

Attract Visitors To Your Stand



The Process at a Glance:

- ➔ **Preparation**
- ➔ **On-boarding**
- ➔ **Market & Promote**
- ➔ **Deliver & Measure Success**

A Step-by-Step Guide

1 How to Attract Visitors to your Stand

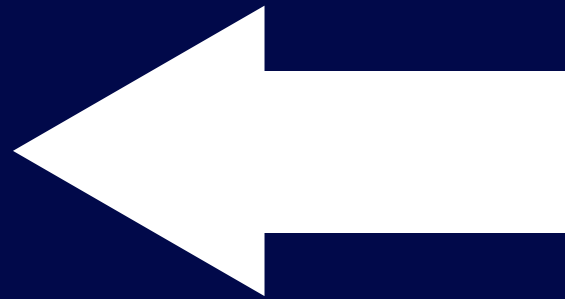
2 We are doing everything to bring visitors to the door

3 What are you doing to bring them to your stand

Exhibitors
Briefing



Before the show



Market & Promote



**Utilise your 10 FREE
visitor passes**



Audience and Event page



Promotion and Press



Promote your presence



**Drive Event Visitors
Registration**

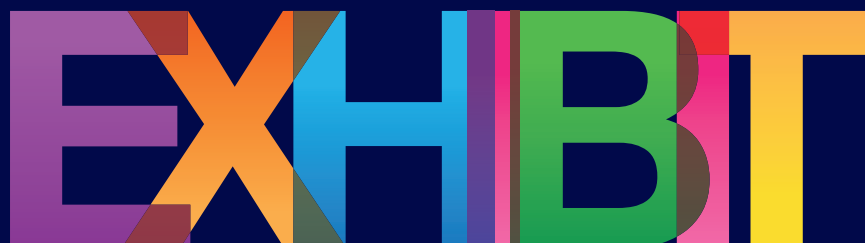
Raise Awareness

- ➔ **Eventbrite event**
- ➔ **Facebook and LinkedIn**
- ➔ **B2B Growth Expo Event**
- ➔ **B2B Growth Expo Marketing Toolkit**
- ➔ **Share Benefits & Offers**

Exhibitors
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On The Day



Additional Offerings



Business Interview:

We have scheduled live interview sessions for 20 businesses on a FCFS basis. If you would like to do an interview regarding your business, then please reply to this email and we will slot you in as per availability. We will provide you with all the questions for the interview beforehand. This interview will be filmed and will be given to you after processing and we will also use it to promote your business before the next show.



Live Radio Talk:

Our Radio Partner Unity 101 will walk around the Expo hall and do live radio interviews which will be broadcasted ON AIR during the show which will have 70000 listeners.

Schedule

→ Stand Setup:

You can setup your stand on 8th February from 7:00 PM to 9:00 PM and from 7:00 AM to 9:00 AM on the day of Exhibition.

07:00 to 09:00 Exhibitor Setup

09:00 to 10:00 Exhibitor Networking and Breakfast

10:00 to 17:00 Exhibition

10:30 to 11:30 Keynote Speaker Session

11:30 to 12:30 Keynote Speaker Session

11:30 to 12:30 Speed Networking

12:30 to 13:30 Keynote Speaker Session

14:00 to 15:00 Keynote Speaker Session

15:00 to 16:00 Keynote Speaker Session

15:00 to 16:00 Speed Networking

16:00 to 17:00 Keynote Speaker Session

→ Stand Breakdown:

Not before 4.30 PM on the day of the Expo

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Don't Forget!

**You also qualify for a
stand at our Virtual Expo!**

Speak to the team for more information

www.digitalageexpo.com

