

# TECH SHOW

## LONDON

6 - 7 March '24 ExCeL, London  
[techshowlondon.co.uk](http://techshowlondon.co.uk)

# PUBLICITY GUIDE 2024

8 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

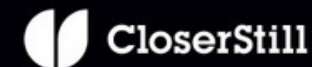
THE MOST IMPORTANT TECHNOLOGY EVENT FOR BUSINESS IN THE UK

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.

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

Try to always ensure this links to your registration URL to drive registrations and increase tracking optimisation!

## → ONLINE PROFILE

Upload your free web listing (150 words max) and logo (jpeg/png) via the 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 in the run up to the event.

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

## 2. Social Media Integrations



Make sure you post, tweet and blog content to support your presence at the show. Do this 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 need guidance on paid and digital media - this can be discussed with our digital team.**

If you have any questions, please contact your marketing team, details can be found in the Exhibitor Zone.



### BIG DATA & AI WORLD

#BDAIW  
#TechShowLondon

#### 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 reshare your content to create dialog in between our channels - and a sense of community within the Data and AI space!



# Socials Explained: LinkedIn

## → Step one is to ensure you follow the [Big Data & AI World London Page!](#)

To include or update your affiliation with BDAIW on your company LinkedIn Page please link this to the official page:  
<https://www.linkedin.com/company/big-data-world-london>

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, click [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 "Big Data & AI 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:

Jannet Green

CEO, Green AI Solutions Group, Founder AI Solutions

2024 Event Partner, Big Data & AI 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 [Big Data & AI World London Facebook Page](#)

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

[@BigDataWorld](#)



**BIG DATA  
& AI WORLD**

#BDAIW

#TechShowLondon

# Twitter

## → Step three: Follow the [Big Data & AI World London Twitter Page](#)

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

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

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

Step 2: Enter your BDAIW Partnership information in the Bio field

Step 3: Select Save.

[@BigDataWorld](#)

# 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. You will find the following tools useful for your exhibitor marketing campaign:

- 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. 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 the personalized 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 page banners - or across website headers. Look out for these, which pop-up after completing your registration

For any further assets please contact:  
[bdwmarketing@closerstillmedia.com](mailto:bdwmarketing@closerstillmedia.com)



## 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 **2nd 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.

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

**David Benson**

Email: [david@showtimemedia.com](mailto:david@showtimemedia.com)



# 7. 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](mailto: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.**

**Kyle Hare , Sales Manager**

**Direct: +44 (0) 20 7348 1858**

**Mobile: +44 (0) 7880 237 233**

**Email: [k.hare@closerstillmedia.com](mailto:k.hare@closerstillmedia.com)**





## BIG DATA & AI WORLD

# See you at the show!

We can't wait to welcome you to our exhibitor drinks on the evening of the 6th March at The Fox.

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