



## BOOST YOUR REACH, EXPOSURE AND ROI

EasyGo replaces the Online365 to include new features based on the latest developments in digital marketing technology. It forms part of the standard Easyfairs offer, but we give you a choice, depending on your objectives: more visibility or more leads. Or perhaps you would like both? In that case we recommend an upgrade to GoPlus to boost both your visibility and your potential to win new leads, together with prominent display of your logo onsite at the event.

**Select your package of choice to raise visibility, generate contacts or do both while also achieving maximum brand awareness, online and onsite.**

### FEATURES COMMON TO ALL PACKAGES

#### **Get access to My Easyfairs**

Receive easy access to the My Easyfairs online platform and centrally manage your participation to optimise your return on investment.

#### **Display your company profile online**

Set up your catalogue information on the event website including your company profile in multiple languages, displayed all year long. It includes your company description, logo, company details, website link, product categories, social media and contact form for visitors.

#### **Display your products/services online**

Publish an unlimited number of products & services and news in multiple languages with description, picture, video, website link and PDF.

Apply for inclusion of a breakthrough product in the Innovations Gallery (subject to approval by the Event Committee) and position your company as an innovator.

#### **Distribute digitally your literature at the event**

Distribute information about your company and products & services easily and widely to visitors via wireless reader(s) placed on your stand. By touching the reader with their Smart Badge, visitors get all the info you post on My Easyfairs via email.

#### **Invite your customers & prospects**

Invite your customers & prospects via a personalised visitor registration link to be used in invitations, emails, website and social media accounts (such as LinkedIn, Twitter and Facebook). Download at any time a list of people who have used your link to pre-register. Get in touch with them before the event and follow up after the event.

Get professional-looking, ready-to-use marketing material to promote your participation: invitations, web banners, event logos...

#### **Get contacted by visitors**

By making sure that your product categories are up to date in your company profile on My Easyfairs, you can be contacted directly by interested visitors.



# GOVISIBILITY

RAISE THE PROFILE OF YOUR COMPANY AND ITS OFFERINGS BEFORE, DURING AND AFTER THE EVENT

## Display your logo online on the Exhibitor list

Enhance your online visibility. Your logo appears on the Exhibitor list of the online catalogue.

## Highlight a product online

Select a flagship product which appears at the top of the online catalogue.

## Get visibility in Easyfairs emails

Include your flagship product (photo or logo and description) in one of our pre-show emails with click-through to your company profile on the event website.

## Increase your press & community visibility

Provide news and press releases through My Easyfairs to feed the community with your latest news and developments to stimulate media interest. These will be published on the event's "News" page, included in Easyfairs' own press releases and used by Easyfairs to respond to media enquiries.

## Post jobs

Advertise open positions at your company on the event website (on your company page and on a special recruitment web page). A highly targeted way to attract top talent in your sector.

# GOLEADS

GENERATE EVEN MORE NEW LEADS AND DEEPEN CUSTOMER RELATIONSHIPS

## Get a list of visitors who asked for your literature

Get the list of visitors who have collected your literature by touching your wireless reader with their Smart Badge and turn those visitors into highly qualified leads.

## Capture visitor contact details onsite

Capture details of event visitors simply by scanning their badges with your smartphone. Categorise prospects and plan your follow-up actions using the mobile application while scanning. In GoLeads, 1 Visit Connect licence is included.

## Get real-time alerts when your visitors arrive

Get real-time alerts when visitors who pre-registered by using your personal registration link enter the event.

## Participate in the "Ask the Expert" online forum

The "Ask the Expert" forum is based on the visitors listing the challenges they face and the solutions they are looking for. You are referenced as an expert who can answer the visitors' questions on selected topics and propose your solutions. Follow up with one-to-one meetings at the event.

# GOPLUS

GET LEADS, VISIBILITY AND MAXIMUM BRAND AWARENESS – BOTH ONSITE AND ONLINE

We strongly recommend that you upgrade to GoPlus. With GoPlus, you get all of the features and benefits of **both** GoVisibility **and** GoLeads: the opportunity to raise your profile throughout the year and to maximise business opportunities, plus logo visibility online and onsite.

## Display your company logo onsite

Enhance your visibility onsite. Your logo or ad appears on displays placed in high traffic areas (such as the entrance, registration area, restaurants/bars and seminar rooms).

In GoPlus, 3 Visit Connect licences are included.

