



Cruise & River Cruise Convention

**11 - 13 September 2019**  
Hamburg | Germany

## Exhibitor Marketing Kit



Organised by



In partnership with

**Seatrade  
Cruise**

Co-located with

**MARINE  
INTERIORS** | Cruise & Ferry  
Global Expo  
Powered by SMM

    #STCEurope  
**seatrade-europe.com**

# How can you become a successful exhibitor?

Being an exhibitor at Seatrade Europe doesn't start and finish with the show floor. This marketing guide provides you with the content you need to shout about your attendance at this year's show, generating a buzz around your booth before the show even starts!

Use this marketing guide to help improve and enhance your visibility in the build up to Seatrade Europe and to get the most from what the event can offer you! With over 250+ exhibitors also showcasing their products in the exhibition hall to over 5000 participants, Seatrade Europe offers limitless networking opportunities!

This handbook is specifically tailored to help your business generate more leads before you even arrive at the event. By letting your existing and potential customers know your coming to Seatrade Europe, it provides you with the best chance of meeting your objectives and maximising your return on investment.



**250+**  
exhibitors from  
40 nations



Footfall of  
**5000+**  
attendees



**32**  
unique industry  
sectors  
represented

## Links to what's inside:

### **Pre-show marketing:**

Self promotion

### **Pre-show marketing:**

Using social media and public relations

### **It's show-time:**

Maximising your on-site opportunities

### **Post-show:**

Continuing after the event

### **Exhibitor of the month & Best marketing campaign**

### **Complimentary marketing tools**

available to you

## Got a query?



### **Victoria Stokes**

Marketing Manager Cruise

 [victoria.stokes@informa.com](mailto:victoria.stokes@informa.com)

 +44 (0) 207 017 4356

# Pre-show marketing: a little self-promotion equals a lot of opportunities

Thousands of participants are expected at Seatrade Europe, meaning there are plenty of opportunities to get yourself seen. With a little pre-show marketing, you can increase your visibility, drive more traffic and generate more leads.

## Marketing tools available to you for free

- ✓ Send out our pre-show e-vite to your data to let them know you will be at Europe's meeting place for the cruise industry
- ✓ Make your email signature work hard for you by promoting your presence at Seatrade Europe with your own personalised email footer
- ✓ Your website is the perfect platform to promote your presence at Seatrade Europe, which is why you can order your own Seatrade Europe web banner to proudly display
- ✓ Each exhibitor is allocated a spot on the official exhibitor listing on the Seatrade Europe website. Alongside your logo, you are also entitled to submit a 50-word description and company contact details to help you make a good first impression
- ✓ You can use the Seatrade Europe logo on collateral, adverts and more to highlight your participation in one of the leading events for the Cruise industry
- ✓ The Seatrade Europe QR code is also available and links to the event website
- ✓ Your clients will be attending Seatrade Europe 2019, so why not go that extra mile and send them their very own pre-event e-guide?

## Invite your customers to the Seatrade Europe 2019!

Our Exhibitor Ticket Shop makes invitation management even easier. After ordering the digital invitations, you will receive the admission codes so you can forward them to your customers.

Alternatively, you can use our shop to send the invitations directly to your customers, check the status of ordered invitations and track who has redeemed your invitation. There are no costs for redeemed invitations and you can access this tracking system at any time.

You can access the invitations via the Online Service Center (OSC) (Exhibitor Service Orders > Exhibitor Ticket Shop). For more information, please contact Customer Services at +49 40 3569-7575 or [customerservice@hamburg-messe.de](mailto:customerservice@hamburg-messe.de)

## Ideas to incorporate into your pre-show plan

- ✓ Consider joining your peers as a Seatrade Europe sponsor and give your company a platform to shout from. Download the sponsorship brochure to discover the options available.
- ✓ Create two pre-show marketing campaigns to highlight your presence; one targeting your current customers and one targeting your top prospects.
- ✓ Place an advert in our official Event Catalogue or Seatrade Cruise Review. Both will be seen by an abundance of event attendees.

# Pre-show marketing: making the most of social media

Does your company use social media? From Twitter to Facebook and LinkedIn, you have the power to connect with your audience on another channel. If not, now is the perfect time to join the party and help keep your audience up-to-date about your participation at Seatrade Europe.



## Facebook

Like Seatrade Cruise on Facebook and keep up to date with the latest news and information about Seatrade Europe (as well as other Seatrade events!)



## Twitter

Follow us at @SeatradeCruise and use the official show hashtag, #STCEurope to highlight your participation at the event.



## LinkedIn

Follow Seatrade Cruise to stay up-to-date with the latest event news and engage with show attendees.



## Instagram

Follow Seatrade Cruise Events on Instagram to keep up to date with the latest images and video from all of our events around the world.

## Don't forget about the power of public relations

Are you announcing a new product or service at Seatrade Europe? Or do you simply want to highlight what attendees can expect from your company? Make sure you send a pre-show press release to keep the cruise industry media up-to-date and informed on your activities. You can also schedule a press conference at the event if you have a new product to debut.

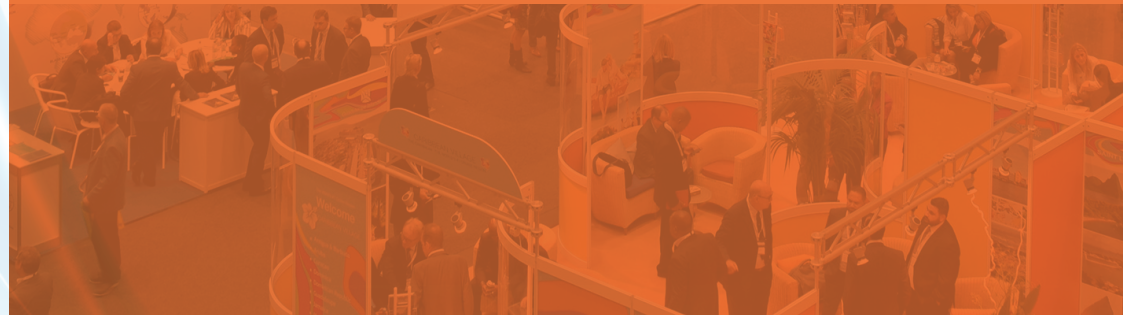
# It's show time: Maximising your time on the show floor

It's important to make sure you are ready to maximise the opportunities that Seatrade Europe can offer to you to help meet your objectives. As your experience at Seatrade Europe is important to us, here are our top tips for ensuring you get the most out of your time in the exhibition hall.

- ✓ Make sure you are recording details of anyone who visits your stand and collecting business cards for a post-show follow-up
- ✓ Generate a buzz around your stand - run a competition or host a happy hour to attract more footfall
- ✓ Don't hand out too much collateral – give yourself a platform to follow up with visitors post-show by not overloading them with information at your stand
- ✓ Use Social Media throughout your time at Seatrade Europe – use the show hashtag #STCEurope and post behind the scenes or live content from your stand. We will update our own timelines with the best of your messages!
- ✓ Reserve a private meeting space if you're planning on catching up with existing clients

## Make an announcement

Make a launch or announcement and schedule a press conference or announcement on site - Contact Victoria Stokes ([victoria.stokes@informa.com](mailto:victoria.stokes@informa.com)) for more information



And at the end of the day, sit down with your colleagues and take the time to evaluate how the show is going for you and identify any areas of improvement.

# Post-show Continuing the exposure after the show

Even after you've said goodbye to Seatrade Europe for another two years, you can still maximise the opportunities available from exhibiting post-show for return on investment.



## Pick up the phone

Allocate time to follow up with any new data you collected during the show – don't forget to also thank any existing clients who visited you during the event!

## Post-show analysis

Evaluate what you achieved. What went well? What could've been better?

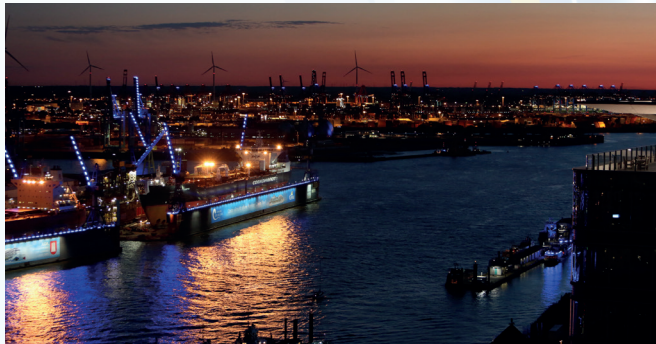


## Exhibitor of the week & best marketing campaign award

The exhibitor that we feel has fulfilled a successful marketing campaign for Seatrade Europe will be promoted on the event webpage and flagged as the 'Exhibitor of the Week'.

We'll monitor the 'Exhibitors of the Week' throughout the lead up to the event.

The best performing exhibitor will be announced during the show. The initiative will start in July and details will be sent out to all exhibitors.



## Delivery is key

Be prompt on anything you have promised to visitors and contacts to meet expectations



# Complimentary tools available to you

## Marketing tools available to you for free

- ✓ Email banner
- ✓ Event Guide
- ✓ Event logo
- ✓ Event pop up banner
- ✓ QR code
- ✓ Wall planner
- ✓ Website banners
- ✓ Social media banners

To order contact:

**Victoria Stokes**

Marketing Manager Cruise

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Sample web banners



Social media banners

