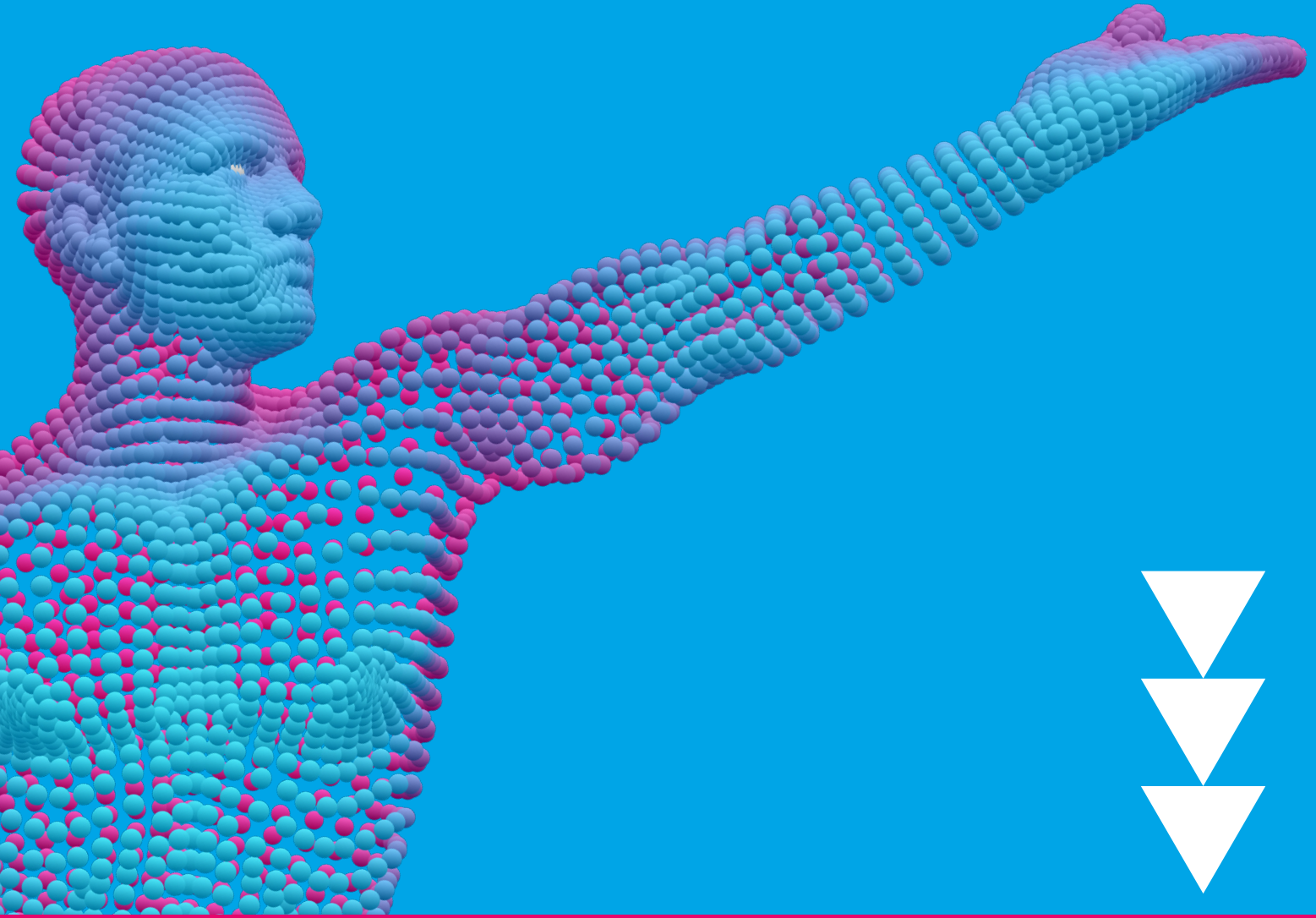




THERAPY EXPO

27-28 November 2024
NEC Birmingham

CO-LOCATED WITH



MARKETING MANUAL

YOUR QUICK-FIRE GUIDE TO SHOW SUCCESS

4 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 our delegates, giving you a handy head start over your competitors.

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ORGANISED BY



CloserStill

WWW.THERAPYEXPO.CO.UK

YOUR 4-STEP GUIDE TO SHOW SUCCESS!

1 USE THE EXHIBITOR ZONE (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 on the website. Thousands of therapy professionals will see it, so make sure it stands out!

Deadline:
Monday 1st July 2024

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

Really important!

WANT TO GO THE EXTRA MILE?

HOW ABOUT A DEDICATED TELEMARKETING AND EMAIL CAMPAIGN TO YOUR TARGET AUDIENCE?

All you have to do is supply us with a profile of your target audience including sector, job title and company name and our telemarketing team will invite them on your behalf.

WANT TO EMAIL YOUR TARGET AUDIENCE?

Let us know and we can create an email template for you to send to your database and invite them to this year's event.

To take advantage of this great opportunity, get in touch with Anu at: a.aborisade@closerstillmedia.com



YOUR 4-STEP GUIDE TO SHOW SUCCESS!

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.



f 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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@ INSTAGRAM

- If you haven't done so already, create an Instagram account. This is the go-to platform for therapy professionals
- Use easy-to-use design tools, such as "Canva" to create interesting content and post regularly
- Remember to engage with your following through liking, resharing, and commenting

**INSTAGRAM.COM/
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- 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 no.) in every post
- Use your personalised registration link 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 it's audience beyond your followers

**X.COM/
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#THERAPYEXPO**

in LINKEDIN

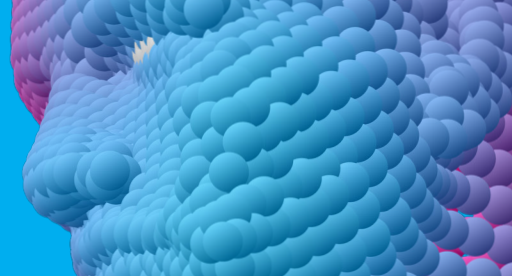
- A Company page is **the perfect way to increase your search engine rankings** and boost your posts' impressions
- **Pre-populate** your company page with content about the event in advance
- Get content ready for the week of the show and **encourage people to engage** with you. The more people engage with you (comments or likes) the more impressions you're going to get

**LINKEDIN.COM/
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EXTRA TIPS TO GET 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 imagery 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 engage with what could be a potential customer

YOUR 4-STEP GUIDE TO SHOW SUCCESS!



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, on your website, via direct mailings and emails.



COVER PHOTO

Add a cover photo to your profile to brand the page. The cover photo appears 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 to maximise your visibility to our audience. 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 messaging out to a large, targeted audience
- Upload your social media handles to connect you with delegates
- Access the Marketing Toolkit, which you can use to create banners, email signatures and email invites with your personalised show information



LET YOUR CONTACTS KNOW YOU WILL BE THERE

Reach out to your customers and colleagues using the banners, email signatures and invites created in the E-Zone.

YOUR 4-STEP GUIDE TO SHOW SUCCESS!



BE IN EVERYONE'S POCKET

The official show app opens the doors to an event community where you can share news about your business, engage with attendees, network with other exhibitors, and arrange meetings

Ensure full reach of your products and services before, during and after the event. Network with your peers, and arrange meetings with valuable prospects.

Complete your profile on the app as soon as it becomes available. You'll gain early access to refine your profile one week before its launch to our delegates. This allows ample time for you to polish your company listing and be prepared for any delegate enquiries once they gain app access.

We tell our delegates that the app opens the doors to a virtual marketplace where they can ask questions and discover cutting-edge offerings from our exhibitors. Networking is the heart and soul of Therapy Expo, and our event app takes networking to the next level.



CONTACT INFORMATION

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