EASYGO
Go for more

# Boost your reach, exposure and ROI

EasyGo is a service package based on the latest developments in digital marketing technology. It is part of the standard Easyfairs offer but you can choose one of three packages that best meets your objectives.

**FOR MORE INFORMATION, GET IN TOUCH WITH YOUR CUSTOMER SUCCESS REPRESENTATIVE.**

## GOLEADS

**Maximise lead generation and deepen customer relationships.**

### GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery 1 INNOVATION
- Invite customers & prospects, easily and efficiently
- Promote your products, paper-free via Smart Badge technology 1 READER

### BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease UNLIMITED LICENCES
- Receive real-time SMS alerts when your guests check in

BEST VALUE

## GOPLUS

**Maximise lead generation and enhance online visibility.**

### GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery 2 INNOVATIONS
- Invite customers & prospects, easily and efficiently
- Promote your products, paper-free via Smart Badge technology 2 READERS

### BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease UNLIMITED LICENCES
- Receive real-time SMS alerts when your guests check in

### GET PREMIUM ONLINE BRAND VISIBILITY

- Display your logo on the exhibitor list
- Enhance your company profile with a video header

LIMITED NUMBER

## GOPREMIUM

**Maximise lead generation and brand exposure, onsite and online.**

### GET NOTICED ALL YEAR ROUND

- Display your company profile online (description, products, news & jobs)
- Apply for inclusion in the Innovations Gallery 2 INNOVATIONS
- Invite customers & prospects, easily and efficiently
- Promote your products, paper-free via Smart Badge technology 3 READERS

### BOOST YOUR LEADS

- Get details of visitors who touched your reader with their Smart Badge
- Capture and qualify leads with ease UNLIMITED LICENCES
- Receive real-time SMS alerts when your guests check in

### GET PREMIUM ONLINE & ONSITE BRAND VISIBILITY

- Display your logo on the exhibitor list
- Enhance your company profile with a video header
- Get increased visibility in the exhibitor list
- Attract attention when visitors register online
- Display your logo or ad in high-traffic areas onsite

## GET NOTICED ALL YEAR ROUND

### Display your company profile online (description, products, news & jobs)

My Easyfairs simplifies the management of your company profile and product offering for the event's online catalogue:

- Create a company listing that informs people about your offering and makes it easy for them to get in touch via web and social media links, as well as a dedicated contact form.
- There is no limit to the amount of multi-format (text, image, video, links) product information you can publish.
- Keep your presence fresh with product updates and press releases. These will also be published on the event's News page.
- Attract top talent from your sector by advertising job opportunities at your company.

### Apply for inclusion in the Innovations Gallery

Position your company as an innovator! Apply for inclusion of a breakthrough product / products in the Innovations Gallery (subject to approval by the Innovations Reviewer).

### Invite customers & prospects, easily and efficiently

We make it really easy for you to invite guests via your chosen digital channels (e-mail, website, social media, electronic signature or personalised action code) with your personalised registration link.
If you need help getting started, get in touch!
You can also download a list of who used your link to pre-register – invite them to your stand and follow up after the event to maximise opportunities.
We provide highly professional ready-to-use marketing materials including invitations, web banners and event logos so you can efficiently promote your participation.

### Promote your products, paper-free via Smart Badge technology

Share information about your products & services effortlessly via a wireless reader on your stand. Smart Badge technology ensures you even reach visitors with whom you were unable to interact during the event.
By touching your reader with their Smart Badge, visitors get all the information listed on your online profile via email at the end of their visit. They even get suggestions of exhibitors they might have missed based on an AI-driven analysis of their profile and interest.

## BOOST YOUR LEADS

### Get details of visitors who touched your reader with their Smart Badge

Receive a list of everybody who demonstrated interest in your product by touching your reader with their Smart Badge. A fantastic opportunity to get in touch and to convert prospects into customers!

### Capture and qualify leads with ease

Capture visitor details with a quick scan of their badges using the Visit Connect web app on your smartphone. You can add notes e.g. to categorise the really hot leads. Post-event follow-up has never been easier. There is no limit to the number of your team members who can use the app.

### Receive real-time SMS alerts when your guests check in

Find out when visitors that you invited arrive at the event: receive real-time SMS notifications. Get ready to meet and greet key prospects and customers – they really appreciate it!

## GET PREMIUM ONLINE & ONSITE BRAND VISIBILITY

### Display your logo on the exhibitor list

Enhance your brand visibility where it will get most attention. Your logo appears on the exhibitor list of the online catalogue.

### Enhance your company profile with a video header

You will get the opportunity to display a video instead of a static picture in the header on your company online profile.

### Get increased visibility in the exhibitor list

Your company is displayed with bigger visibility on the exhibitor list of the online catalogue.

### Attract attention when visitors register online

Make an immediate and powerful visual impact: registered visitors see your logo at a number of touch points during their online registration process including the confirmation page, the confirmation email and the entrance ticket. This exclusive opportunity is available to a limited number of exhibitors.

### Display your logo or ad in high-traffic areas onsite

Be seen where it matters. Your logo or promotional advertisement appears on displays in high-traffic areas.