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 four packages that best meets your objectives.

FOR MORE INFORMATION, GET IN TOUCH WITH YOUR EASYFAIRS SALES REPRESENTATIVE.

GOVISIBILITY

Promote your company profile.

€600

GET NOTICED ALL YEAR ROUND

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

GOLEADS

Maximise lead generation and deepen customer relationships.

€750

GET NOTICED ALL YEAR ROUND

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BOOST YOUR LEADS

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

GOPLUS

BEST VALUE

Maximise lead generation and enhance online visibility.

€1.050

GET NOTICED ALL YEAR ROUND

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BOOST YOUR LEADS

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GET PREMIUM ONLINE BRAND VISIBILITY

- Display your logo on the exhibitor list

GOPREMIUM

MAX. 15 EXHIBITORS

Maximise lead generation and brand exposure, onsite and online.

€2.800

GET NOTICED ALL YEAR ROUND

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BOOST YOUR LEADS

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- Capture and qualify leads with ease UNILIMITED LICENCES
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GET PREMIUM ONLINE BRAND VISIBILITY

- Display your logo on the exhibitor list

STAND OUT ONLINE AND ONSITE

- Attract attention when visitors register online
- Maximise your visibility at the event

by **EASYFAIRS**

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 one breakthrough product in the Innovations Gallery (subject to approval by the Innovations Reviewer).

Invite customers and prospects

Invite guests via your chosen digital channels (e-mail, website, social media, electronic signature or personalised action code) with your personalised registration link.
You can download a list of everybody who used your link to pre-register. Get in touch to invite them to your stand and follow up after the event.
Promote your presence with highly professional ready-to-use marketing materials including invitations, web banners and event logos.

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.

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 app on your smartphone. You can add notes e.g. to categorise the really hot leads. Post-event follow-up has never been easier. With the exception of "GOVISIBILITY", "Visit Connect Licenses" are included in the scope of delivery without limitation.

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 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.

STAND OUT ONLINE AND ONSITE

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.

Maximise your visibility at the event

Be seen where it matters. Your logo or promotional advertisement appears on displays in high-traffic areas. Plus, we also offer some exclusive visibility options such as speaker slots, bar sponsorship, posters, leafleting or sample distribution in prominent locations. Ask the event team for details! This exclusive offer is restricted to a limited number of exhibitors.