

WHAT IS INCLUDED IN YOUR MANDATORY SERVICE PACK?

1 PUBLIC LIABILITY INSURANCE:

This insurance is mandatory for all participating exhibitors to ensure safety at their stand. Please refer to the terms and conditions mentioned in the stand booking contract for the full details.

2 LEAD RETRIEVAL

This is a smart solution to capture and manage existing and potential visitor contact details in a more effective way.

3 MARKETING SUPPORT:

Customized marketing options to increase visitors to your stand



ENHANCED EXHIBITOR LISTING ON THE WEBSITE

- Enhanced display of product photo and company name offering increased visibility.
- One video on your listing
- Brochure upload up to 10MB
- Press releases
- Product images
- Show activity - Let us know if you're launching a product or have planned any special activities/promotions during the show.



PROLONGED EXPOSURE

- Exhibitor list will be kept on the website for up to six months after the event for continued visibility.



POSTCARD INVITATIONS

- Send your clients a postcard to let them know you are exhibiting at The Big 5 and where they can find you



EMAIL INVITATIONS

- Invite your key clients through email with our dedicated email options available



DIGITAL PROMOTION PACK

- Download your pack including web banners, email signatures and editable stickers.



TELEMARKETING AND SMS REMINDERS

- Send your clients personalised reminders to help increase the number of visitors to your stand.



FACEBOOK PROMOTION

- Get your product images seen by 31,000+ Facebook followers and gain extra exposure.

TO PROCESS YOUR MARKETING REQUESTS, PLEASE CONTACT:

KATE DAVIES, Marketing Coordinator T: +971 4 438 0355 E: katedavies@dmgeventsme.com

TERMS & CONDITIONS

1. This is mandatory for all exhibitors (including all exhibitors sharing stands and companies part of a country pavilion; the fees don't apply to pavilion organisers which support the organisation of the pavilion but don't actually occupy physical stand space).
2. The Big 5 will decide on the layout and where on the website to place images, text and videos.
3. All details kept on the website post show will be subject to movement (i.e. from homepage to inner page) by The Big 5
4. The Big 5 do not contractually guarantee the attendance of any clients invited via email, telephone or SMS.
5. The Big 5 to decide if the provided press release quote is useful to the target media and provides a perspective aligned with the overall release (on first come first serve basis and word count limitations will be applicable).
6. The Big 5 to decide if the provided imagery, website or social media content is useful to the target audience and provides a perspective aligned with the exhibition and The Big 5 brand.
7. Social media product showcase marketing should be different for each post (i.e. if you wish to send us 5 product showcases, each post should differ from the other. Repetitive showcases will not be posted).

