



Publicity tools and services for Intertraffic Exhibitors

By exhibiting at Intertraffic North America 2007, your company can benefit from a host of add-on promotional opportunities, many of which are free of charge. Don't miss out! Read on to find out more about the publicity tools and services available and select those that best meet your requirements.

INVITE YOUR POTENTIAL CLIENTS AND CUSTOMERS

Personal invitations work best

Past practice shows that a personal invitation to your relations to visit a trade show is most appreciated. You can draw attention to your participation in Intertraffic North America and announce any special activities on your stand. Why not send out a e-mailing to your clients and include a link to our website where all the show information including the attendee brochure can be downloaded.

Pre-registration link for your website: extra visitors

To reinforce your visitor marketing activities, you can put an attendee registration button on your own website. This will help draw the attention of site visitors to your participation in Intertraffic North America 2007 and offers them an on-the-spot invitation to register as a visitor. You can simply download the button from our website.

Intertraffic North America 2007 logo with your booth number

A special logo of Intertraffic North America with "Visit us at booth" is available. By using this logo on your printed material or on your website you can make your (potential) clients aware of your presence and location at Intertraffic North America 2007. You can download the logo in both eps and jpg format via our website. When using the logo on your website we suggest you link it to the show website.



All logos can be downloaded from our website www.northamerica.intertraffic.com >> Exhibitors >> Exhibitor Tools

ADVERTISING

Intertraffic North America 2007 Exhibition Catalogue

The Intertraffic catalogue is a comprehensive guide to the Intertraffic exhibition. You can highlight your location and stand number by placing an advertisement. An extra advantage, of course, is that it is kept as a very important reference tool for a minimum of 24 months! More information about advertising opportunities will be communicated to you shortly.

LAUNCHING PLATFORM FOR YOUR NEW PRODUCTS

Free publicity

Taking part in Intertraffic North America 2007 offers you an exceptional opportunity to generate free publicity for your company and new products. In particular, this type of event is the ideal time to profile your company's products in the trade media. Please hand in your press releases at the on-site press office for distribution to the trade press. Prior to the show make sure you send any press releases to mjeanneret@artba.org and c.jansen@rai.nl so we can incorporate your news in the pre-show press releases we send out.