



Show Promotional Packages

Exhibiting at trade shows can be a hassle

Selecting a booth is the easy part. Not only are there complicated logistics to arrange, but countless promotional options to choose from in order to stand out and since a trade show is such an important source of leads, any missed opportunities could have a real effect on your return on investment.

A new approach

While there has been a gap in events, we have been looking at how we can make things easier (and better) for exhibitors. We have done extensive research, including looking at the leads generated by each company, going through previous support enquiries and analyzing any metrics we could find. And we have listened to feedback from exhibitors about what works for them and what doesn't.

Why?

It's simple - your success drives ours. We understand how important your investment is and want to ensure that you make the most of those crucial few days onsite. Otherwise, why would you return?

What is changing?

You will only ever have one account manager, responsible for all products - events, digital and print. Never again will different people contact you to sell different products.

- We have consolidated dozens of different products into four new promotional packages, focusing only on those that deliver the best results.
- ▼ Every package will include a full lead retrieval solution (the best in the industry), so there is no need to buy that separately anymore. Please see more details below.
- ◆ When you book a booth, you should need to select one of the packages (your account manager will make a recommendation).
- The packages cover a wide price range, so you should easily find a great option for your budget.
- You can upgrade your package at any point before an event.
- ▼ Other sponsorship options (e.g. signage, display advertising in the show guide etc) are still available separately.

Lead retrieval

(Included with every promotional package)

Exhibiting without a lead retrieval solution will always limit your results. That is why we include both options below in every promotional package.

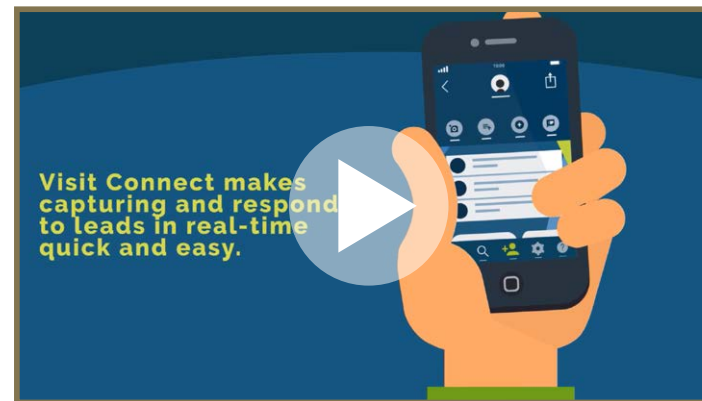
- Visit Connect: Scan QR codes on attendees' badges and instantly receive contact information as well as demographics collected during registration. You can add your own questions, voice memos, photos and notes. You can even set sales targets for the team.

What are the benefits to you?

- ▽ All the promotional options will be presented to you clearly from the outset. There are no hidden costs - ever.
- 🏠 You will only need to speak to one account manager on all products.
- 📄 There will be more free time to focus on the rest of your planning.
- By buying some external products (like lead retrieval) in bulk we're able to pass savings back to you.
- ▽ By confirming your choices at time of booking, you know that you will get exposure during the full promotional campaign. In the past many exhibitors would ask for last-minute options when the results would be limited.
- 🏠 For lead retrieval you would previously have had to order from a separate company and pay immediately with a credit card. Now you can order directly through your account manager and order as part of your booth.
- 📄 The process will be streamlined across all of our events.
- Our focus will shift away from sales to helping to support your experience at the show.

Isn't this just another way of making money from exhibitors?

No. Not only will many exhibitors save substantially on total costs compared to previous years, but we're actually subsidising some of the options (like lead retrieval) to make it available to all. Our motivation is to simplify the process, deliver better value and allow more time for you (and us) to focus on all the other priorities in the run-up to a show.



Visit Connect for Exhibitors

www.gessdubai.com