



PLANT AND WASTE RECYCLING SHOW



EXHIBITOR MARKETING KIT



Paignton, Devon, UK
9th, 10th & 11th June 2015

PAWRS

PLANT AND WASTE RECYCLING SHOW

This handy and helpful guide will provide you with tips and information to ensure you make the most of your Plant, Waste & Recycling show experience.

Inside you'll find everything you need to know to attract new and existing customers to PAWRS so sales and leads are generated before, during and after the exhibition. As always our goal is ensure your success so if you have any questions please feel free to contact our team at any time.

- 3 CONNECT WITH BUYERS ONLINE
- 4 LET'S GET SOCIAL/ONLINE DIRECTORY
- 5 GET IN FRONT OF THE BUYERS
- 6 EVENT CHECKLIST

CONNECT WITH BUYERS ONLINE

**We're
exhibiting @**



**COME & MEET
US THERE FOR**

GOOD NETWORKING

FREE CONFERENCE

GRAT LOCATION

DEMO AREA

& A DRINK!

**9th, 10th & 11th
JUNE 2015**

**CLICK HERE
TO BE OUR
SPECIAL GUEST**

**Web Banner
(162 x 60)**



PAWRS
Paignton, Devon, UK
9th, 10th & 11th June 2015
PLANT AND WASTE RECYCLING SHOW
WE'RE EXHIBITING
SEE YOU THERE!
9th, 10th & 11th JUNE 2015
**CLICK HERE TO BE OUR
SPECIAL GUEST**

**Web Banner
(125 x 125)**

We're so excited to have you onboard and want to provide you with all the tips to help you succeed. First up, it's important to spread the word about exhibiting at PAWRS so go on and shout it from the rooftops! Our extensive marketing campaigns reach far and wide to connect with the buyers that are important to you but the marketing doesn't stop there. It's essential to communicate on a regular basis with your own community and we encourage you to take advantage of the free, easy to use marketing tools listed below to reach out to your customers. You'll find all of these tools available to download on the PAWRS website.



PAWRS
Paignton, Devon, UK
9th, 10th & 11th June 2015
PLANT AND WASTE RECYCLING SHOW

**WE'RE EXHIBITING
COME & MEET US THERE**

**CLICK HERE TO BE
OUR SPECIAL GUEST**

**Web Banner
(468 x 60)**



PAWRS
Paignton, Devon, UK
9th, 10th & 11th June 2015
PLANT AND WASTE RECYCLING SHOW

**WE'RE EXHIBITING
COME & MEET US THERE**

9th, 10th & 11th June 2015 @ Paignton Seaside, Devon, TQ4 6BJ

E-mail Signature

Online promotion can be designed to specific sizes and animations, contact a member of the PAWRS team for more information.



LET'S GET SOCIAL

We reach out and connect with a vibrant and vocal community on our social media channels. Our marketing team uses these important tools to connect with buyers and our expanded community to promote event information and most importantly – your business. Connect with buyers, share your photos and join in the conversation by following us on:

CONNECT WITH US



facebook.com/pawrs.show



twitter.com/plantandwaste



EXHIBITOR DIRECTORY

Thousands of buyers from around the UK flock to our website to plan, source and discover products and suppliers in the weeks and months leading up to the event. The PAWRS website contains an Exhibitor Directory which profiles your company to thousands of prospects so make sure your online profile is kept up to date and packed with eye-catching images that best represent your brand. Remember to update your listing after the event with a post show thank you to capture those post show leads!



GET IN FRONT OF THE BUYERS

THE SHOW GUIDE

The PAWRS show guide goes into the hands of every visitor that attends the Plant & Waste Recycling Show. This is a great opportunity for you to get your listing in early so everyone knows you're exhibiting. Complete the online exhibitor registration form for your free directory listing.



PRINTED INVITATIONS

Exhibitors can order a batch of Plant & Waste Recycling Show invitations to send out to their special buyers that they'd like to see at PAWRS. These can be ordered via a member of the PAWRS Team, custom invitations can also be created at an extra cost.

NEWS & EMAILS

PAWRS sends out monthly and weekly newsletters to all registered visitors and exhibitors. This gives exhibitors a chance to give potential customers a sneak peak as to what you will be exhibiting and exciting updates on products. ALL news to be sent to admin@pawrs.com



EVENT CHECKLIST

Follow this simple guide to make sure you have all you need to have a successful show at PAWRS 2015.

- ☐ Complete the online exhibitor registration form for your free entry within the show guide and online directory.
- ☐ Order your printed 'generic' or 'custom' invitations to send to your customers
- ☐ Update your online directory listing with videos, brochures, press release and social media links.
- ☐ Upload your event marketing to your website, social media, blogs and e-mail
- ☐ Share any marketing news with the PAWRS team
- ☐ Complete the Marketing Guide Checklist

CONTACT US

The PAWRS Team is always available to answer any of your questions so please feel free to contact us.

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www.pawrs.com

