



# CONNECT IN PHARMA

## Kick off your marketing campaign

### Promoting your company on our website

- ★ Upload your company description, add your latest products and solutions, along with any press releases, and finally the innovation gallery. Via My Easyfairs > Manage your online profile > Company Information

### Promoting your company's participation online

Upload your company description, add your latest products and solutions, along with any press releases, and finally the innovation gallery. Via My Easyfairs > Manage your online profile > Company Information

Get involved on social media by following Connect in Pharma. Upload content and creatives to promote your presence at the event.

Begin setting up meetings on site with your clients & prospects through your personal invite link. Your link allows you to get in contact with visitors before the event and can be found in the 'Invite your clients & prospects' tab of My Easyfairs

Enhance your company visibility and take advantage of our onsite advertising opportunities. To enquire, contact your sales manager

### Ensure you are fully prepared and organised

Organise your freight transport. Further details on this can be found in your Exhibitor Manual.

- ★ Download your stand layout and read the Exhibitor Guide. To find this, head to My Easyfairs > Manage your stand > General Info
- ★ Order all of the stand services you require. To find this, head to My Easyfairs > Manage your stand > General Info
- ★ Send all of your graphic files: stand decoration, signage, visibility onsite, etc. once your order has been placed on My Easyfairs account. To find this, head to My Easyfairs > Manage your stand > General Info

For more information > [connectinpharma.com](https://connectinpharma.com)

## APRIL

- Upload and invite the VIP contacts you would like to benefit from exclusive opportunities. This can be done on My Easyfairs by navigating to the 'Invite your clients & prospects' tab.
- ★ □ Final deadline to complete your Marketing & PR Form. This can be found in your Exhibitor Manual, located on My Easyfairs under the 'General Info' section within the 'Manage your stand' tab.

## MAY

- Send invitations as soon as you receive them to promote your participation
- ★ □ Final chance to order your additional items for your stand at an early-bird price. Orders made after this date will be subject to a 20% surcharge - Via My Easyfairs: under "Manage your stand", subcategory "webshop"
- Fill in the Risk Assessment and the Health & Safety forms - More details in the Exhibitor Manual
- ★ □ For exhibitors who come with their own stand, please send your stand plans to the operations team - More details in the Exhibitor Manual
- ★ □ Last chance to order graphic panels to decorate the walls of your stand - Place your order in your My Easyfairs account
- Last opportunity to send all your graphic files (logos, design for graphic panels...). Please note that if we don't receive your artwork, your order will be cancelled and will not be refunded - Full details are in the Exhibitor Manual
- Last chance to send your Grid form to indicate us where you want your additional items ordered to be located
- My Easyfairs' online shop is now closed. A very few selected items will be available on site with an extra 40% surcharge

## JUNE

- ★ □ Set up your Visit Connect Platform via My Easyfairs
- Build up for space only stands is from 13:00 until 18:00 (Monday) and 10:00 until 19:00 (Tuesday) - For space-only exhibitors, please print your authorisation email
- ★ □ Ensure your company profile is updated and ready for visitors to engage with on site
- ★ □ Visit the Global Business Lounge to speak to a member of the team about securing your stand for 2024
- SHOW DAY ONE - Exhibitors can access the hall from 07:30 Exhibition opening times 9:00 - 19:30
- SHOW DAY TWO - Exhibitors can access the hall from 07:30 Exhibition opening times 9:00 - 17:00
- ★ □ Breakdown from 18:00 to 22:00 (Thursday) for shell scheme and space only as well as from 08:00 until 12:00 (Friday) for space only (Please ensure you do not leave items unattended)
- Help us to improve the show by giving us your feedback in the onsite exhibitor survey
- Log on to MyEasyfairs - here you will receive the visitor data from your badge readers

## Deadline

1 April

5 April

1 May

3 May

3 May

3 May

3 May

3 May

3 May

29 May

12 June

12&13 June

13 June

13 June

14 June

15 June

15&16 June

19 June

19 June

★ Mandatory

by EASYFAIRS



## Guide marketing

Enhance your digital presence



### Your My Easyfairs Online Dashboard

Maximize visitor interest and leads on-site by promoting your company, your best products and press releases. For the opportunity to be showcased separately in the innovation gallery, amongst other top innovative solutions, please put forward one product of your choice. Login here: [my.easyfairs.com/#/login](https://my.easyfairs.com/#/login)



### Trackable registration link

Stay connected with current clients as well as, close a deal with your prospects by personally inviting them to attend Connect in Pharma. By utilising your unique registration link, you can connect with your network and organise meetings on-site, ensuring they know you're there and they visit your stand. Simply use your link in buttons, banners or anything you like! Login here: [my.easyfairs.com/#/login](https://my.easyfairs.com/#/login)



### Emails & customisable HTML email invites

We have created an HTML email template, with your personal invite links embedded, for you to promote your presence at the event and invite your clients & prospects. Simply download the file we send, import it into your email system, add any further information you would like and send it to as many as you like. We can also send this email from our system on your behalf.



### Buttons, banners and other collateral

From the My Easyfairs dashboard, you will be able to download buttons and banners to utilise in your email signature. Furthermore, you can use various social media creatives, provided by us, to promote your presence via your social channels. Please note: Your HTML email, banners, buttons and social media creatives will be emailed to you upon request. Please contact [olivia.hunt@easyfairs.com](mailto:olivia.hunt@easyfairs.com) or any support you may require.



### VIP Invitations

At the event, there is a VIP scheme to reward visitor loyalty as well as, provide visitors with senior purchasing power a greater visitor experience. You are provided with the opportunity to invite your top 20 clients/prospects to attend as your VIP guest. The invitation is designed to come from your company and not us, meaning you can increase the chance those top people attend as your VIP guest. To opt-in for this opportunity, please email [olivia.hunt@easyfairs.com](mailto:olivia.hunt@easyfairs.com)



### Ensure you are at the forefront of visitor's eyes

#### Show guide entry

Ensure you are included in the visitor show guide! Supply us with 30 words about your company, or products, to be featured in the show guide that is FREE to ALL visitors upon entry.



### Ticket Invites

You will be sent an initial ... free ticket invitations for you to distribute among your existing and potential clients that you would like to invite to the event. Your tickets will include a unique code, linked to your My Easyfairs account, so that you can contact any registrants before the event and arrange to meet. Should you require any more tickets please contact [olivia.hunt@easyfairs.com](mailto:olivia.hunt@easyfairs.com)



### Editorial

We have a dedicated PR agency who work with all major trade press. Through the PR agency SCIAD you will be able to shout about your company, product launches or anything else you would like to talk about through their expansive network of partners. To get in touch, please contact: [olivia.hunt@easyfairs.com](mailto:olivia.hunt@easyfairs.com)