



## MAJOR CAMPAIGN FOR ATTRACTING VISITORS

- **Sending of free passes to visitors to the previous editions**
- **Segmented sending of newsletters, email and postal mailshots to visitors and potential visitors on the latest developments about the fair, from the exhibitors themselves along with free registration codes**
- **Collaboration with sectoral associations** such as consortia, guilds, associations, professional bodies, groups and chambers of commerce
- **Attracting visitors from the South of France:** email and postal mailshots with the latest developments of the fair and free registration codes
- **Important specialised press campaign:** reports, emails and invitation inserts in the main magazines in the sector
- **Telemarketing to potential visitors** selected by the exhibitors themselves as well as the Expohogar and BCNjoya databases explaining the latest developments of the event and providing them with free registration codes
- **Sending of free paper and PDF format invitations** so that the exhibitors can send them to their customers and potential customers
- **Social Networks:** promotion of contents of the fairs and on the latest developments and promotions of the exhibitors on our social networks: Instagram, Facebook and Twitter
- **Highly visible online advertising campaign:** SEM-GDN and Search on Google
- **Major purchaser campaigns:** invitation to a night in a hotel for VIP customers preferably from outside Catalonia, proposed by the exhibitors themselves
- **SEE Space**, an added value for visitors: Activities carried out by professionals in various disciplines to help customers to increase their sales with easy and economic strategies to apply to their businesses.
- **Major campaign in the daily** and online press with adverts, reports and Expohogar and BCNjoya banners
- **Major radio campaign with advertising slots, interviews and news reports** and at prime times
- **Agreements with car parks close to the Fira venue:** special prices for visitors and free parking for customers selected by the exhibitors themselves.
- **Discount passes on trips** with Renfe, Iberia and Transmediterranea available to visitors in order to attend the fair

