

## Three options – each level delivers bigger results.

EasyGo is your complete visibility and lead generation package. It helps you get more from every event. **More leads, more visibility, more value – less effort.**

Choose one of the three packages that best meets your objectives. Start with essential lead capture and upgrade for **enhanced visibility** and even **more lead generation opportunities**. Each level builds on the last to maximise your event ROI and deliver bigger results.

**For more information, get in touch with your account manager.**

<h3>GoLeads</h3> <p>Turn show traffic into qualified sales conversations.</p>	<h3>GoPlus</h3> <p>More leads, bigger online presence.</p> <p>Exhibitors receive an average of <b>33%</b> more leads than GoLeads</p> <p><b>BEST VALUE!</b></p>	<h3>GoPremium</h3> <p>Maximum leads and stand-out visibility online and on-site.</p> <p>Exhibitors receive an average of <b>92%</b> more leads than GoPlus</p> <p><b>LIMITED NUMBER</b></p>
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### Maximise your visibility

	GoLeads	GoPlus	GoPremium
Online profile to post unlimited content all year	✓	✓	✓
1 Innovation Gallery application to show off your star product	✓	✓	✓
Additional Innovation Gallery application (2 total)		✓	✓
Logo highlighted in the online exhibitor list		✓	✓
Video header at the top of your profile		✓	✓
Enhanced visibility on the exhibitor list of the online catalogue			✓
Logo displayed on entrance ticket and every step of the visitor registration journey			✓
Logo or ad displayed in high-traffic areas at the venue			✓

### Connect with the right people

	GoLeads	GoPlus	GoPremium
Personal invite tool: Invite your network and get real-time alerts when guests arrive	✓	✓	✓
Network and schedule meetings in the event app with AI matchmaking	✓	✓	✓

### Generate leads seamlessly

	GoLeads	GoPlus	GoPremium
1 Smart Badge reader to digitally promote products and collect visitor details	✓	✓	✓
Badge scanning via app for more qualified and high-quality leads	✓	✓	✓
2 Smart Badge readers total for more lead opportunities (1 extra)		✓	✓
3 Smart Badge readers total for maximum lead opportunities (2 extra)			✓