



GOVISIBILITY

Promote your company profile.

GET NOTICED ALL YEAR ROUND

- ▶ Display your company profile online (description, products, news & jobs)
- ▶ Apply for inclusion in the Innovations Gallery
- ▶ Invite customers and prospects
- ▶ Promote your products, paper-free via Smart Badge technology **1 READER**



GOVISIBILITY

GOLEADS

GOPLUS

GOPREMIUM

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My Easyfairs simplifies the management of your company profile and product offering for the event's online catalogue:

- Create a company listing that informs people about your offering and makes it easy for them to get in touch via web and social media links, as well as a dedicated contact form.
- There is no limit to the amount of multi-format (text, image, video, links) product information you can publish.
- Keep your presence fresh with product updates and press releases. These will also be published on the event's News page.
- Attract top talent from your sector by advertising job opportunities at your company.

► Apply for inclusion in the Innovations Gallery

Position your company as an innovator! Apply for inclusion of one breakthrough product in the Innovations Gallery (subject to approval by the Innovations Reviewer).

► Invite customers and prospects

Invite guests via your chosen digital channels (e-mail, website, social media, electronic signature or personalised action code) with your personalised registration link.

You can download a list of everybody who used your link to pre-register. Get in touch to invite them to your stand and follow up after the event.

Promote your presence with highly professional ready-to-use marketing materials including invitations, web banners and event logos.

► Promote your products, paper-free via Smart Badge technology

Share information about your products & services effortlessly via a wireless reader on your stand. Smart Badge technology ensures you even reach visitors with whom you were unable to interact during the event.

By touching your reader with their Smart Badge, visitors get all the information listed on your online profile via email at the end of their visit.

Want to go for more?

UPGRADE to GOLEADS for additional features

- Get details of visitors who touched your reader with their Smart Badge
 - Capture and qualify leads with ease
 - Receive real-time SMS alerts when your guests check in
-



GOLEADS

Maximise lead generation and
deepen customer relationships.

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BOOST YOUR LEADS

- ▶ Get details of visitors who touched your reader with their Smart Badge
- ▶ Capture and qualify leads with ease **UNLIMITED LICENCES**
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BOOST YOUR LEADS

▶ Get details of visitors who touched your reader with their Smart Badge

Receive a list of everybody who demonstrated interest in your product by touching your reader with their Smart Badge. A fantastic opportunity to get in touch and to convert prospects into customers!

▶ Capture and qualify leads with ease

Capture visitor details with a quick scan of their badges using the Visit Connect app on your smartphone. You can add notes e.g. to categorise the really hot leads.

Post-event follow-up has never been easier.

Unlimited number of Visit Connect licences included.

▶ Receive real-time SMS alerts when your guests check in

Find out when visitors that you invited arrive at the event: receive real-time SMS notifications.

Get ready to meet and greet key prospects and customers - they really appreciate it!

Want to go for more?

UPGRADE to **GOPLUS**
for additional features

▶ Display your logo on the exhibitor list

▶ 1 additional Smart Badge reader

**BEST
VALUE**

GOPLUS

Maximise lead generation and
enhance online visibility.

GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery
- Invite customers and prospects
- Promote your products, paper-free via Smart Badge technology **2 READERS**

BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease **UNLIMITED LICENCES**
- Receive real-time SMS alerts when your guests check in

GET PREMIUM ONLINE BRAND VISIBILITY

- Display your logo on the exhibitor list

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GET PREMIUM ONLINE BRAND VISIBILITY

▶ Display your logo on the exhibitor list

Enhance your brand visibility where it will get most attention. Your logo appears on the exhibitor list of the online catalogue.