

Integrated marketing packages for exhibition winners

– intelligent one-stop exhibition marketing to maximise success

Create an impact and **win new business**. Make sure your expenditure on exhibitions works on every level for success. Our exhibition marketing packages and expertise in your sector will **raise your profile** before, during and after an exhibition. We are a one-stop shop bringing copywriting, PR, design, marketing and production excellence together in a choice of inclusive, **exceptional packages**.

Package 1: High impact magnet

This package is for businesses wanting to target a specialist subset of exhibition attendees. You don't need to make a big noise to all and sundry, but do want to be sure that appropriate people operating in your target fields will make a beeline for your stand.

The work starts before the exhibition with careful writing of the brochure entry, targeted e-mailers to your customer database and a dedicated webpage giving exposure to key products and services. Stand graphic displays are portable, eye-catching and designed to reflect your expertise and underline your professionalism.

Our copywriters and designers are among the best in the business, bringing intelligence, creativity and insight to your promotion and display.

The package includes the following:

- Persuasive professionally written copy for your brochure entry
- Design and writing of pre-exhibition e-mailer for customers and potential customers
- Press release for target publications
- Dedicated exhibition webpage
- Bespoke exhibition display panels: 6 roller display units designed and produced by our professional team (includes carriers for convenience)
- Post exhibition follow up e-mailer for your customers and new prospects

Just **£3,750**

Package 2: High impact visibility

This package is for businesses staking their claim to dominance in the field. High visibility, high energy, high profile. This is the deal to get heads turning, tongues wagging and visitors flocking.

And remember, you don't necessarily need to be a big noise to create a big noise – it's all about perception and staking your claim for where you want to be.

Pre-exhibition activity pays dividends, with a professionally written brochure entry to capture the essence and USPs of your business in a highly persuasive way, press release, and ad for high visibility in the exhibition brochure and electronic communications.

The package includes the following:

- Persuasive, professional copy for your exhibition brochure entry
- Design and writing of an advertisement for target publications
- Pre-launch press release for target publications drawing attention to what you will be highlighting at the event and underlining your position in the market
- Pre-exhibition e-mailer for your customer database and potential customers
- Dedicated exhibition webpage
- Bespoke exhibition display: design and production of panels to create visually exciting exhibition area for 2m x 3m space
- 'Conversation starter' exhibition giveaway: 1000 A5 full-colour postcards advertising your business for handing out at the exhibition
- Post exhibition press release
- Post exhibition e-mailer for customers and new contacts generated

Just £6,500

Package 3: High impact unforgettable

Bespoke exhibition options are also available. Tell us what you are seeking to achieve and we will put together a customer made, full-service package designed to meet your objectives.

Please call to discuss

Make sure you are an exhibition winner. Call us today and enjoy the benefits of our inclusive marketing packages.

01959 524750 or e-mail info@scintec.co.uk



Please note: Costs exclude VAT. Prices correct at date of mailing. We reserve the right to change the price charged but this will be notified in advance of the commencement of the work. Packages do not include creation of mailing databases. The cost of advertising is not included. If set up is required, this will be priced separately. All work will be presented to the customer for approval before printing or mailing. Once approval has been given, any further changes or modifications may incur additional charge. Exhibition display costs are based on stand area 2mx3m. Exhibition furniture can be provided – ask for details.