

reed gift fairs

Digital Showbag

Are you doing something special to promote your brand, products or services at Reed Gift Fairs?

Do you want to significantly boost exposure, engagement and foot traffic to your stand?

The Reed Gift Fairs Digital Showbag promotes your event deals to drive targeted traffic to your stand. Upon viewing the digital show bag, buyers convert to qualified leads by giving their email address to the exhibitors and offers they find most compelling.

It's perfect for:

- Special offers
- Product launches
- Competitions
- Higher quality leads
- Reaching and attracting more buyers to your stand



HOW DOES IT WORK?



Buyers can access your exclusive offers through the Reed Gift Fairs Digital Showbag in the lead-up to the event.



They will swipe through a gallery of exhibitor deals and choose the ones that interest them – clicking the green button to accept or red to move on to other offers.



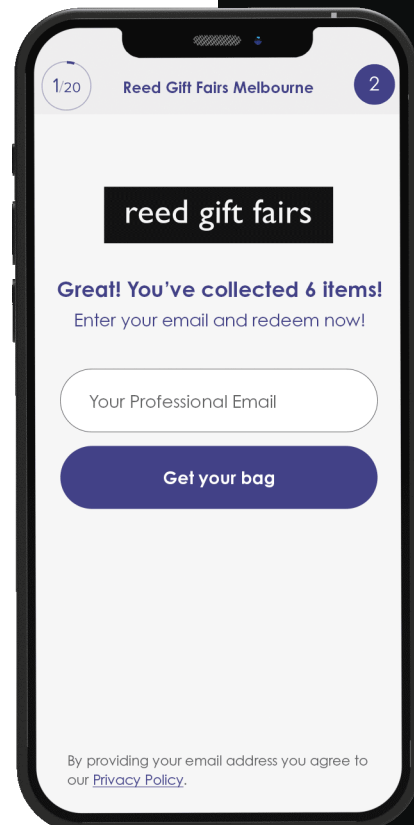
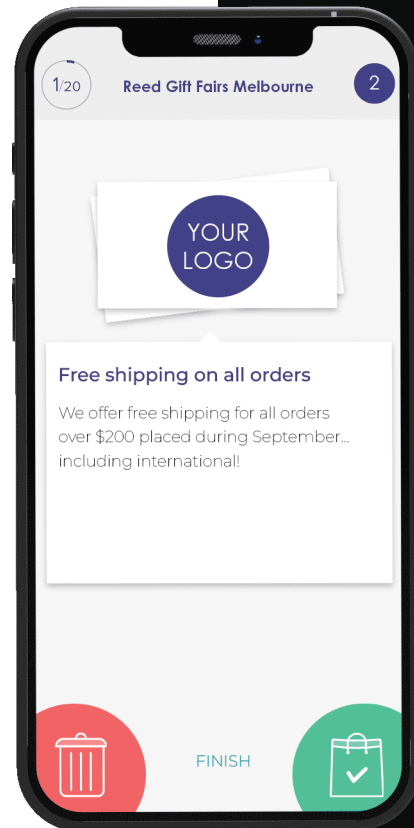
Once they accept their selected offers, visitors will enter their email address and receive further instructions to redeem your offer (visit your stand, view your website, follow your social media, etc.)

An offer can do many things...

- Promote your hook and incentivise buyers to purchase.
- Increase foot traffic to your stand.
- Incentivise buyers to visit you, your website or follow your social channels.
- Collect high quality leads.
- Share content.
- Amplify your marketing activity around the event.

The email address of those who have accepted your offer will be available to you in real-time, and we'll provide you with a full breakdown analysis on your offer at the end of the show.

reed gift fairs



WHAT YOU WILL NEED

All you need to set-up an offer in the Digital Showbag is...

Your Brand Logo

- In JPG or PNG format

An Eye-Catching Offer Title

- Make a short and snappy title to entice visitors to click on your offer!
- E.g. Free shipping on orders over \$500

Details To Your Offer

- Provide further information and instructions on how to redeem your offer.
- E.g. Visit us at stand Q23 and place an order of \$500+ to receive free shipping across Australia.

Redemption Instructions

- Provided after a visitor accepts the offer in their showbag
- Describe what needs to be done to claim the offer (i.e. visit stand, follow us on Instagram)



KIRSTEN THOMPSON
Strategic Account Manager
kirsten.thompson@rxglobal.com
02 9422 2604



DAVID MORDECAI
Account Manager
david.mordecai@rxglobal.com
02 9422 2640



LAKSHMI NADIG
Senior Strategic Account Manager
lakshmi.nadig@rxglobal.com
02 9422 8918



POLLY IRELAND
Account Manager
polly.ireland@rxglobal.com
02 9422 2627



ALEX GROCHOLSKY
Sales Executive
alexandra.grocholsky@rxglobal.com
02 9422 2765



MARC MIDDLECOTE
New Business Manager
marc.middlecote@rxglobal.com
02 9422 2454



In the business of building businesses

PRICING

EXCLUSIVE Presenting Sponsor

\$5,000 + gst

- Your logo on the home page of the app.
- The Digital Showbag will be referred to as the Reed Gift Fairs Digital Showbag, presented by "YOUR BRAND".
- 1 offer in the Reed Gift Fairs Digital Showbag, presented by "YOUR BRAND".
- A list of qualified leads with contact information – the buyers that accept your offer.
- Promoted to 53,000+ retailers through email campaigns, socials, website and the Big Book.
- We will provide you with a breakdown of analysis on your offer at the end of the campaign.

Offers – Limited Availability

\$1,000 + gst

- 1 offer in the Reed Gift Fairs Digital Showbag.
- A list of qualified leads with contact information – the buyers that accept your offer.
- Promoted to 53,000 retailers through email campaigns and the Big Book.
- We will provide you with a breakdown of analysis on your offer at the end of the campaign.

For more information and secure your listing speak with your Account Manager.