



**24-27
MAY 2021**
RIYADH INTERNATIONAL CONVENTION
& EXHIBITION CENTRE



MARKETING POWER PACK TO GET MORE VISITORS TO YOUR STAND

The Big 5 Saudi is pleased to provide an exclusive set of benefits for YOU, our valued exhibitor to ensure a maximum return on your investment. These options cover pre, during and post-show exposure at this year's event.

BENEFITS INCLUDE:

1 LEAD RETRIEVAL APP

A powerful and easy way to capture sales leads using your own Smartphone!

- ▶ Capture and view lead information in real-time on and off the show floor
- ▶ Export leads into excel for easy follow up
- ▶ Send an email immediately to your prospects from the system with a request to follow-up post show
- ▶ Real time reporting and analytics
- ▶ Edit and qualify leads with notes
- ▶ Use your own iPhone or Android device
- ▶ Works with or without internet connectivity
- ▶ One login for multiple users in a single company



3 SIMPLE STEPS TO DOWNLOAD YOUR SCANNER

- ▶ Download the app from the app store
- ▶ Enter the logins provided to you by the organiser
- ▶ You are now ready to scan your leads

Your login details will be sent to you one week prior to the event.

*Details of the App will be shared with the exhibitors closer to the event

2 ENHANCED EXHIBITOR LISTING ON THE WEBSITE

Exhibitor listing to include:

- ▶ Enhanced display of company logo and company name offering increased visibility
- ▶ Complete contact details
- ▶ One video on your listing
- ▶ Brochure upload up to 10MB
- ▶ Press releases (up to 3)
- ▶ Product images (up to 3)
- ▶ Show activity (up to 3) - Let us know if you're launching a product or have planned any special activities/promotions during the show

*Subject to T&Cs overleaf

3 PROLONGED EXPOSURE

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

*Subject to T&Cs overleaf

4 PRODUCT IMAGES

Your images to be included in an email campaign to our visitor database combined with other exhibitor images.

*Subject to T&Cs overleaf

MORE...

5 CUSTOMIZED FREE MARKETING OPTIONS TO INCREASE VISITORS TO YOUR STAND



HAND DELIVERED INVITATIONS

Personally invite your top 50 clients in SAUDI ARABIA to visit you at the show.



TELEMARKETING

Our trained telemarketers can call your top 1000 contacts inviting them to your stand*.



EMAIL INVITATIONS

We can send personalised emails to your top contacts inviting them to your stand*.



FACEBOOK & TWITTER PROMOTION

Share product information and images that we will be promote to our fan following on social media.



EMAIL SIGNATURE

Request the event signature and add it to your email to boost your participation.



WISH LIST

Provide us with company names and job titles that you would like to meet at the event but don't have the contact details for. We will research this list for you and invite them to the show on your behalf.



WEB BANNERS

Request and choose from two sizes and display on your website to promote your location at the show.



PR SUPPORT

Are you bringing something NEW to the market? Let our PR team know and we will publish it via an interview on our website.



SMS CAMPAIGN

We can send personalised SMS on your behalf to your clients in SAUDI ARABIA with details of your stand location*.



DIGITAL STICKERS

Personalised digital stickers with your stand number for your adverts and brochures that you send to your clients.

*Subject to T&Cs

6 PUBLIC LIABILITY INSURANCE

This insurance is mandatory for all participating exhibitors to ensure safety at their stand.

TERMS & CONDITIONS

1. This insurance and marketing agreement is mandatory for all exhibitors for \$495 (per company including all exhibitors sharing stands and companies part of a country pavilion).
2. The Big 5 Saudi will decide on the layout and where on the website to place images, text and videos (It will be on first come first serve basis due to space limitations).
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 Saudi.
4. The Big 5 Saudi does not contractually guarantee the attendance of any companies and contacts provided on the wish list.
5. The Big 5 Saudi does not contractually guarantee the attendance of any clients invited via email, telephone or SMS.
6. The Big 5 Saudi 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 due to word count limitations).
7. The Big 5 Saudi 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.
8. 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).

*Any data provided to dmgevents will be kept strictly confidential and used solely for the purpose of marketing that exhibitor for their participation at said show. Immediately post show, data will be destroyed and will not be used for any other purpose.

TO START PROMOTING YOUR PARTICIPATION TO YOUR CLIENTS, GET IN TOUCH:

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