via our online channels? Share it with us, and let's see how we can share this newsworthy content together!

2. Social Media Integrations



Make sure you post, tweet and blog content to support your presence at the show. This is a great way to make sure your customers, prospects and followers save the date in their diary.

Make sure to mention specific product launches, promotions and incentives, special show activities, draws & giveaways you are running.

POSTING TIPS:

Let's work as one - if you post or tweet about the event, make sure to tag our page in your post and use the hashtags - that way we can rehare your content to create dialog in between our channels - and a sense of community within the Data Centre space!



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#DCWL #TSL
#DataCentreWorld
#TechShowLondon



Socials Explained: LinkedIn

➔ Step one is to ensure you follow the Data Centre World London Page!

To include or update your affiliation with DCW on your company LinkedIn Page please link this to the official page:
<https://www.linkedin.com/company/datacentreworld/>

Alternatively, you can also **add this page as an affiliated page** to your company profile - allowing those visiting your company page to easily access the information about the event at the click of a button. For information on how to do this, [here](#).

As the CEO or Founder of the company, you can also affiliate yourself through your job description in the following steps:

- When editing your information, select the "Add" or "Change Company" link.
- Start typing "Data Centre World London" and select this with the logo from the drop-down menu.
- Add details about your partnership position in the event under job title or description.

EXAMPLE:

Janet Green

CEO, Green AI Solutions Group, Founder AI Solutions

2023 Event Partner, Data Centre World London

(Stand Number, Event dates, show hashtags and what you will have on offer can feature in the description)



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Facebook

➔ Step two: Follow the Data Centre World London Facebook Page!

You are encouraged to link to and “like” our official Data Centre World page. You are also encouraged to tag and/or mention us in posts, or post directly to the DCW Facebook page. Interact with us on Facebook through likes, shares and comments.

@datacentreworld



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#DCWL

#TSL

#DataCentreWorld

#TechShowLondon

Twitter

➔ Step three: Follow the Data Centre World London X/Twitter Page!

You are encouraged to link to and “like” our official Data Centre World page. You are also encouraged to tag and/or mention us in posts, or post directly to the DCW X/Twitter page. Interact with us on X/Twitter through likes, shares and comments.

Share your DCW partnership with your X/Twitter community by adding it to the Bio section of your pages Twitter profile.

Step 1: While viewing your X/Twitter profile, select Edit Profile.

Step 2: Enter your DCW Partnership information in the Bio field.

Step 3: Select Save.

@DataCentreWorld

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. You can then request their contact details two weeks before the show, so that you can plan your event and set up onsite meetings if you wish.

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.

➔ MEDIA KIT

The Data Centre World 2025 Media Kit makes promoting your stand easy. It includes:

- Customisable banners in various sizes with your stand number and logo, ready for use across social media, websites, email signatures, and press releases.
- A Customisable e-invite with your logo and stand number to send to your network, prospective attendees and VIPs.

Boost your visibility, engage your audience, and drive more traffic to your stand by sharing these assets. **Don't forget to use your personalised registration link to enter our competition for the exhibitor who generates the most attendees!**



4. PR Opportunities



Engaging with the media and making news is a powerful way to gain visibility, credibility, and build a positive reputation in your industry. **Tech Show London** presents numerous opportunities to enhance your PR efforts.

- **Press Releases:** Announce your participation, product launches, or significant updates through press releases. Upload your releases on the eZone, and liaise with our team to explore additional amplification opportunities.
- **Media Interviews:** Take advantage of the media partners involved in **Tech Show London**. Request interviews with relevant journalists to share your story and insights.

PR Kit: Access the press templates below to craft effective PR communications, with potential coverage by [Techerati](#).

Best Practices:

- **Identify a strong news angle:** Got a new product release? Announcing a new partnership? Use Tech Show London as a perfect platform to showcase your initiatives.
- **Craft a compelling story:** Let readers know problems you solve. A strong narrative is more likely to catch a journalist's attention.
- **Timely Communications:** Time your press releases and announcements to coincide with key event milestones.
- **In-Person Networking:** Engage with journalists and media professionals in person during the event.



Press Release: Template 1



[Your Company Name] to Exhibit at Tech Show London 2025

[City, Date] – [Your Company Name], a leading provider of [Describe your Product/Service], today announced that it will be exhibiting at Tech Show London 2025, the UK's most important technology event for businesses taking place on 12-13 March at ExCeL London.

[Input Quote About Your Excitement to be Exhibiting]

[Briefly Describe what Attendees can Expect from your Booth like Demos or Offers. Highlight the key Value or Unique Aspect of your Offering.]

Tech Show London brings together five leading events under one roof: Cloud Expo Europe, DevOps Live, Cloud & Cyber Security Expo, Big Data & AI World, Data Centre World. Amid this vibrant two-day event, [Your Company Name] will step into the spotlight, joining an electric lineup of exhibitors. Tens of thousands within the technology industry are expected to attend for two days of inspiring talks, vibrant exhibitions, and countless networking opportunities.

[Input Information About any Representatives that will be Speaking at Data Centre World. Include Session Topic, why it is Beneficial for Attendees, and even a quote from your speaker]

For more information about [Company Name], visit [Company Website]. To register for Tech Show London 2025, visit [Unique Link].

About [Your Company Name]

[2-3 Sentence Boilerplate About Your Company]

Press Contact

[Input Press Contact Information]



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Press Release: Template 2



[Your Company Name] to Launch New [Product/Service] at Tech Show London 2025

[City, Date] – [Your Company Name], a leader in [Describe your Field or Industry], today announced the launch of its new [Product/Service], which will debut at Tech Show London 2024, the UK's most important technology event for businesses taking place on 12-13 March at ExCeL London.

"The [product/service name] is a game-changer because [Describe what makes your Product/Service Innovative or Unique]," said [Your Name, Your Title]. "We can't wait to introduce it to attendees at Tech Show London 2025."

[Input Context Around the Relevance of Your Product to the Wider Industry - e.g. Industry Statistics, Facts and Figures]

[Add Testimonials from any Early Users or Beta Testers]

Tech Show London brings together five leading events under one roof: Cloud Expo Europe, DevOps Live, Cloud & Cyber Security Expo, Big Data & AI World, Data Centre World. This two-day event is expected to bring together tens of thousands of tech professionals for enlightening presentations, interactive exhibitions, and endless networking prospects, creating an ideal backdrop for the launch of [Your Product/Service].

Visit [Company Name] at booth number [Booth Number] to experience the [Product/Service Name] firsthand. Register now for Tech Show London 2025 at [Unique Link]

About [Your Company Name]

[2-3 Sentence Boilerplate About Your Company]

Press Contact

[Input Press Contact Information]



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5. Personalised Asset Usage

➔ CREATIVE ASSETS

A feature we offer to further assist your ability to promote the event, and your involvement in it, is through personalised creative assets. Look out for your personalised co-branded banner which you can use via your social platforms and websites.

You will have access to the below banners:

- Company Branded Banner
- Speaking Session Banner
- Generic Show Banner

We encourage you to use these when promoting the show via your socials by using them on your company and personal pages - or across website headers. Look out for these, which pop-up after completing your registration

For any further assets please contact:
dcwmarketing@closerstillmedia.com



6. 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. 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

Your nominees will be given 'first-class' treatment at the show. They will be given fast-track access at conference theatres and use of the VIP Lounge on the show floor where 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.



7. Your Show Guide Listing



Submit your Show Guide listing via the Exhibitor Zone by **2nd February** - every exhibitor is given a free listing in the show guide.

The Show Guide is available for every delegate at the event, as well as being sent to prospective visitors prior to 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.

For Show Guide advertising queries, contact our Publication Co-Ordinator.

David Benson

Email: david@showtimedia.com



8. Press



Please bring your press packs to the press office on the show floor on the morning of **6th 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.

9. 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.

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Mobile: +44 (0) 7956 591 322
Email: r.aulakh@closerstillmedia.com





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See you at the show!

We can't wait to welcome you to our exhibitor drinks from 5pm onwards on the 12th March at The Fox.

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