



Exhibitor **Premium Lead Generation Package**

Maximise your visibility before, during, and after the event.

Lead Driving Activity

Our 6-month exhibitor marketing packages are designed to give your brand powerful exposure, attract high-quality customers, and ensure your presence at the event gets the attention it deserves.

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Import Export TV's Difference

Who We Are

Import Export TV is the first broadcast-quality media platform dedicated to global trade, logistics, and business growth. We specialise in creating powerful visual content that tells your story, boosts your brand visibility, and connects you with the right audience.

[WATCH OUR SHOWREEL](#)

What We Do

We help international trade, logistics & supply chain businesses build a professional, consistent, and high-impact online presence through:

- Content creation
- Social media management
- Professional photography & video
- Digital marketing support
- Advertising campaigns

Our package is built to help you grow — whether you're starting out, scaling up, or ready to dominate your industry online.

Our Global AUDIENCE



Importers & Exporters



Supply Chain Professionals



Logistic Specialists



Warehouse Managers



Distribution Networks



Technology Partners



Global Investors



Government Agencies



Industry Associations



Academic Institutions

Let us help you amplify your impact, generate more leads, and connect with more customers.

Why This Package Matters

CeMAT brings thousands of industry leaders, buyers, innovators, and decision-makers together – but standing out on the expo floor requires more than the best booth.

To truly make an impact, exhibitors need consistent marketing, professional content, and a strategy that builds momentum long before the doors open.

The Expo Challenge

With hundreds of exhibitors competing for attention, visitors stop only where they see value, expertise, and a professional presence. Most businesses rely solely on their booth—while the brands that truly stand out invest in visibility across the full event cycle.

The Power of Visibility

Visibility drives trust. Trust drives sales.

By combining professional content with targeted social media strategies, we help exhibitors dominate the digital space around the event – where most buying decisions are already being made.

What Exhibitors Usually Miss

Many exhibitors underestimate the impact of consistent marketing across the full event cycle. Without the right content and visibility:

- Your booth gets lost in a busy expo environment
- Potential buyers walk past without noticing
- Opportunities stop after the event ends
- You lose momentum once the doors close

We make sure your brand stays front-of-mind from the moment you sign up until long after the doors close.

The Impact of Professional Content



74%

of attendees are **more likely to visit a booth after seeing pre-event promotional content.**

3×

more leads are generated by exhibitors **who post consistent event-related content.**

68%

of buyers say **professional video influences their trust** in a brand.

92%

of exhibitors say high-quality photo & video **significantly increase post-event lead conversion.**

50%

of expo visitors **go online to research exhibitors** before stepping onto the show floor.

5-7

interactions are needed before a potential customer takes action — **our 6-month visibility strategy delivers them.**

Designed for Exhibitors

Our package, built specifically for CeMAT exhibitors, gives you:



Stronger presence
on social media



High-quality visuals
showcasing your
products and booth



Interviews that
highlight your
expertise



Promotional
videos that attract
attention



Post-event
content that
extends your ROI

This isn't just marketing — it's your competitive advantage at one of the world's leading logistics and supply chain events.

Comprehensive Exhibitor Lead Generation Plan

1.

Pre-Event Social Media Strategy & Management

(3 Months Before the Event)

**Build awareness. Generate interest.
Drive traffic to your booth.**

- **Full social media management** (FB / IG / LinkedIn)
- **3 posts per week** promoting your CeMAT participation
- Custom graphics + branded templates
- Countdown + announcement posts
- Hashtag strategy + industry engagement
- **Sponsored ad support** to reach the right audience
- **Pre-event campaign** planning
- Lead-up teaser videos

2.

Professional Event Content Production

(On-Site at CeMAT)

We capture every moment so your brand shines during and after the expo.

- **Booth photography** (products, team, interactions)
- **Promotional exhibitor video**
- **Interview** with brand representative
- **Stage / presentation recording** (if applicable)
- Cinematic **b-roll of your booth**
- Audio capture + sound treatment
- Full editing of all **video content**
- Fast turnaround delivery

3.

Post-Event Engagement Campaign

(3 Months After the Event)

Continue the momentum and convert booth visitors into long-term clients.

- **Highlight video posts**
- Recap reels + interviews
- Social media storytelling campaign
- **Testimonial-style content**
- Audience retargeting ad support
- **2 posts per week for 3 months**
- Performance monitoring + **analytics**

Package Summary

3 months pre-event lead generation

Full event content production

3 months post-event social media growth

YOUR DELIVERABLES:

- ✓ 6 months Social Media Content
- ✓ Custom exhibitor **promotional content**
- ✓ **Booth photos** + professional images
- ✓ **Promotional exhibitor video**
- ✓ **Interview video**
- ✓ Stage / presentation recording
- ✓ Audio capture & editing
- ✓ **20–30 pieces of event content**
- ✓ **Marketing campaigns** designed to maximise booth visits
- ✓ **Retargeting ads** to increase leads
- ✓ **Monthly performance reports**

WHAT EXHIBITORS GAIN

- ✓ A **stronger presence** before the event
- ✓ A **professional look** that attracts more visitors
- ✓ **High-quality content** for future marketing
- ✓ More leads and better engagement
- ✓ **Visibility beyond the expo days**
- ✓ Consistency and branding handled by experts
- ✓ A full 6 months of done-for-you marketing

Maximise your Presence at CeMAT

Turn your booth into an ongoing
LEAD GENERATION MACHINE.

Our team is ready to help you create engaging content
that connects with your audience.

CONTACT US

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