



12-14 January 2027
Excel, London

Marketing Manual

This guide has been created to help you maximise your visibility and make the most of every marketing opportunity available in the lead-up to EAG360, the home of:

Amuse Expo, CompSocUK and London Gaming Show

Inside, you'll find clear instructions, practical tools, and essential resources designed to support your promotional activity before, during, and after the event.

Whether you're updating your profile, sharing content, or enhancing your onsite presence, this manual ensures you have everything you need for a successful and high-impact exhibition.

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Pre-Show Marketing Checklist

To help you prepare effectively for EAG360, 2027, Amuse Expo, CompSocUK and/or London Gaming Show, we have created a simple checklist to ensure you complete all essential marketing tasks ahead of the event. Following this list will help maximise your visibility and ensure a smooth run-up to show opening.

Activate Your Gleanin Link

- Look out for your personalised Gleanin email and begin sharing your pre-designed social media templates across your preferred platforms. Use the official event hashtags to increase reach.

Update Your Exhibitor Zone Profile

- Log into the EZone using your credentials and complete all required fields. Upload your logo, company description, product categories, and contact details. The more complete your profile, the more visible you will be to visitors.

Download Event Branding Assets

- Access logos, banners, email signature graphics, and social media collateral from the EZone. Begin using these assets immediately in your communications.

Submit Press Releases & News

- Upload any company announcements, product launches, or updates via the EZone. This ensures your news is visible to visitors and media ahead of the show.
- **Prepare Your Social Media Content**
- Draft posts, images, and announcements promoting your presence at the event. Schedule content for the weeks leading up to the show.

Ensure App Access

- Download the EAG360 App and complete the login process using your registration email. Familiarise yourself with the features available to exhibitors.

Confirm Lead Capture Requirements

- Decide whether you will use the Engage Scanner app or handheld scanners. Order your preferred option in advance to avoid delays onsite.

Gleanin is a powerful tool that enables exhibitors to amplify their event reach by leveraging social networks. By sharing pre-designed templates and messages, you can effortlessly increase engagement and attract more visitors to your booth.

Gleanin simplifies the process of promoting your participation in EAG360 2027, making it easy to reach a broader audience with minimal effort.

By using pre-designed templates and leveraging social networks, you can significantly enhance your event visibility and attract more visitors to your booth. You'll receive an email link and will be able to use this tool to promote your presence at the show immediately.

Make sure to use **#amuseexpo2027**, **#compsocUK2027** and/or **#LGS2027** depending on which area of the expo you are exhibiting at.

Hi There 🖐️

We have created some images for you. Simply choose a favourite and share.

Let's get going



Sharing With Gleanin

Step 1: Open Your Email Link

Look out for an email from the team at TEMBO containing your personalized Gleanin sharing link.

Step 2: Access Your Sharing Template

Click the link in the email to open your three pre-designed social media posts tailored to EAG360 2027.

No login required.

Step 3: Choose a Platform

Click the “Share” button to select your preferred social media channel

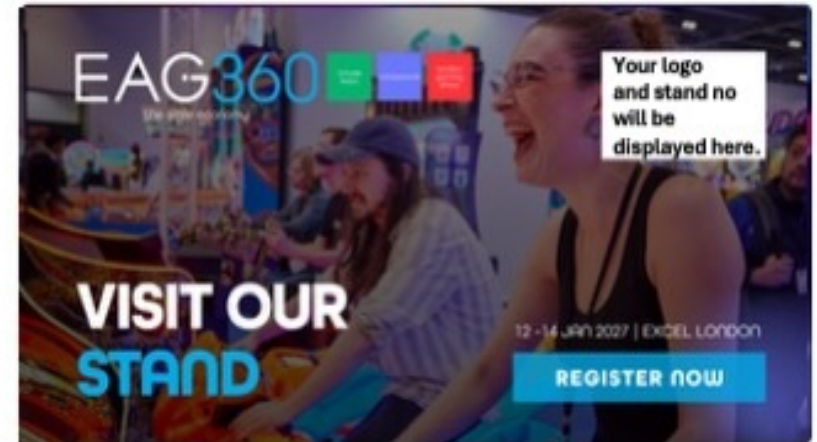
Facebook, LinkedIn, Twitter, or others.

Step 4: Share and Repeat

Click “Post” to publish your message.

You can repeat the process to share across multiple platforms.

Please choose one of the images we've created.



1 / 3



Select where to share



Exhibitor Zone (EZone)

The Exhibitor Zone on the EAG360 2027 website is your central hub for managing your exhibitor profile, accessing resources, and sharing your updates.

The Exhibitor Zone provides a centralised location for all your marketing needs, allowing you to efficiently promote your participation at the EAG360, Amuse Expo, CompSocUK and/or London Gaming Show.

By keeping your profile updated and utilising available resources, you can ensure a seamless and successful participation in the expo.

You will receive your login details via email

The screenshot displays the EAG360 website's Exhibitor Zone (EZone) interface. At the top, the EAG360 logo and event partners (amuse expo, compsocUK, london gaming show) are visible. Below the navigation bar, there is a login section with fields for Username and Password, a Login button, and a link for 'Forgotten your password?'. The main content area is divided into two columns. The left column features a 'Welcome Phil Gibbs' message, the ZASP logo, and a 'ZASP Test' section. Below this is a list of links: Home, My Profile, Task List, Resources, Upload a Press Release, Upload a Product, Embed a Video, and Web Portal For Mobile App. A progress bar at the bottom of this column indicates 'Your profile is 50% complete'. The right column contains a 'Welcome to the ERG Exhibitor Portal!' message, followed by a paragraph explaining the portal's purpose and a list of three key actions: 'Update Your Company Information', 'Access Marketing Materials', and 'Manage Your Profile'. A final paragraph states the goal is to ensure exhibitors have everything needed to maximise their exposure and make their participation a success.

Home | Events | Visit | Exhibit | News

Username
Password
Login
Forgotten your password?

Welcome Phil Gibbs

ZASP

ZASP Test

Home
My Profile
Task List
Resources
Upload a Press Release
Upload a Product
Embed a Video
Web Portal For Mobile App

Your profile is 50% complete

Welcome to the ERG Exhibitor Portal!

We're excited to have you as an exhibitor at this year's event. This portal is your one-stop destination for all things related to your participation. Here, you'll be able to:

- **Update Your Company Information** - Ensure that your brand is accurately represented by updating your logo, company details, and booth information.
- **Access Marketing Materials** - Download promotional assets, including banners, event logos, and social media templates, to help promote your presence at the event.
- **Manage Your Profile** - Keep your exhibitor profile current.

Our goal is to make sure you have everything you need to maximise your exposure and make your participation a success! If you have any questions, feel free to reach out to our support team at any time.



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How to use the Exhibitor Zone (EZone)

Access the Exhibitor Zone:

Log in with the credentials provided to you.

Update Your Profile:

When you log in you will be automatically directed to your profile. Upload your exhibitor logo. Fill in or update your company details, contact information, and a brief description of your offerings.

Remember to use the name as you would like it to appear on the EAG360 website, if it is different from your company name. The system will lead you through the tasks that must be completed but please fill in as many details as possible.

Once you enter the E-Zone, you will find all marketing resources available for you to use, including event logos, email signature logos, social media collateral and how to download and use the EAG360 digital event app. Make sure to download them and start using them immediately to promote your presence at the EAG360 2027. You will also find an area where you can upload your news, press releases and other promotional materials. Make sure to share any news with us, so your profile is active and up to date.

EAG360

the smile economy



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EAG Expo Event App

How to access the EAG360 App

1. Download from Your App Store

- iPhone/iPad: Open the App Store
- Android: Open the Google Play Store
- Search for “EAG360” and tap Install

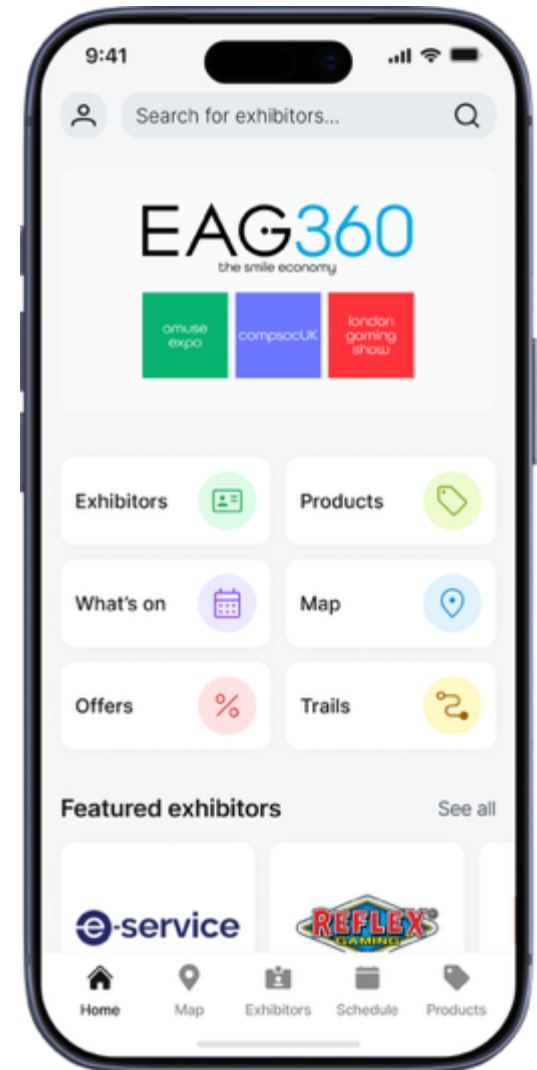
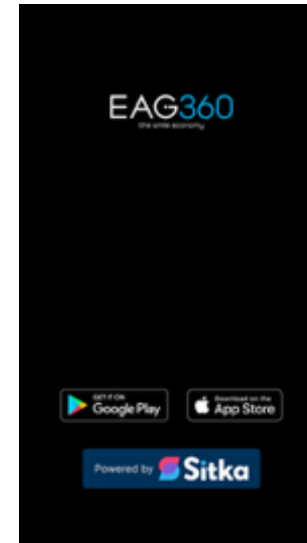
2. Open the App

- Once installed, open or find the app on your home screen

3. Set Up the App

- Follow the on-screen steps to sign in using your email which you used to register for the show.
- Click the send login code.
- Enter the login code sent to your email address, and you now have access to the App.

NB: If you already have the EAG360 App installed, simply open the app and you will receive a notification to update the app via the app store.

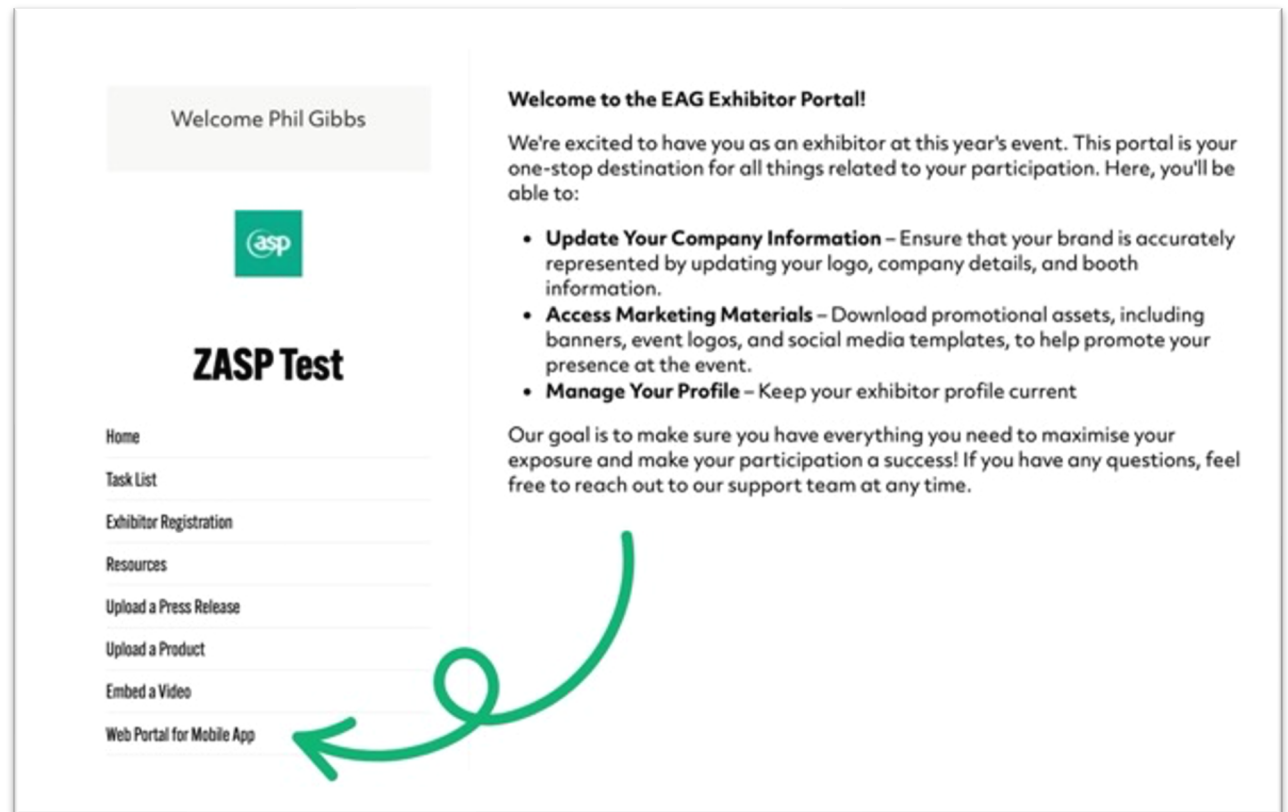


Exhibitors: App Access via Ezone

You can also access and edit the app directly from the Exhibitor Ezone at eagexpo.com:

- Go to the Ezone log in page
- Sign in using your email address and password for your company's main EAG360 contact.
- Click the web portal link shown in the image to launch the app

You will then see the upgrade options as shown on the next page and you can choose to enhance your package and boost visibility at the show.



Exhibitor App upgrade packages

To upgrade your package, select either advanced or pro and continue to the payment screen.

Payment is required using a credit or debit card.

Packages

Explore package features in more detail on the following pages →

Essentials

Included

£0

A foundation for generating awareness and attracting buyers.

Includes:

- ✓ Basic company profile
Logo, bio, stand ID, website & social links, telephone number, email, team info.
- ✓ Interactive map listing
- ✓ 2x Product Listings
- ✓ Appointment scheduling (1 user)

Advanced

£249

Enhanced features to boost brand exposure and lead generation.

Everything in 'Essentials' plus:

- ✓ Featured exhibitor listing
- ✓ Enhanced company profile
Includes image gallery, video media.
- ✓ 5x Product Listings
- ✓ 1 offer listing
- ✓ Appointment scheduling (3 users)

Pro

Popular

£499

The ultimate package to stand out against your competitors.

Everything in 'Advanced' plus:

- ✓ Logo on interactive map
- ✓ Featured exhibitor listing
- ✓ Unlimited product listings
- ✓ Featured product listing (x1)
- ✓ Unlimited offer listings
- ✓ Appointment scheduling (unlimited users)
- ✓ 1-1 Networking

Sponsor

£5,000

Unlimited features and maximum exposure across all touch points.

Everything in 'Pro' package plus:

- ✓ Headline banner
- ✓ Sidebar banner
- ✓ Logo placement
App Store listing, Google Play listing, Marketing campaign

Advertising add-ons

- 1 Mid-page banner
£999*
- 2 Footer banner
£999*
- 3 Pop-up Banner
£999*
- 4 Notification
£499*

Why upgrade?

Featured products achieve:
+1,844% impressions and +924% clicks*

Featured exhibitors achieve:
+541% impressions and +286% clicks*



All prices are + VAT

* Based on average performance across Sitka shows 2024-2025

Exhibitor Sponsorship Opportunities

To learn more about these exciting sponsorship opportunities and how you can become a partner, please contact either

Steve James

London Gaming Show & CompSocUK

Bookings and Liaison

E: steve.james@eagexpo.com

M: 07795 651095

Tom Hackett

Amuse Expo & CompSocUK

Bookings and Liaison

E: tom.hackett@eagexpo.com

M: 07555 707942

Or call sales on +44 (0) 020 4502 0550

Available	Details	Cost
Event App	The official app for maps, meetings, and event schedules. - Featured App Partner - Logo placement - Rotating banners - Product listings	From £499
Entrance & Welcome Branding	High-impact visibility at the show's primary arrival points. - Main Entrance Archway - Registration Zone Panels - Directional Welcome signs	From £2,500
Floor & Wayfinding Graphics	Strategic placements guiding visitors through the halls. - Directional Signs - Premium Floor Decals - Sponsored "You Are Here" Boards	From £250
Social & Networking Spaces	Align your brand at gathering points. - Main Bar Partner - Business Lounge Sponsor - Coffee Lounge Host	From £1,500
Digital Communications	Extend your reach pre & post show. - Email Banner Placement - Sponsored Content - Post-Show highlights Branding	From £800
Bespoke Packages	Tailored options that can include onsite visibility, digital engagement, event app, hospitality and content opportunities.	From £1,500



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Lead Capture Services:

Looking to capture leads at the show?

Don't miss a single lead with JET's lead capture services. With the Engage Scanner app, you can scan and save leads instantly, personalise them with notes, photos, and voice memos, and access your data in real time - all from your phone.

Prefer not to use your phone?

Handheld scanners are also available.

If you are interested in obtaining the lead capture app or scanner from our registration company, JET, you can do so via the link below:

<https://eventdata.uk/Scanner/EAG2027.aspx>

Branding & Asset Usage Guidelines

To maintain consistency across all exhibitor communications, please follow the guidelines below when using EAG360, Amuse Expo, CompSocUK and London Gaming Show branding.

Event Naming Conventions

Use the event names exactly as listed:

- **EAG360**
- Amuse Expo
- CompSocUK
- London Gaming Show

Official Hashtags

Use the following hashtags in all social media posts:

- #amuseexpo2027
- #compsocUK2027
- #LGS2027



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Logo Usage

Download official logos from the EZone. Do not alter proportions, colours, or spacing. Ensure logos are clear, unobstructed, and used on appropriate backgrounds.

Colour Palette

Use the approved colour palette provided in the EZone assets. This ensures consistency across digital and printed materials.

Email Signatures

Add the official event signature graphic provided in the EZone assets to your email footer to promote your presence at the show.

Social Media Best Practices

Social media is one of the most effective ways to promote your participation. In addition to using Gleanin, we recommend the following best practices:

Posting Frequency

Share updates regularly in the weeks leading up to the event. Aim for 2–3 posts per week.



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Suggested Content

- Announce your participation
- Highlight new products or services
- Introduce your team
- Share behind-the-scenes preparation
- Invite visitors to meet you at your stand

Tagging & Hashtags

Always tag the event and use the official hashtags to increase visibility. Encourage your team to share posts from their personal accounts.

Image Specifications

Use high-resolution images (minimum 1080px × 1080px). Avoid text-heavy graphics.

Press & PR Opportunities

Maximise your exposure by sharing your news with our PR teams and visitors.

Submitting Press Releases

Upload your press releases via the EZone. Include clear headlines, product details, and contact information.

What Makes a Strong Submission

- New product launches
- Company announcements
- Partnerships or collaborations
- Demonstrations or activations taking place at your stand

PR Contacts

- Amuse Expo: Chris Jones – cj@sjc.co.uk
- CompSocUK: Martin Izzard – martin@weareplaster.com
- London Gaming Show: Phil Gibbs – phil.gibbs@eagexpo.com

Onsite Visibility Tips

Make the most of your presence at the show with these practical onsite strategies.

Run Demonstrations

Schedule product demos or activations to attract visitors. Promote these via the app and your social channels.

Use the App

Update your exhibitor profile and share announcements through the EAG360 App to reach visitors in real time.

Optimise Your Stand

Ensure your stand is welcoming, well-lit, and clearly branded. Position key products at eye level and keep pathways clear.

Train your team to greet visitors proactively, capture leads, and communicate your key messages consistently.

Post-Show Marketing & Follow-Up

Your marketing efforts should continue after the event to maximise ROI.

Thank You, Messages,

Share a “Thank you for visiting us” post on social media and send follow-up emails to leads.

Update Your Website

Add photos, videos, and highlights from the event to your website.

Provide Feedback

Share your experience with the EAG360 team to help us improve future events.

Key Dates

- Sponsorship upgrade cut-off – November
- App activation date – October
- Onsite delivery and build-up schedule – Details supplied via email and Operations Manual
- Show opening and closing times **Tuesday 12th & Wednesday 13th – 10am -6pm**
& Thursday 14th 10am – 4pm

FOR ANY **MARKETING ENQUIRIES** PLEASE CONTACT:

Phil Gibbs at:
phil.gibbs@eagexpo.com

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For Amuse Expo, please contact Chris Jones at:
cj@sjc.co.uk

For CompSocUK, please contact Martin Izzard at:
martin@weareplaster.com

For London Gaming Show, please contact Phil Gibbs at:
phil.gibbs@eagexpo.com