



Your key to trade fair success: Invitation management packages

# Invitation management



## Your key to trade fair success: Invitation management packages

### Effective visitor marketing before the trade fair //

#### Our services

- Creation of single- or multilevel invitation campaigns
- Identification and supply of addresses and contacts of your target groups
- Design, production and mailing of your invitations per post or e-mail
- Reminder and follow-up calls

#### Your benefits

- Professional and quick one-stop shop handling
- Striking invitation campaigns
- More time for other activities of your trade fair participation

→ **More qualified leads**





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### Invitation packages per e-mail //

Packages	Starter	Basic	Premium
<b>Draft of invitation e-mail</b> for two target groups (customer, potential customers); revision; approval by customer	✓	✓	✓
<b>Personalised mailing of invitation e-mails</b>	✓	✓	✓
<b>Online appointment planner ExpoEasyContact</b> Set up of appointment planner for three stand staff members and integration in invitation	✓	✓	✓
<b>Reminder mailing</b> Draft of reminder e-mail; revision; approval by customer		✓	✓
<b>Follow-up calls</b> 100 calls, documentation			✓
<b>Price per package</b>	EUR 949.00	EUR 1,249.00	EUR 2,299.00

Translation services available on demand. Please contact us regarding an offer.

VAT applies to all prices



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### Invitation packages per mail //

Services	Packages	Starter	Basic	Premium
<b>Draft of invitation letter</b> for two target groups (customer, potential customers); revision; approval by customer		✓	✓	✓
<b>Print of invitation letters (personalised)</b> Print of letterhead 4/0 colour, print of invitation letter black and white incl. folding to DL		✓	✓	✓
<b>Direct mailing</b>		✓	✓	✓
<b>Printing of leaflet</b> A4 leaflet folded to DL, 4/4 color, cutting and folding, 170gsm, mailing with invitation letter, provision of printfile through customer			✓	✓
<b>Reminder mailing</b> Draft of reminder e-mail; revision; approval by customer			✓	✓
<b>Follow-up calls</b> 100 calls, documentation				✓
<b>Price per package (200 addresses)</b>		EUR 999.00	EUR 1,599.00	EUR 2,649.00
<b>Price per package (500 addresses)</b>		EUR 1,099.00	EUR 1,699.00	EUR 2,749.00
<b>Price per package (1.000 addresses)</b>		EUR 1,199.00	EUR 1,799.00	EUR 2,849.00

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Plus postal charges

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### Prices additional services//

- |  |  |
|--|--|
| ■ <b>Addresses of you target groups</b><br>Research and supply of addresses and contact person of you target group   | <b>from EUR 0.30 / address<br/>plus set-up costs</b> |
| ■ <b>Online appointment planner ExpoEasyContact</b><br>incl. support for the integration of the tool in your visitor marketing campaigns;<br>set-up of appointment planner for up to five stand staff member, technical support;<br>online introduction to the tool (20 minutes) for your team | <b>EUR 249.00 / trade fair</b>                       |
| ■ <b>Conception and set-up of multi-level invitation campaigns</b><br>Draft for invitation e-mails and letters, creation and production of<br>invitation letters/e-mails, flyer, faxbacks etc., coordination   | <b>Price on request</b>                              |

Note: All services included in the packages can also be booked separately. Prices on request.

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