

# Publicity Guide 2022

Publicise Your Presence  
19th - 20th October

## ACTION CHECKLIST

Activity	Deadline
Send information and video content for inclusion in the E Newsletter, Including: details of your stand activity, new products and services launched, competitions etc.	NOW! and on-going
Send show information for magazines previewing the show	NOW! and on-going
Add the SHOWMAN'S SHOW banner to your website and link it to your exhibitor listing on <a href="http://www.showmans-directory.co.uk">www.showmans-directory.co.uk</a>	NOW!
Add the SHOWMAN'S SHOW banner to your email signature and link it to the registration page on <a href="https://eventdata.uk/Forms/Form.aspx?FormRef=ShoA2Visitor">https://eventdata.uk/Forms/Form.aspx?FormRef=ShoA2Visitor</a>	NOW!
Enter the Green Supplier & Innovation Award	19th September 2022
Send E-invites to your prospect list and customers	September and October
Compile digital press packs and email over to to <a href="mailto:office@eventivecommunications.co.uk">office@eventivecommunications.co.uk</a>	11th October 2022

## Publicity Forms Deadline

FORM 1 – Programme & Website Advertising Form	13th September 2022
FORM 2 – E-news Advertising Form	ASAP
FORM 3 – Video Interview	ASAP
FORM 4 - Gyder Event App Advertising	ASAP
FORM 5 – Green Supplier & Innovation Award	20th September 2022

## E-NEWSLETTER - FREE

The Showman's Show publishes an E-Newsletter on a monthly basis until September, and then more frequently in the run-up to the event which has proved highly effective in driving visitors to exhibition stands.

This popular tool is available to all exhibitors, free of charge, on a first come, first served basis. To get involved please send information about your company, and anything you think will be of interest, including why you are exhibiting, any new products or services you're launching and plans for your stand.

Video is becoming an increasingly popular medium for marketing your business. We will try to include video content within the newsletters wherever we can. If you have any footage that you think would be suitable then please don't hesitate to send it to us. Links to Youtube, Vimeo etc. will work best please.

Publication dates and the deadline for submitting copy are:

E-Newsletter 2021		
	Copy deadline	Publication date
Issue 1	April 21st	April 28th
Issue 2	May 19th	May 26th
Issue 3	June 23rd	June 30th
Issue 4	July 21st	July 28th
Issue 5	August 18th	August 25th
Issue 6	September 1st	September 8th
Issue 7	September 15th	September 22nd
Issue 8	September 29th	October 6th
Issue 9	October 6th	October 13th
Issue 10	October 13th	October 18th
Issue 11 (Post show)	October 28th	November 3rd

All content should be emailed to [office@eventivecommunications.co.uk](mailto:office@eventivecommunications.co.uk)

## PROGRAMME & WEBSITE ADVERTISING FORM

Return to: Johnny Lance

Telephone: 01747 854 099

Email: [johnny@showmans-directory.co.uk](mailto:johnny@showmans-directory.co.uk)

Deadline: 13th September 2022

I would like to book the following space in the SHOWMAN'S SHOW Programme:

Inside Front Cover: £1430

☐

Inside Back Cover: £1210

☐

Outside Back Cover: £1430

☐

Full Page Mono: £685

☐

Full Page Colour: £995

☐

Half Page Mono: £475

☐

Half Page Colour: £805

☐

Quarter Page Mono: £300

☐

Quarter Page Colour: £625

☐

I would like to book the following space on the website:

Leader Board 1030px x 127px £350 ☐

### TECHNICAL DATA

Please contact Johnny on 01747 854 099 or [johnny@showmans-directory.co.uk](mailto:johnny@showmans-directory.co.uk)

Company: .....

Address: .....

Postcode: .....

Contact Name: .....

Job Title: .....

Tel: .....

Email: .....

Signed: .....

Date: .....

PLEASE COMPLETE AND RETURN BY 13th SEPTEMBER

## E-NEWSLETTER ADVERTISING FORM

Return to: Johnny Lance

Telephone: 01747 854 099

Email: [johnny@showmans-directory.co.uk](mailto:johnny@showmans-directory.co.uk)

Deadline: Last day of the month preceding publications

I would like to book the following space in the SHOWMAN'S SHOW E-Newsletter:

Publication dates are:

Issue 1	April 28th	<input type="checkbox"/>
Issue 2	May 26th	<input type="checkbox"/>
Issue 3	June 30th	<input type="checkbox"/>
Issue 4	July 28th	<input type="checkbox"/>
Issue 5	August 25th	<input type="checkbox"/>
Issue 6	September 8th	<input type="checkbox"/>
Issue 7	September 22nd	<input type="checkbox"/>
Issue 8	October 6th	<input type="checkbox"/>
Issue 9	October 13th	<input type="checkbox"/>
Issue 10	October 19th	<input type="checkbox"/>
Issue 11 (post show)	November 3rd	<input type="checkbox"/>

Cost is £200 + vat for 1024 px wide x 200px high banner

### TECHNICAL DATA

Please contact Johnny on 01747 854 099 or [johnny@showmans-directory.co.uk](mailto:johnny@showmans-directory.co.uk)

Company: .....  
Address: .....  
Postcode: .....  
Contact Name: .....  
Job Title: .....  
Tel: .....  
Email: .....  
Signed: .....  
Date: .....

PLEASE COMPLETE AND RETURN ASAP

## VIDEO INTERVIEW FORM

Return to: Johnny Lance

Telephone: 01747 854 099

Email: [johnny@showmans-directory.co.uk](mailto:johnny@showmans-directory.co.uk)

Deadline: 30th September

I would like to book a video interview at the show for £300 + vat

Days:

Wednesday                      October 19th                      ☐

Thursday                        October 20th                      ☐

Company: .....

Address: .....

Postcode: .....

Contact Name: .....

Job Title: .....

Tel: .....

Email: .....

Signed: .....

Date: .....

PLEASE COMPLETE AND RETURN ASAP

# Add your brand to the Showmans Show 2022 digital show guide

Stand out from the crowd by putting yourself in the hands of thousands of visitors.

Available on



## Branded Pin - £50

Make your brand stand out on our digital event map with a branded pin



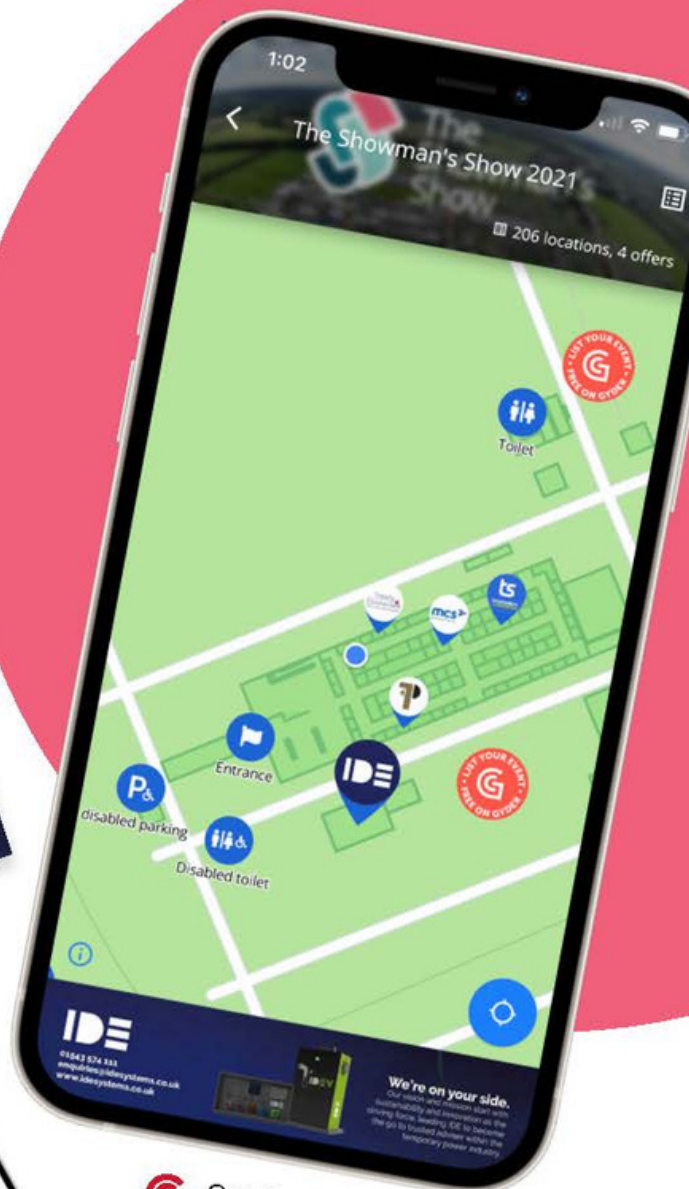
## Banner Ad - £150


Get your message out to our visitors with targeted banner advertisements that links to your stand location, branded page or URL.



## Feature page - £250

Let visitors read more about your business with a branded feature page, images, offers, and descriptions of what you're all about.



 Our digital guide will be powered by Gyder, the navigation app for temporary events

## SPECIAL OFFER

### Bundle - £499

Get the most out of your investment and drive customers to your stand with a value bundle consisting of: **1 branded pin, 3 banner ads, and a feature page.**



### About Gyder

Gyder is an event navigation app that lets attendees find everything they are looking for at a show. From car parking to first aid and individual trade stands, Gyder maps contain it all.

Gyder lets exhibitors promote their products and services directly to app users through our dynamic advertising options. Digitised adverts in Gyder allow traders to gain insights into how attendees interacted with their offers. Gyder presents a modern day alternative to traditional methods of advertising at events and in show programmes.

### SELECT YOUR OPTIONS

Branded pin	£50	<input type="checkbox"/>	
Banner ad	£150	<input type="checkbox"/>	
Feature page	£250	<input type="checkbox"/>	Number of ads <input type="text" value="3"/>
Bundle	£499	<input type="checkbox"/>	
1 branded pin, 3 banner ads, and a feature page			

## Entry Guidelines and Criteria

### 2022 Entry Form – The Green Supplier and Innovation Award

Deadline for entries: 20th September 2022

We are looking for companies who have released innovative products or services which will reduce environmental impacts, or have achieved impressive environmental performance.

- Briefly describe your service, product or company performance for which you are entering this award and why you should win the award for 'outstanding or innovative' green practice.
- Clearly tell us how your service or product has or will reduce environmental impacts and where possible provide figures, information or an explanation and evidence.
- Please detail any awards or certification which directly relate to this application and any third party verification if applicable.
- Text boxes are included under each section within this template and can be expanded by pressing 'return'.
- Your entry must be no more than 4 pages long
- Once your entry is ready to be submitted please save it as a PDF including any supporting information and email it to [office@eventivecommunications.co.uk](mailto:office@eventivecommunications.co.uk)
- Please use font: Arial and point size 10.

If you have any questions regarding the entry process please email [office@eventivecommunications.co.uk](mailto:office@eventivecommunications.co.uk)

Company: .....  
 Contact Name: .....  
 Tel: .....  
 Email: .....  
 Web Address: .....  
 Do you have a company Environmental Policy: Y / N

Briefly describe your service, product or company performance for which you are entering this award and why you should win the award for 'outstanding or innovative' green practice.

Clearly tell us how your service or product has or will reduce environmental impacts and where possible provide figures, information or an explanation and evidence.

Please detail any awards or certification which directly relate to this application and any third party verification if applicable.

Any further documentation or material that you feel supports your nomination such as:

- Photographs
- Screenshots
- PDF Documents
- Testimonials
- Press Cuttings/Clippings

All digital formats accepted.

#### DECLARATION

I agree to the terms and conditions and declare that this entry form is eligible for entry. I confirm all facts and figures contained within are accurate and true.

Print Name:

Signature:

Date:

If you require any further information or assistance please contact one of our team via Email:  
[office@eventivecommunications.co.uk](mailto:office@eventivecommunications.co.uk) or call +44 (0) 2476 992 011

Good luck with your entry.

## CONTACTS

For EXHIBITOR / OPERATIONS and ADVERTISING:

Jeremy and Johnny Lance

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