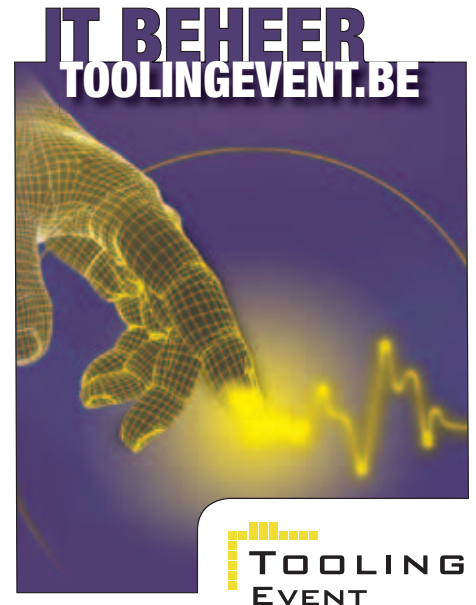
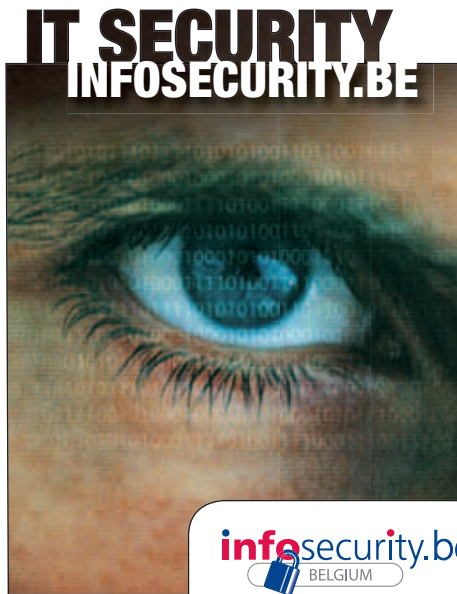


# 28 - 29 MARCH 2012 BRUSSELS EXPO

TRADE SHOWS, SEMINARS AND ONLINE MATCH MAKING FOR THE IT MANAGER & IT PROFESSIONAL



## GET MORE FROM YOUR PARTICIPATION

### Promotion and exposure opportunities 2012

Infosecurity.be, Storage Expo and the Tooling Event offer you a variety of promotional opportunities, both as complete promo packages as separate items. Do you want to improve your image or generate more stand visits? The various options make it easy for you to achieve your promotion targets.

### PROMO PACKAGES

A promo package offers you various exposure opportunities both before and during the trade show.

#### Platinum Promo Package € 12,900

LARGEST ATTENTION VALUE

With e.g.:

- A keynote session during the seminar program
- Extensive branding with your logo on invitations, adverts, signs and floor plans
- Banner with link on the trade show website
- Logo on the visitor badges

#### Gold Promo Package € 6,900

PROMINENT PRESENCE

With e.g.:

- Extensive branding with your logo on invitations, adverts and signs
- Banner with link on the trade show website
- Logo on the signs at the trade show
- Logo on the visitor badges

For information of the complete packages, go to

[www.infosecurity.be](http://www.infosecurity.be), [www.storage-expo.be](http://www.storage-expo.be) or [www.toolingevent.be](http://www.toolingevent.be)

#### Silver Promo Package € 3,995 (max. 5 companies)

ON THE MAP

With e.g.:

- 1 Case study/solution session with exclusive announcement in the exhibition catalogue
- Publication of the summary of your session
- Logo on the program signs

#### Registration package € 2,500 (max. 1 company)

IN THE PICTURE

- Logo in the visitor mail confirming their badge request
- Furnishing/company logo at the hall entrance

#### Customer Relation Package € 2,500 (max. 1 company)

NETWORKS

Met onder andere:

- Invite your VIPs for a drink and a bite to eat at your stand.  
Beer, wine, soft drinks, snacks and parking vouchers for 50 people.

## SEPARATE PROMO OPPORTUNITIES 2012

### Case study/solution session € 2,250

Present your vision, product or business case in one of the trade show theatres.

### E-mail Point € 3,500

Connect your branding to the internet room at the trade show.

### Welcome Floor Sticker € 1,500

(max. 1 company, incl. production costs)  
A personal welcome to all visitors.

### Hostess Sponsoring € 2,500

(max. 1 company, incl. production costs) Your company logo on the sweater worn by my staff at the on-the-spot registration desk. You are immediately visible during the first contact moment at the trade show.

### Handing out flyers € 2,750

(max. 3 companies, excl. hostess and flyers)  
Spread the word at the trade show in a prominent manner.

### Logo or advert on the hand-out map € 3,950

(max. 1 company)  
Reach all the trade show visitors.

### Logo on lanyards € 3,500

(max. 1 company, excl. production costs) The quickest way to spread your logo. Both indoor and outdoor.

### Logo on visitor bags € 3,500

(max. 1 company, excl. production costs)  
The quickest way to spread your logo. Both indoor and outdoor.

### Floor stickers from € 500

(A2 size, max. 5 companies, incl. production costs)  
Show visitors to your stand in a prominent manner.

### Website from € 50,- (per 100 views)

Various ad formats on the exhibition website.

### E-mail campaign from € 110,-

Your advertorial (incl. logo) or banner in our digital newsletter.

### Registration confirmation E-mail € 50 (per 1000 views)

Your logo in the visitor mail confirming their badge request.

## Promo matrix

The promo packages and items can help to achieve your promotional targets.

- Image: Present or alter your company image.
- Reputation: Create more company or brand awareness (in the market).
- Visitors: Welcome as many visitors to your stand as possible and generate a maximum number of leads.
- Content: Transfer knowledge about a product or service.
- Network: Contact with potential and existing customers, potentially in collaboration with other partners.

PROMO PACKAGES	IMAGE	REPUTATION	VISITORS	CONTENT	NETWORK
Platinum package	XX	XX		XX	
Gold package	X	XX			
Silver package		X		X	
Registration package		X	X		
Customer relation package	X				X
SEPARATE PROMO ITEMS					
Case study/Solution session	X		X	X	
Business theatre at the trade show	X	X	X	X	X
E-mail point		X	X		
Welcome floor sticker		X			
Hostess sponsoring		X			
Handing out flyers		X	X		
Hand-out floor plan		X	X		X
Lanyards		X	X		
Visitor bags	X	X	X		
Floor stickers		X	X		
Website		X			
E-mail campaign		X	X		
Registration confirmation e-mail		X			



## CONTACT

### Want to find out more?

Would you like to take out an option on one or more promo opportunities? Or do you have another question? Your contact person for Infosecurity.be and Storage Expo is Sales & Account Manager Kristel de Swert, T +32 473 93 83 35 or e-mail: [kristel.de.swert@vnuexhibitions.com](mailto:kristel.de.swert@vnuexhibitions.com).  
Your contact person for Tooling Event is Jordi van Herk, T +31 (0)70 313 0070 or e-mail: [jordi.van.herk@marqit.be](mailto:jordi.van.herk@marqit.be).

You can also find more information on our websites: [www.infosecurity.be](http://www.infosecurity.be), [www.storage-expo.be](http://www.storage-expo.be) or [www.toolingevent.be](http://www.toolingevent.be).