

kbb Birmingham2012 Marketing and PR Guide

The kbb Birmingham 2012 team are conducting a targeted Marketing and PR campaign to include: print advertising and editorial in trade magazines, advertising online, website advertising, email campaigns, e-newsletters, social networking, media coverage, sponsorship and partnerships with relevant associations.

By working closely with the kbb Birmingham 2012 team, you can complement the Marketing and PR campaign with your own tailored campaign, helping to improving your overall return on investment.

Marketing

Research has shown that 83% of the most successful companies at exhibitions were those who mailed and promoted their attendance.

What can we do for you?

- We'll be emailing you free banners, logos and stationery for kbb Birmingham 2012 which you can use to advertise the show to prospective visitors and raise awareness of your presence, put them on your emails, website, print adverts and letterhead with a link through to the show website – this is a fantastic way to let everyone know that you are involved in this prestigious event with zero cost involved!
- We'll be supplying you with free visitor tickets, send them to your existing and potential customers. Remember potential and existing customers are more likely to visit your stand if you personally invite them.
- Don't have the time to contact your clients? We can do it for you simply email us your database and we will mail your clients free of charge.

What do we need from you?

- Send us your news stories, press releases and images so that we can use them on our emails, in our PR and in our direct mail pieces.
- Ensure your stand number and details are on all communications including and adverts you place.
- Issue personalised invitations to prospects and clients with incentives such as discounts, receptions, and other 'show-only' offers make sure to use the show logo and details of the website.
- If your company sends out regular print or E-Newsletters to your existing database, then this would be a great way to inform your customers about visiting you at kbb Birmingham 2012. We suggest you add all information about your involvement with the event including the event name, location, dates, website address, timings, your stand number, any product launches, competitions, prizes or promotions you are doing in line with the event.
- Please provide us with the contact details of your press officer, a company spokesperson for interviews and product images you would be happy to use in press releases so we can promote your organisation as much as possible.
- Perhaps you are launching a product or have invited a guest speaker to the event. Let us know if you are planning an event on your stand and we will make sure this is listed on the website and is in the Show Guide (subject to Show Guide design and printing timelines).

PR

Key Facts

- Over **250** consumer and trade media contacts
- Over **18,000** subscribers to kbb news - our weekly newsletter
- Over **£250,000*** worth of **FREE** media coverage for kbb Birmingham 2010 exhibitors
- 2,357,207** – that's how many people saw the 2010 coverage
- **99** members of the core kbb press visited the 2010 press office

*advertising value equivalent

**total circulation of featured publications

What can we do for you?

Let our networks, including the media, know all about you. Ensure coverage for you in pre-and post-show articles

Why is this important?

Who reads the media? **The all important visitors.** Pre-show coverage has been proven to drive visitors through the door and traffic to your stand

What do we need from you?

Keep us updated about anything new and exciting you'll be doing or launching either pre-show or at the show and let us work our magic. We won't reveal all of your secrets, but we can create a buzz for you!

Contacts

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