EASYGO packages

Go for more

Two 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 two packages that best meets your objectives. Start with essential lead capture and upgrade for **enhanced visibility** and even **more lead generation opportunities**. The next level builds on the last to maximise your event ROI and deliver 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 **33%** 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)		✓
Logo highlighted in the online exhibitor list		✓
Video header at the top of your profile		✓
Connect with the right people		
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		
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)		✓

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.

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.

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.

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 and receive real-time alerts when your guests arrive

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.

Know the moment your invited guests arrive

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 additional Smart Badge readers in the GoPlus and GoPremium packages 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
Go for more

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