

Marketing Guide 2023



Publicise Your Presence
18th - 19th October

CONTACTS

For EXHIBITOR / OPERATIONS and ADVERTISING:

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E: office@eventivecommunications.co.uk

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 www.showmans-directory.co.uk | NOW! |
| Add the SHOWMAN'S SHOW banner to your email signature and link it to the registration page on https://eventdata.uk/Visitor/ShowmanShow2023.aspx | NOW! |
| Enter the Green Supplier & Innovation Award | 19th September 2023 |
| Send E-invites to your prospect list and customers | September and October |
| Compile digital press packs and email over to to office@eventivecommunications.co.uk | 10th October 2023 |

Publicity Forms Deadline

| | |
|---|---------------------|
| FORM 1 – Programme & Website Advertising Form | 12th September 2023 |
| FORM 2 – E-news Advertising Form | ASAP |
| FORM 3 – Video Interview | ASAP |
| FORM 4 - ShoutOut Video | ASAP |

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 2023

| | Copy deadline | Publication date |
|----------------------|----------------|------------------|
| Issue 1 | April 13th | April 18th |
| Issue 2 | May 9th | May 16th |
| Issue 3 | June 13th | June 20th |
| Issue 4 | July 11th | July 18th |
| Issue 5 | August 8th | August 15th |
| Issue 6 | September 1st | September 7th |
| Issue 7 | September 15th | September 21st |
| Issue 8 | September 29th | October 5th |
| Issue 9 | October 5th | October 12th |
| Issue 10 | October 12th | October 19th |
| Issue 11 (Post show) | October 27th | November 2nd |

All content should be emailed to office@eventivecommunications.co.uk

PROGRAMME & WEBSITE ADVERTISING FORM

Return to: Johnny Lance

Telephone: 01747 854 099

Email: johnny@showmans-directory.co.uk

Deadline: 12th September 2023

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

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

Leader Board 1030px x 127px £380

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Email Banner 1024px x 200px £300

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TECHNICAL DATA

Please contact Johnny on 01747 854 099 or johnny@showmans-directory.co.uk

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

PLEASE COMPLETE AND RETURN BY 12th SEPTEMBER

E-NEWSLETTER ADVERTISING FORM

Return to: Johnny Lance

Telephone: 01747 854 099

Email: 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 18th | <input type="checkbox"/> |
| Issue 2 | May 16th | <input type="checkbox"/> |
| Issue 3 | June 20th | <input type="checkbox"/> |
| Issue 4 | July 18th | <input type="checkbox"/> |
| Issue 5 | August 15th | <input type="checkbox"/> |
| Issue 6 | September 7th | <input type="checkbox"/> |
| Issue 7 | September 21st | <input type="checkbox"/> |
| Issue 8 | October 5th | <input type="checkbox"/> |
| Issue 9 | October 12th | <input type="checkbox"/> |
| Issue 10 | October 19th | <input type="checkbox"/> |
| Issue 11 (post show) | November 2nd | <input type="checkbox"/> |

Cost is £300 + vat for 1024 px wide x 200px high banner

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Please contact Johnny on 01747 854 099 or 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

Deadline: 30th September

This is an excellent opportunity to create a video for promotional purposes at an affordable price. Recorded at the show, each video will be approximately three minutes long and include content of your choice (i.e. highlight your products and services/ demonstrations and/or interviews with key personnel).

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

Days:

| | | |
|-----------|--------------|--------------------------|
| Wednesday | October 18th | <input type="checkbox"/> |
| Thursday | October 19th | <input type="checkbox"/> |

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

PLEASE COMPLETE AND RETURN ASAP



We have teamed up with ShoutOut to help exhibitors increase their visibility, drive traffic to their stands and build relationships with potential customers with faster and cheaper social videos.

These will be recorded on your stand at a time of your choosing.

The cost for a ShoutOut film is £150 (+VAT)

You can find out more about their offering here: <https://www.shoutout.social/exhibitors>

To book a video interview with ShoutOut at the Show please use this following link:

<https://shoutoutcreator.simplybook.it/v2/#book>


The Green Supplier and Innovation Award

Deadline for entries: 19th September 2023

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
- Please use font: Arial and point size 10.

To request an entry form please email office@eventivecommunications.co.uk



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