

GET CONNECTED
nec+plus

3 STEPS

TO ADD VALUE TO
THE CUSTOMER
EXPERIENCE



Save
time



Save
money



Surprise and
delight your
customers

WHAT'S INCLUDED...

nec⁺plus

Adding value to the Visitor and Exhibitor experience

Pages 03-07

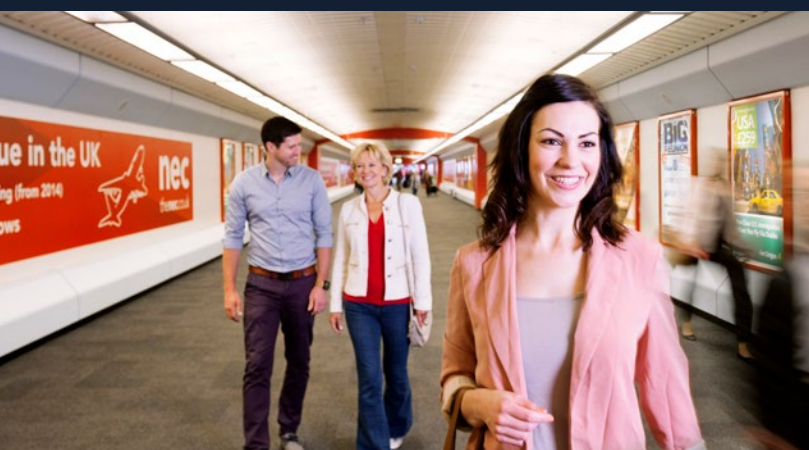


Exhibitor
Store

Enhancing the Exhibitor show experience

Pages 08-10

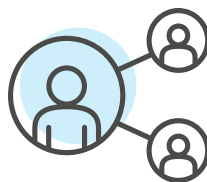









PLANNING AHEAD IS A BIG PLUS FOR YOUR CUSTOMERS AND YOU

We asked organisers, exhibitors and visitors what we could add to the NEC service to make their show experience even better....and what they told us was that being able to plan their day in advance would be a big PLUS.

Now they can do it easily with NEC PLUS – helping to make their visit stress-free and straightforward, saving them time and money and adding value to your show offering. All you need to do is add one simple NEC PLUS online link to the provided website banners, emails and social tiles and we'll do the rest.



MAKE YOUR CUSTOMERS SMILE WITH NEC PLUS, GIVING THEM INSTANT ACCESS TO...

| PLUS OFFERS | PLUSES FOR YOUR CUSTOMERS | PLUSES FOR YOU |
|---|--|--|
|  | 20% off Avanti West Coast Trains advance fares | Your customers get the feel good factor by saving money, and arrive fresh and ready for your show. |
|  | Pre-paid parking with discounted rates and exclusive online food and drink offers | Your customers receive a discounted rate on parking compared with paying on the day and with no time to queue, more time is spent at your show. |
|  Everything you could want | Helpful venue information | With so much to do on-site, your customers can plan their visit in advance so they can fully focus on your show, instead of finding things out on the day. |
|  | Exclusive savings at Resorts World with VIP card | Your community will receive additional discounts at Resorts World saving them money and keeping them on campus. |
|  | Up to 15% off Avis car and van rental | Convenient, cost-effective rental adds value and takes a load off your customers minds, so they can focus on your show. |



DON'T JUST TAKE OUR WORD FOR IT...

Our research has shown that not all customers were aware of the offers and benefits available to them when planning the essentials for their visit to shows at the NEC.

Whether it's travel, parking or Resorts World Birmingham, with NEC PLUS it's easy for you to raise awareness of offers which will enhance your customers' experience. With all those essentials in place, they can relax and enjoy the show to the full – and that's what brings exhibitors and visitors back time and time again, and helps increase customer feedback scores for you.

Source: Know Research

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Visitors & Exhibitors

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OFFER YOUR EXHIBITORS & VISITORS ALL THESE EXTRA BENEFITS WITH **NEC PLUS**



20% OFF AVANTI WEST COAST TRAINS TRAVEL*

A BIG SAVING ON AVANTI WEST COAST TRAIN ADVANCE FARES FOR YOUR CUSTOMERS

Avanti West Coast Trains services on the West Coast Mainline run directly into Birmingham International – so your customers can step off the train and straight into the NEC via a short covered walkway.

If they travel to your event with Avanti West coast Trains they will receive 20% off Advance ticket fares. No traffic jams, no toilet stops, just sit back and relax.

*Must be booked 3 days in advance.



SAVE ££'S WITH PRE-PAID & EXCLUSIVE PARKING FOOD AND DRINK OFFERS

Our research has shown that 62% of visitors would prefer to pay for their parking in advance – and now you can offer your customers that option, with the added bonus of them saving money as paying online offers a discounted rate compared to paying on the day.

The big PLUS for you is that your customers receive discounted parking prices and food and drink offers too. As there'll be less time queueing to pay – there'll be more time to spend at your show and more cash in their pockets too, with no parking charges to think about.

Please note: Shows are usually available to book 3 months in advance.



HELPFUL VENUE INFORMATION

How do I get there? What food and drink options are there? What facilities are available at the venue?

With NEC PLUS you can answer all those essential questions in advance and enable your customers to plan their day – so they enjoy a stress-free experience and focus on the show. And you can extend your event into the evening for networking and entertaining too, by making the most of the NEC campus with Resorts World Birmingham.

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OFFER YOUR EXHIBITORS & VISITORS ALL THESE EXTRA BENEFITS WITH **NEC PLUS**



EXCLUSIVE SAVINGS WITH OUR NEW **VIP CARD**

As a 24/7 destination, the NEC campus has so much to offer your customers during their visit to your show and now they can sign up to receive an exclusive VIP card to use at Resorts World Birmingham during their visit to your show.

Whether it's a spot of post-show shopping or a meal out with clients, as a customer of the NEC, your visitors and exhibitors can receive exclusive discounts across a range of outlets and restaurants to use during your visit to From World Bar and Patisserie Valerie to Levi's and Kurt Geiger, there's a whole load of extra discounts to take advantage off whilst they're at the NEC Campus.



UP TO **15% OFF** **AVIS CAR OR VAN HIRE***

Car and van rental from one of the best known names in the business with a big PLUS – up to 15% off the cost!

All your exhibitors and visitors have to do to save 15% on Avis car hire, 10% off midweek van hire or 5% off weekend car hire is book through the NEC plus link. Your customers can also benefit from a hassle-free experience with the added bonus of collecting their vehicle locally and conveniently leaving at our venue after the show.

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Visitors & Exhibitors



IT'S EASY TO MAKE
THE MOST OF

nec⁺plus

We know how busy you are in the run up to your show – and how important it is to give your customers all the information they need to ensure they have the very best experience at the event. So we've made it easy for you!

Just save the ready-made display ads provided and start using across your online communications.

3 STEPS TO ACTIVATE NEC PLUS AND USE ACROSS YOUR MARKETING CHANNELS:

1

Save the NEC Zip Folder we've sent you and save all of the individual display ads and banners provided for each offer.



2

Use the variety of display ads and banners for each offer in line with your current online communications plan, activating across your website, e-mail and social media in the run up to your event.



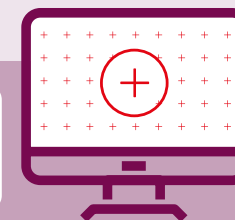
3

Ensure you link all of the offers you share across each platform to the NEC PLUS dedicated page using your unique link provided below.



YOUR NEC PLUS LINK:

You can find your unique link in the email from your NEC Account Manager



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SHARING IS CARING...

Our suggestions for sharing NEC PLUS as part of your online communication includes:

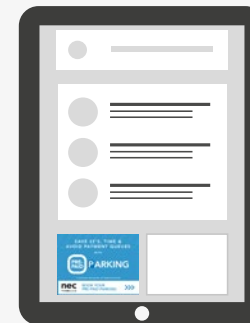
Website

Add our combined web display ad with all the NEC PLUS offers to your website for maximum visitor and exhibitor reach in the run up to your event.



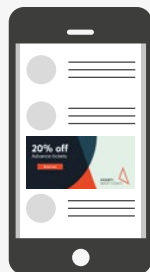
Emails

Add the email display ads for each offer across the most relevant emails in your communications plan.



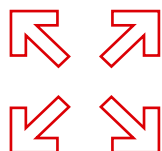
Social media channels

Add the individual offer display ads to suit your social messages and content by sharing NEC PLUS with your customers across Facebook, Twitter, and LinkedIn



Remember to link all to our NEC PLUS web page using your unique URL provided

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ONE SIZE MAY NOT FIT ALL...

In the NEC PLUS Zip Folder you'll find ready-made offer display ads in a variety of shapes of sizes to suit every application. But if you need another size, no problem – just let us know and we'll create it for you.

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Exhibitor Store

TRAINING SHOW
2018 - Wednesday, 3 October 2018

Search

Welcome to the NEC Exhibitor Store.
Plan ahead and order online all the essential services you'll need to exhibit at the NEC.

- Save time - order online at a time to suit you, 24/7
- Save money - get early bird discount reminders
- Upload your stand plans with your order
- Save your order and come back later to complete
- Get recommendations of other products that might be useful



Event IT



Piped Services



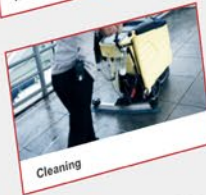
NEC Security



Health and Safety



Trades



Cleaning

- Effective planning
- Reduced costs
- Save time



We know how busy your Exhibitors are in the run up to your show, and how important it is for you to keep them engaged, make them happy and enhance their show experience so they will rebook time and time again...

This is why we've introduced our **NEW** Exhibitor Store, the easy way for your Exhibitors to book essentials online, saving them time, money and giving them the tools they need to plan ahead and make the most of their stand.



PLUS LOADS MORE

5 REASONS WHY YOU'RE GOING TO LOVE OUR NEW EXHIBITOR STORE

Effective planning creates more time to focus on your show...

Our new online ordering is available 24/7 so your Exhibitors can order online at a time that suits them

Reduced costs on stand essentials frees up budget for stand extras...

Our Exhibitor Store gives early bird discount reminders, meaning they won't miss out on making a saving

Spend less time on tasks for more productive pre-show planning...

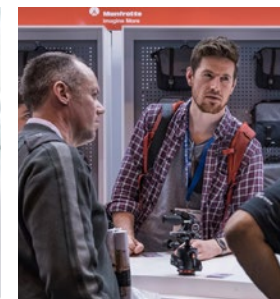
Exhibitors can now upload stand plans during ordering for a faster more efficient customer experience

Save more time with new order saving...

Save orders and finish them at a later date, minimising any frustration and time wasted having to start all over again

Perfect for first-time Exhibitors –

With helpful recommendations and suggestions of other products your Exhibitor may need – planning their stand has never been so easy and stress-free



Start your order online at:
<http://po.st/exhibitorstore>



Exhibitor Store



SHARE EXHIBITOR STORE AND ENHANCE YOUR EXHIBITORS SHOW EXPERIENCE...

One of the best ways to prepare your Exhibitors for their best possible show experience is to share access to our NEW Exhibitor Store across your channels in the run up to your show. To make this as easy as possible, we've provided a range of assets ready-made for you to use across your website, exhibitor portals, social platforms and emails.

How to use online:

Save the Exhibitor Store assets which have been provided in the NEC PLUS Zip folder you received with this document. Whatever channel you use, share the relevant asset and ensure you link it to the dedicated store page:

<http://po.st/exhibitorstore>

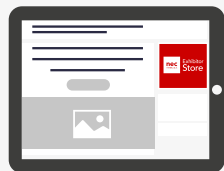
Exhibitor Pages

Add the Exhibitor Store button onto the relevant Exhibitor pages across your website for maximum reach in the run up to your event.



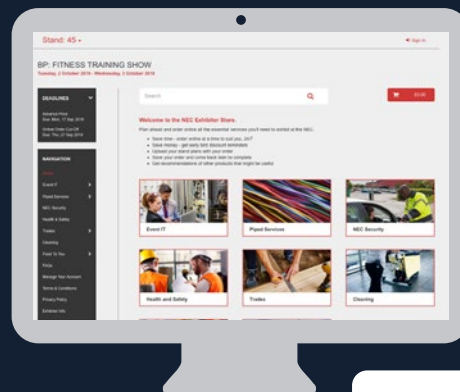
Exhibitor Portal

Add the Exhibitor Store button onto your Exhibitor Portals for easy access and wider reach amongst your Exhibitor community.



Exhibitor Emails

Include the Exhibitor Store display ads across the most relevant emails in your communications plan.



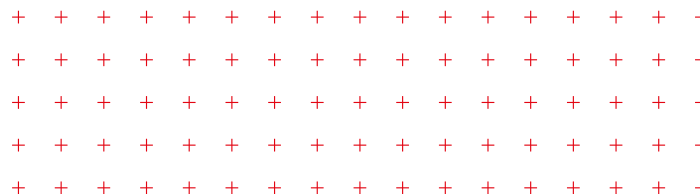
Unlike NEC PLUS, as this is for Exhibitors only - the Exhibitor Store has its own dedicated page. Remember to link all buttons and display ads directly to it:

<http://po.st/exhibitorstore>



WHY NOT INCREASE YOUR REACH?

Spread the message far and wide to help even more exhibitors in the run up to your show. Provide us with your exhibitor data and we'll send a dedicated solus email FOC from the NEC to prepare your exhibitors and make ordering their stand essentials a doddle.



Exhibitor Store

Exhibitors Only

ANY QUESTIONS?

Drop us an email or give us a call.

Exhibitions Marketing Team



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