EASYGO packages

Go for more

Two options – tailored to the results you want to achieve.

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 the package that best meets your objectives. GoPlus builds on the essential lead capture in GoLeads, adding enhanced visibility and more lead generation opportunities – maximising your event ROI and delivering bigger results.

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

	GoLeads Turn show traffic into qualified sales conversations.	BEST VALUE! GoPlus More leads, bigger online presence. Exhibitors receive an average of 42% more leads than GoLeads
Maximise your visibility		
Online profile to post unlimited content all year	✓	✓
1 Innovation Gallery application to show off your star product	✓	✓
Additional Innovation Gallery application (2 total)		✓
AI company profile generator to create and optimise your profile		✓
Logo highlighted in the online exhibitor list		✓
Central event video gallery to showcase your company or product		✓
Video header at the top of your profile		✓
Connect with the right people		
Network and schedule meetings in the event app with AI matchmaking	✓	✓
Personal invite tool: Invite your network with personalised invites & track registrations	✓	✓
Real-time alerts when invited guests arrive		✓
Generate leads seamlessly		
Badge scanning via app for more qualified and high-quality leads	✓	✓
1 Smart Badge reader to digitally promote products and collect visitor details	✓	✓
2 Smart Badge readers total for more lead opportunities (1 extra)		✓

Maximise your visibility

Online profile to post unlimited content all year

Build your online presence 365 days a year

Many visitors explore the exhibitor list on the website before their visit. This is your chance to capture their attention and ensure they stop by your stand. Add unlimited products, photos, videos and news.

Innovation Gallery application to show off your star product

Stand out in the Innovation Gallery

Got a game-changing product? Submit it for the Innovation Gallery. If selected, your innovation gets premium placement on the website and onsite (depending on show). Get visitors excited about your innovation even before they come to the event.

AI company profile generator to optimise your profile

Create a high-converting profile in minutes

GoPlus package

Let AI do the hard work for you. Our content optimiser helps you build and improve your company profile in just a few clicks, so buyers immediately understand what you offer. You complete your profile faster and get smarter, more appealing content that boosts your visibility and conversion to your company page.

Logo highlighted in the online exhibitor list

Your logo where buyers look first

GoPlus package

Put your logo next to your name in the exhibitor list. Visitors scanning for suppliers see your brand immediately.

Central event video gallery to showcase your company or product

Additional visibility on the event website

GoPlus package

Upload a company, product or demo video to the central event video gallery, accessible alongside the exhibitor list on the event website. Your video appears with your name and logo, and links directly to your profile. An extra, high-impact touchpoint that boosts your visibility and drives more visitors to your company page and stand.

Video header at the top of your profile

Show video instead of a static image

GoPlus package

Replace your profile header photo with a short video and show your products in action. Video lets you demonstrate features, benefits and real-world applications in ways a static photo never could.

Connect with the right people

Personal invite tool: Invite your network with personalised invites & track registrations

Invite your contacts and track who's coming

Send one link. Track every sign-up. We give you ready-made email templates, web banners and social media posts. See exactly who registered through your link. Invite your best customers before your competitors do, and drive qualified traffic directly to your stand.

Real-time alerts when invited guests arrive

Know the moment your invited guests arrive

GoPlus package

Get a real-time alert via SMS when someone you invited checks in, then greet them personally. They'll remember that you made time for them. Turn a cold stand visit into a warm welcome.

Network and schedule meetings in the event app with AI matchmaking

Connect before you even meet

The event app matches you with your ideal customers using AI. See who's attending. Check their interests. Send messages. Book meetings. By opening day, you'll have a diary full of qualified prospects who already want to talk to you. More meetings = more sales.

Capture leads seamlessly

Smart Badge reader to digitally promote products and collect visitor details

Turn your stand into a lead magnet

Place Smart Badge readers around your stand to share your company or product info with visitors when they tap. Every visitor who taps your Smart Badge reader automatically shares their full contact details with you even if you never spoke. No paper, no missed connections. Take advantage of an additional Smart Badge reader in the GoPlus package for wider stand coverage or product-specific lead tracking.

Badge scanning via app for more qualified and high-quality leads

Scan badges, add notes, close deals faster

Use the event app on your phone to scan attendee badges in seconds and add notes on the spot. Your whole team can use it. See your app connections and scanned leads in real time in the app and seamlessly export your connections and lead notes.

EASYGO
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www.easyfairs.com/easygo

Measure your event ROI

- See your page views
- Track invited visitors
- View leads from Smart Badge touches
- Track and qualify badge scan leads
- Measure app matchmaking success