

Checklist: Marketing activities

Area	Activity	Remarks
<p align="center">Advertising</p>	<p>Outdoor advertising: Poster A1 format Poster A4 format Visitor brochures German/English Image flyer</p> <p>Print advertising: Event schedule Adverts in specialist publications (including a WindEnergy Hamburg banner with their stand number or other indication of presence at the expo) Advertorial (with reference to presence at WindEnergy Hamburg)</p> <p>Online advertising: Online banner Newsletter Announcement on your website E-mail signature (WindEnergy Hamburg banner with your stand number) Social media announcements (LinkedIn, Xing, Twitter, Facebook, etc.)</p>	<p>It is advisable to use a media mix in order to get different points of contact.</p> <p>Advertising materials are available free of charge on request here: http://www.windenergyhamburg.com/en/for-exhibitors/service/advertising-promotions/order-form-advertising-materials/</p> <p>Online advertising materials are available for download here: http://www.windenergyhamburg.com/en/for-exhibitors/service/downloads/</p>
<p align="center">Invitation/advertising media</p>	<p>Envelope sticker without customisation Envelope sticker with customisation (customised envelope stickers are available on request, e.g. including your hall and stand number) Invitation card Codes for free-of-charge visitor invitations Telephone follow-up campaigns</p>	<p>You can contact and invite potential visitors with print mailings and/or e-mailings. It is advisable to include personalised salutation. We recommend including incentives to attend the expo (invitation, price reduction, lottery, etc.) and an opportunity to arrange a meeting. You can use existing addresses, or purchase addresses. What is your target group? Who do you want to meet at the expo? Do you have regular customers where you want to cultivate the relationship? Or are you looking for new business leads? Please ensure compliance with the legal regulations.</p> <p>You can order invitations here: http://www.windenergyhamburg.com/en/for-exhibitors/service/booking-services-osc/</p>
<p align="center">Advertising gifts</p>	<p>Request free advertising gifts, e.g. Post-it block Pins Ball-point pens</p>	<p>You can distribute these at events in advance of the expo, or in your company, or in the course of meetings with customers.</p>
<p align="center">PR work</p>	<p>Prepare press information on product innovations and special exhibits to be presented at the expo, and send press invitations to the media in advance. Prepare your own press conference at the expo. Send a follow-up report (e.g. on business concluded) to the media.</p>	<p>The media partners are shown here: http://www.windenergyhamburg.com/en/the-expo/profile/partners-sponsors/</p>
<p align="center">Own advertising and PR at the expo</p>	<p>Hire advertising spaces at the expo site and in the immediate surroundings. Submit your entry and ads for the Exhibitor Directory and Visitor Guide. Announce expo innovations online via the Exhibitor News. Place adverts in the expo magazine "Show Dailies" of Recharge and/or in the digital newsletter of reNEWS. Hire press pigeonholes at the press centre. Hold your own press conference. Stand concept with information material, giveaways, stand party, promotions, etc. Check whether you can participate in the supporting programme (Speakers' Corner, Recruiting Day, including in Storage Tour and Job Route)</p>	<p>Draw the attention of expo visitors to your stand.</p> <p>Information on advertising at the expo: http://www.windenergyhamburg.com/en/for-exhibitors/service/advertising-promotions/</p> <p>Information on the Exhibitor News is available at the OSC under "Media entry" or from our service partner A. Sutter Fair Business (see link above).</p>
<p align="center">Exhibitor events</p>	<p>Advertise for your stand party, stand event, presentation at your fair stand or in a room booked at the expo (only possible at the expo site)</p>	<p>Free of charge, list of all Exhibitor Events at WindEnergy Hamburg website: http://www.windenergyhamburg.com/en/program-entry/</p>