



Marketing Manual



Your quick-fire guide to show success

3 SIMPLE STEPS you can take to enhance your presence in the run up to the event. Promoting yourself as early as possible ensures your brand gets maximum visibility among potential customers, giving you a handy head start over your competitors.

11-12 October 2023 | NEC Birmingham

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Your 3-Step Guide To Show Success



1 Use the Exhibitor Zone (E-Zone)

Use the E-Zone to:

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



DEADLINE:
Friday 9th September

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



Keynote Stage



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2 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

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Twitter

- Follow us so you can see what we're doing and retweet quickly and easily
- Give your audience key information (date, place, stand no.) in every post
- Use your personalised registration link in every post
- Use the event website link in as many posts as possible
- Use the event hashtags (#) and handle (@) to make your post more searchable and extend it's audience beyond your followers

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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

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Instagram

- If you haven't done so already create an Instagram account. This is now a popular social media platform and worth utilising!
- Use easy to design tools like Canva to create interesting content and post regularly
- Remember to engage with your following through liking, resharing, and commenting

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Extra tips to get ultimate social media brand exposure:

- **Share, repost and retweet the shows** 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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3 Use 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.



Cover photo

Add a cover photo to your profile to brand the page and make it stand out from the crowd. The cover photo will appear on top of your dedicated page and behind your company name and stand number. It is a good way to visually tie together your stand and your profile page. The cover photo should be 1200x350px in either .jpg or .png format.



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. Don't forget to select your product categories - this will help the delegates to find your company when they are searching for specific products and services
- Upload press releases to get your brand's messages across
- Upload your social media handles to connect with delegates
- Access the Digital Marketing Toolkit, which you can use to create banners, email signatures and email invites with your personalised show information



Let your contacts know you'll be there

Reach out to your customers and colleagues using the banners, email signatures and invites created in the E-Zone. If you would like to receive paper invites that you can then post directly to important delegates you would like to invite to the show, please contact h.rasanen@closerstillmedia.com

Contact information

For marketing and PR enquiries,
contact our marketing team:

Heidi Rasanen

E: h.rasanen@closerstillmedia.com

Sabrina Ortolani

E: s.ortolani@closerstillmedia.com

For exhibition and sponsorship
enquiries, contact our sales team:

Adam Camel

E: a.camel@closerstillmedia.com

T: +44 (0)207 013 4680

Matthew Moore

E: m.moore@closerstillmedia.com

T: +44 (0)207 013 4987



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