

Trade Fair Marketing



Exhibitor Visibility & Leads

Reach out to global industry network EEIP – 130.000 and growing

Communication, Analytics & Leads

Communication

- Communication into entire EEIP network
- Multi-channel: Social Media, mailing service, website etc

Analytics & Leads

- **Content Analytics**
Who looked at your content
- **EEIP Network Analytics**
Potential customers
- **Leads**
Name, company, email



2 Month Just About You

- Before Trade Fair
Weekly communication
- During Trade Fair
Daily communication
- **Integration of all relevant Trade Fair online channels and hashtags**
- Communication of your **exhibitor data** (Hall, Booth)

1450,- EUR
Duration: 2 Month



EEIP Network 2018

Online + Print + Event

by job function	No	%
General & Corporate Management	49.052	29,2%
Product Design Engineering	9.990	6,0%
System Design Engineering	6.517	3,9%
Production Engineering	7.635	4,5%
Operations/Maintenance	12.448	7,4%
Purchasing or Procurement	11.352	6,8%
Finance	1.803	1,1%
IT	15.270	9,1%
Other functions	53.801	32,0%
Total	167.870	100,0%

by industry	No	%
Industrial Chemicals	9.000	5,4%
Agricultural Chemicals	220	0,1%
Pharmaceuticals	249	0,1%
Plastic, Rubber, Petroleum	6.187	3,7%
Soap, detergents, cosmetics, paints, sealants	403	0,2%
Food, drinks, tobacco	4.016	2,4%
Textile, apparel, leather	2.775	1,7%
Lumber, wood, furniture	1.050	0,6%
Paper & printing	2.104	1,3%
Stone, clay, glass	906	0,5%
Primary metals	1.682	1,0%
Other processing	1.586	0,9%
Fabricated metal products	3.340	2,0%
Machinery (except electrical)	16.400	9,8%
Electric, electronic	10.203	6,1%
Scientific, measuring, control	4.677	2,8%
Automotive, aircraft, transportation	5.248	3,1%
Other manufacturing	6.134	3,7%
Energy & water supply	3.709	2,2%
Consulting (engineering, contractors)	14.483	8,6%
Consulting (strategy, training, marketing)	2.598	1,5%
Financial services (financing)	1.706	1,0%
Financial services (insurance, tax, subsidies)	599	0,4%
Software, data management	5.770	3,4%
IT hardware	1.706	1,0%
Public administration, government, defense	12.460	7,4%
Other	48.658	29,0%
Total	167.870	100,0%

By channel	No	%
Online/Social Media	123.080	73,3%
Newsletter	20.273	12,1%
Content Abo Service	1.017	0,6%
Print	22.000	13,1%
Events, Virtual Reality	1.500	0,9%
Total	167.870	100,0%

By geographical area	No	%
Austria	1.263	0,8%
Belgium	9.969	5,9%
Denmark	1.191	0,7%
Finnland	748	0,4%
France	18.985	11,3%
Germany	26.850	16,0%
Greece	1.639	1,0%
Ireland	903	0,5%
Israel	1.135	0,7%
Italy	11.198	6,7%
Netherlands	6.391	3,8%
Norway	659	0,4%
Portugal	1.877	1,1%
Spain	5.511	3,3%
Sweden	1.279	0,8%
Switzerland	2.121	1,3%
Turkey	3.107	1,9%
UK	16.792	10,0%
Eastern Europe	4.132	2,5%
Russian Federation	2.597	1,5%
India	3.052	1,8%
China	2.289	1,4%
Australia	916	0,5%
Asia - other	1.633	1,0%
North America	30.522	18,2%
South America	6.410	3,8%
Africa	4.700	2,8%
Total	167.870	100,0%

Source: EEIP projections 2018

(EEIP: industrial energy efficiency network)

References: check www.ee-ip.org/contentpartners

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