



The British Dental Conference and Dentistry Show & The Dental Technology Showcase

Marketing Manual

Your quick-fire guide to show success

British Dental Conference &

**dentistry
show** 

15th & 16th May 2020 / NEC Birmingham

Co-located with



In collaboration with



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Your 3-step guide to show success!

Here are 3 simple steps you can take to enhance your presence in the lead up to the Shows. Promoting yourself as early as possible ensures your brand gets maximum visibility among potential customers, giving you a handy head start over your competitors.



1

Use the Exhibitor Zone (E-Zone) to:

- **Upload your company logo**
- **Fill out your online profile** – short paragraph about your organisation will be listed in the show guide and website. Thousands of Dentistry professionals will see it, so make sure it stands out!

Deadline: 6th April 2020

Complete this step ASAP for maximum exposure and a guaranteed listing in the show guide.



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Get social and make your stand a delegate magnet



You can count on us to get your target audience through the doors of the event, but why let us have all the fun? **Join forces with us in our promotional efforts** to make sure as many delegates as possible visit your stand. The quickest, easiest way to get promoting is through social media.



Facebook

- Posting on **Thursdays and Fridays gives 18% more engagement** than Monday-Wednesday and weekends
- Facebook recommends posting **at least once a day/5 times a week** to stay relevant
- Use Facebook **video messages** as an engaging, visual way to get your message across

@thedentistryshow
#BDCDS20

@dentaltechshow
#DTS2020



Twitter

- Add us to your lists so you can see what we're doing and retweet quickly and easily
- Give your audience key information (date, place, stand number) in every post
- Use the event website link in as many posts as possible
- #Hashtag!- Use the event hashtags (#) and handle (@) to make your post more searchable and extend its audience beyond your followers

@thedentistryshow
#BDCDS20

@dentaltechshow
#DTS2020



LinkedIn

A Company page is **the perfect way to increase your search engine rankings** and boost your posts' impressions:

- **Pre-populate** your Company Page with content about the event in advance
- Get content ready for the week of the show and **encourage people to engage** with you. The more people engage with you (comments or likes) the more impressions you're going to get

linkedin.com/groups/3412943
#BDCDS20
#DTS2020

Extra tips to get the ultimate social media brand exposure:

- Share/ repost/ retweet the show as much as possible!
- Don't be afraid to repeat yourself- make sure key messages aren't missed. The automatic scheduling tool Hootsuite is handy for this
- Build suspense! Keep audiences informed of products you are launching, competitions you're running and what your stand will be offering them
- A picture speaks a thousand words - use images as much as possible
- Get filming! Videos, even on hand held devices are an engaging way to deliver a message
- Reply! Social media is made for conversing with others, so always respond to comments, questions and engagements from what could be a potential customer.

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Key marketing techniques to get your brand at the forefront of delegates' minds.



Event logos

Use the event logo, dates and your stand number in any publicity material and advertising leading up to the event. You can also use it in email signatures, your website, direct mailings and emails.



Make the most of the E-Zone

As well as uploading your profile and logo, there are other E-Zone features you can use to stand out from your competitors. Using the E-Zone, you can:

- Upload products to give delegates a glimpse of what you are offering them
- Upload press releases to get your brand's messages across
- Upload your social media handles to connect you with delegates



Let your contacts know you will be there

Reach out to your customers and colleagues to let them know you're exhibiting, so they can come and find you on the show floor.

Our marketers
are always on
hand to help you
– so don't be afraid
to **get in touch!**



Contact information

For marketing and PR enquiries, contact our marketing team:

Jessica John-Paul

E j.john-paul@closerstillmedia.com

T 0207 348 5263

For exhibition and sponsorship enquiries, contact our sales team:

Alex Harden

**The British Dental Conference
& Dentistry Show**

E a.harden@closerstillmedia.com

T 0207 348 5270

Harry Norman

Dental Technology Showcase

E h.norman@closerstillmedia.com

T 0207 348 1846

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